



Course Syllabus

Course Title: Executive Communication

Term and Year:

Course and Section Number: BA 5223

Time and Place:

Number of Credit Hours: 3

Instructor:

Office Location/Hours:

Office Phone:

Email:

Course Description: This course covers the fundamentals of executive business communication in multiple modalities. It will focus on the needs of a business audience (e.g. concision, document design, and the creation and delivery of professional presentation).

Learning Outcomes: Upon completion of this course, the student should be able to:

1. Determine communication methods that increase influence and productivity within an organization.
2. Evaluate the impact of ethical business communication.
3. Create executive-level reports, proposals, presentations, and documents.
4. Assess the communication traits of a successful business professional.

Prerequisites: None

Required Text: This course utilizes OER (Open Educational Resources) materials at no cost to learners. All required reading is available in the online course room.

References:

Other Materials: Certificate: Communicate Effectively at Work. Google: Applied Digital Skills. Industry recognized certification.

Course Requirements:

Attendance/Participation: All students are expected to log in to their courses regularly throughout the week to receive instruction, materials, and updates from the instructor. It is your responsibility to check in and submit your assignments, complete your discussion board postings, and finish quizzes and exams by the due dates.

If you do not participate in the course, you will be counted absent. Simply logging in is not enough; you must submit/complete an assignment, post to a discussion board, or other similar assignment tasks to avoid being counted absent. Instructors are required to submit attendance the Monday following each week of class.

This attendance is reported to the Financial Aid Department and may result in the loss of any financial aid refund you are expecting if you have not been participating in your courses. **In addition,**

you will be administratively dropped from the course if you are reported absent a total of three weeks.

Grading/Evaluation:

Grade Distribution: The course grade will be based on the following assignment types:

Discussion Forums (8 @ 25 points each)	200 points
Assignments (8 @ 50 points each)	400 points
Week 6 Formal Report (1 @ 150 points)	150 points
Week 7 Presentation (1 @ 150 points)	150 points
Week 8 Google Certification (1 @ 100 points)	100 points
Total	1,000 points

Trine Graduate Grading Scale:

Grade	Percentage	Quality Points	Meaning of Grade
A	93-100	4.0	Excellent
B+	86-92	3.5	Very Good
B	81-85	3.0	Good
C+	75-80	2.5	Above Average
C	70-74	2.0	Average (lowest passing grade)
F	00-69	0.0	Failure
I	Incomplete	Not figured into GPA	
IP	In Progress (grade deferred)	Not figured into GPA	
W	Withdrawal	Withdrawal before completion of 80% of semester	
WP	Withdrawal	Withdrawal after completion of 80% of semester issued only under special circumstances and with approval of the department chair/director	

Other Policies:

1. Late Assignment Policy: No late assignments will be accepted. Exceptions may be made at the instructor's discretion based on a documented excuse submitted prior to the assignment deadline.
2. All written assignments must follow APA 7th edition guidelines.

Academic Misconduct:

The University prohibits all forms of academic misconduct. Academic misconduct refers to dishonesty in examinations (cheating), presenting the ideas or the writing of someone else as one's own (plagiarism) or knowingly furnishing false information to the University by forgery, alteration, or misuse of University documents, records, or identification. Academic dishonesty includes, but is not limited to, the following examples: permitting another student to plagiarize or cheat from one's own work, submitting an academic exercise (written work, printing, design, computer program) that has been prepared totally or in part by another, acquiring improper knowledge of the contents of an exam, using unauthorized material during an exam, submitting the same paper in two different courses without knowledge and consent of professors, or submitting a forged grade change slip or computer tampering. The faculty member has the authority to grant a failing grade in cases of academic misconduct as well as referring the case to Student Life.

Plagiarism:

You are expected to submit your own work and to identify any portion of work that has been borrowed from others in any form. An ignorant act of plagiarism on final versions and minor projects, such as attributing or citing inadequately, will be considered a failure to master an essential course skill and will result in an F for that assignment. A deliberate act of plagiarism, such as having someone else do your work, or submitting someone else's work as your own (e.g., from the Internet, fraternity file, etc., including homework and in-class exercises), will at least result in an F for that assignment and could result in an F for the course.

Artificial Intelligence (AI) is prohibited: All work submitted by students in this course must be generated by the student. Students may not have another person or entity contribute to an assignment for them, which includes using AI. Students may not incorporate any part of an AI-generated response in an assignment, use AI to formulate arguments, use AI to generate ideas for an assignment, or submit work to an AI platform for improvement. Using an AI tool to generate content may qualify as academic misconduct in this course.

OR

Artificial Intelligence (AI) is allowed: Students may use AI tools on instructor-identified assignments in this course. To adhere to our scholarly values, students must cite any AI-generated material that informed their work. Using an AI tool without proper attribution may qualify as academic misconduct in this course. It is the responsibility of the student to verify the accuracy, reliability, and ethical implications of AI-generated content.

Electronic Devices:

Use of electronic devices including smart watches and cell phones is prohibited during exams or quizzes unless directly allowed by the instructor.

