Organisational Communications in a Social Context

Instructor Details
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Class Details
Spring 2011
Wednesday; 10.00-1.00 & 2.00-5.00 room tba

Prerequisites
Materials as supplied by Stern. In addition, it is strongly recommended that students read a good quality daily newspaper – a broadsheet – at least three times a week. The Times is the best but the Financial Times is also useful as are the Daily Telegraph or the Independent

Class Description
Seminar style with tutor input, discussion in both small groups and in plenary

Desired Outcomes
An understanding of business communication theories
An understanding of the social impact of business by examining socially responsible organisations
Understanding the relationship between corporations and their stakeholders in interactive ways. Practical applications will include:

- informative, persuasive & collaborative presentation and documents
- successful team communication and leadership
- effective management of times, tasks and outputs

Assessment Components
Assessment is continuous and is a series of 12 small assessments (some group, some individual) run throughout the module which together will amount to 100%. The final grade will be allocated in the following percentage:

Individual grades = 65%
Team grades = 35%

Assessment schedule
Ass 1: Comments on Communications models & theory
Ass 2: GM Team benchmark presentation
Ass 3: Report on recommended GM strategy (10 marks individual)
Ass 4: Team informative presentation; company profile (10 marks team)
Ass 5: Themed email message/discussion to team
Ass 6: Team email to professor (5 marks team)
Ass 7: Persuasive presentation; strategic issues facing firm (10 marks individual)
Ass 8/9: Impromptu email writing & quizzes (10 marks individual)
Assignment 11: Final team presentation (30 marks; 15 each to individual & team)
Ass 12: Final individual document (15 marks individual)
Ass 13: Class participation, attendance, discussion, reviews, quizzes, teamwork throughout the semester (10 marks individual)

Total = 100

Failure to submit or fulfill any required course component results in failure of the class.

**Assessment Expectations**

**Grade A:** Full mastery of the topic, excellent work of the highest standard

**Grade B:** Generally good command of topics with a few areas for minor improvement

**Grade C:** Generally satisfactory work with some areas identified for improvement

**Grade D:** Reasonable work but containing some areas which may require major improvement

**Grade F:** Work which requires significant improvements in a number of areas

**Grade conversion**

NYU in London uses the following scale of numerical equivalents to letter grades:

A=94-100
A-=90-93
B+=87-89
B=84-86
B-=80-83
C+=77-79
C=74-76
C-=70-73
D+=67-69
D=65-66
F=below 65
Where no specific numerical equivalent is assigned to a letter grade by the class teacher, the mid point of the range will be used in calculating the final class grade (except in the A range, where 95.5 will be used).

**Grading Policy**

Stern classes adhere to the Stern grading guidelines which are as follows:-

25-35% A’s – awarded for excellent work

50-70% B’s – awarded for good or very good work

5-15% C’s or below - awarded for adequate or below work

NB. All assignments will be moderated between the two course tutors. The usual appeal procedure is in place, with any student wishing to appeal needing to approach the Director of NYU-L.

**Attendance Policy**

NYU-L has a strict policy about course attendance. No unexcused absences are permitted. Students should contact their class teachers to catch up on missed work but should NOT approach them for excused absences. Absences due to illness must be discussed with the Assistant Director for Student Life within one week of your return to class. Absence requests for non-illness purposes must be discussed with the Assistant Director for Academic Affairs prior to the date(s) in question. Unexcused absences will be penalized by deducting 3% from the student’s final course mark. Students are responsible for making up any work missed due to absence.

Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from examination (with authorisation, as above), your lecturer will decide how you will make-up the assessment component, if at all (by make-up examination, extra coursework, or an increased weighting on an alternate assessment component, etc.).

NYU-L also expects students to arrive to class