Additional Information:

References

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TRINEONLINE

Course Mapping

Executive Communication

Course Description: This course covers the fundamentals of executive business communication in multiple modalities. It will focus on the needs of a business audience (e.g. concision, document design, and the creation and delivery of professional presentation).

Learning Outcomes:

5. Determine communication methods that increase influence and productivity within an organization.
6. Evaluate the impact of ethical business communication.
7. Create executive-level reports, proposals, presentations, and documents.
8. Assess the communication traits of a successful business professional.

Week One: LO1,2	
Learning Activities and Materials	Assessments
<p>Read:</p> <ol style="list-style-type: none"> 1. The Use of Technology to Combat Plagiarism in Business Communication Classes (LO 1) (LO 2) (7 pages) 2. The Impact of Social Media Usage on Work Efficiency (LO 1) (13 pages) 3. Service Learning as a High Impact Practice (LO 1) (LO 2) (9 pages) 4. Work from Home during the Pandemic: The Impact of Organizational Factors on the Productivity of Employees in the IT Industry (LO 2) (13 Pages) <p>Watch:</p> <ol style="list-style-type: none"> 1. How AI could save (not destroy) education (LO 1) (LO 2) (15:37 minutes) 2. Why is Plagiarism Wrong? (LO 2) (1:49 minutes) 	<p>Discussion Forum:</p> <ol style="list-style-type: none"> 1. Introduction 2. Discussion Forum 1: For the week 1 discussion forum read the article: The Use of Technology to Combat Plagiarism in Business Communication Classes. Your initial post should highlight the main aspects of the article. After summarizing the article provide your own thoughts or experience on plagiarism. Conduct research on the use of plagiarism and how it negatively impacts education. Provide at least one outside source to your initial discussion. (LO 2) <p>Assessments:</p> <ol style="list-style-type: none"> 1. Assignment 1: Write a paper on the impact that technology has on communication in a business setting. (LO1) (LO 2)
Week Two: LO1-4	
Learning Activities and Materials	Assessments

<p>Read:</p> <ol style="list-style-type: none"> 1. Module 1: Communicating in Business (LO 1) (LO 2) (LO 3) (LO 4) (14 Pages) 2. Module 2: Writing in Business (LO 1) (LO 3) (21 Pages) <p>Watch:</p> <ol style="list-style-type: none"> 1. Integrating Ethics: Ethical Decision-Making (LO 2) (3:58 minutes) 2. Know Your Audience and Purpose: Professional Writing (LO 1) (LO 3) (LO 4) (1:57 minutes) <p>How to Write a Business Letter (LO 1) (LO 3) (LO 4) (13:19 minutes)</p>	<p>Discussion Forum:</p> <ol style="list-style-type: none"> 1. Discussion Forum 2: Read the statements in the form and rate your perception of your communication skills. (LO 4) <p>Assessments:</p> <ol style="list-style-type: none"> 1. Assignment 2: Read the example memo and provide an analysis. (LO 1) (LO 3) (LO 4) 2. Assignment 3 (Panopto): Provide a company update in a 1-2 minute video. (LO 1) (LO 2) (LO 3) (LO 4)
Week Three: LO1,3,4	
<p>Learning Activities and Materials</p> <p>Read:</p> <ol style="list-style-type: none"> 1. Module 3: Written Communication (LO 1) (LO 3) (LO 4) (19 pages) <p>Watch:</p> <ol style="list-style-type: none"> 1. Business Emails (LO 1) (LO 3) (LO 4) (9:37 minutes) 2. The Key Forms of Business Writing: Basic Memo (LO 1) (LO 3) (LO 4) (4:27 minutes) <p>The Importance of Writing in Business (LO 1) (LO 4) (4:29 minutes)</p>	<p>Assessments</p> <p>Discussion Forum:</p> <ol style="list-style-type: none"> 1. Discussion Forum 3: Discuss the shift from traditional to modern communication methods. (LO 1) (LO 4) <p>Assessments:</p> <ol style="list-style-type: none"> 1. Assignment 4: You are the regional manager at a clothing store. Write a memo to employees discussing a new company policy. (LO 1) (LO 3) (LO 4) <p>Assignment 5: Compose an internal email in the form of one of the following: newsletter, event notification, announcement, meeting request, status update, or appreciation of a colleague. (LO 1) (LO 3) (LO 4)</p>
Week Four: LO1-4	
<p>Learning Activities and Materials</p> <p>Read:</p> <ol style="list-style-type: none"> 1. Module 4: Research (LO 1) (LO 2) (LO 3) (LO 4) (24 pages) <p>Watch:</p> <ol style="list-style-type: none"> 1. Why Research Matters (LO 1) (LO 3) (2:01 minutes) 2. Developing a Research Question (LO 1) (LO 2) (LO 3) (LO 4) (4:33 minutes) 3. What are Databases and Why You Need Them (LO 1) (LO 3) (2:34 minutes) <p>7 Pillars of Information Literacy (LO 1) (LO 2) (LO 3) (LO 4) (5:51 minutes)</p>	<p>Assessments</p> <p>Discussion Forum:</p> <ol style="list-style-type: none"> 1. Discussion Forum 4: Explain secondary research and how it is used to provide support to the report. (LO 2) (LO 3) <p>Assessments:</p> <ol style="list-style-type: none"> 1. Assignment 6 – Written Assignment: Conduct research and write a memo addressed to the general manager and team leads at your store. In your memo, recommend one charitable organization you wish to partner or volunteer with that you found via a web search. (LO 1) (LO 2) (LO 3) (LO 4)

Week Five: LO1,3,4	
Learning Activities and Materials	Assessments
<p>Read:</p> <ol style="list-style-type: none"> 1. Module 5: Visual Media (LO 1) (LO 4) (25 pages) 2. Module 6: Reports (LO 1) (LO 3) (17 pages) 3. Technical Writing Essentials: 7.2 Proposals (LO 1) (LO 3) (LO 4) (9 pages) <p>Watch:</p> <ol style="list-style-type: none"> 1. Persuasive Presentation: How to make graphs more powerful (LO 1) (LO 3) (LO 4) (1:49 minutes) <p>Nancy Duarte: How to tell a story (LO 1) (LO 3) (LO 4) (3:01 minutes)</p>	<p>Discussion Forum:</p> <ol style="list-style-type: none"> 1. Discussion Forum 5: Create an infographic or image representing a brand or company. (LO 1) (LO 3) (LO 4) <p>Assessments:</p> <ol style="list-style-type: none"> 1. Assignment 7: Create a visual essay to explore how a topic or idea is communicated through images. (LO 1) (LO 3) (LO 4) <p>Assignment 8: Report Proposal (LO 1) (LO 3) (LO 4)</p>
Week Six: LO1-4	
Learning Activities and Materials	Assessments
<p>Read:</p> <ol style="list-style-type: none"> 1. Organizational Communication Chapter 1: An Introduction (LO 1) (LO 2) (LO 4) (14 pages) 2. Organizational Communication Chapter 2: The Critical Approach (LO 1) (2 pages) 3. Organizational Communication Chapter 5: Organizations as Communication Systems (LO 1) (LO 4) (9 pages) <p>Watch:</p> <ol style="list-style-type: none"> 1. What makes us feel good about our work? (LO 1) (LO 4) (20:26 minutes) 2. Creating Ethical Cultures in Business: Brooke Deterline (LO 1) (LO 2) (LO 4) (8:23 minutes) <p>How to get your ideas to spread (LO 3) (LO 4) (16:47 minutes)</p>	<p>Discussion Forum:</p> <ol style="list-style-type: none"> 1. Discussion Forum 6: Choose one of the videos from this week's learning materials. Analyze the video and discuss how the information can be utilized to communicate efficiently and effectively in the workplace. (LO 1) (LO 2) (LO 4) <p>Assessments:</p> <p>Final Report: Create a formal business report utilizing the proposal you submitted in week 5. (LO 1) (LO 2) (LO 3) (LO 4)</p>
Week Seven: Overview (LOs)	
Learning Activities and Materials	Assessments
<p>Read:</p> <ol style="list-style-type: none"> 1. Module 7: Public Speaking (LO 1) (LO 2) (LO 3) (LO 4) (17 pages) <p>Watch:</p> <ol style="list-style-type: none"> 1. Steve Jobs unveils the iPhone (LO 1) (LO 4) (5:01 minutes) <p>How to speak so that people want to listen (LO 1) (LO 2) (LO 3) (LO 4) (9:58 minutes)</p>	<p>Discussion Forum:</p> <ol style="list-style-type: none"> 1. Discussion Forum 7: Discuss the importance of public speaking in a business setting. (LO 1) (LO 2) (LO 3) (LO 4) <p>Assessments:</p> <p>Presentation: Using Panopto, create a presentation utilizing your formal business report. (LO 1) (LO 2) (LO 3) (LO 4)</p>
Week Eight: LO1-4	

Learning Activities and Materials	Assessments
<p>Read:</p> <ol style="list-style-type: none"> 1. Lesson Plan: Communicate Effectively at Work (LO 1) (LO 2) (LO 3) (LO 4) <p>Watch:</p> <ol style="list-style-type: none"> 1. Lesson 1: Communicate Effectively at Work Introduction (LO 1) (LO 2) (LO 3) (LO 4) 2. Lesson 2: Facilitate a team meeting (LO 1) (LO 2) (LO 3) (LO 4) 3. Lesson 3: Collect feedback with Google forms (LO 1) (LO 2) (LO 3) (LO 4) 4. Lesson 4: Communicate Ideas in a Proposal (LO 1) (LO 2) (LO 3) (LO 4) 5. Lesson 5: Present Information About Your Job (LO 1) (LO 2) (LO 3) (LO 4) <p>Lesson 6: Communicate Effectively at Work Wrap-Up (LO 1) (LO 2) (LO 3) (LO 4) (1:30 minutes)</p>	<p>Discussion Forum:</p> <ol style="list-style-type: none"> 1. Discussion Forum 8: Course Wrap-Up. (LO 1) (LO 2) (LO 3) (LO 4) <p>Assessments:</p> <ol style="list-style-type: none"> 1. Complete the Google Certification: Communicate Effectively at Work. (LO 1) (LO 2) (LO 3) (LO 4)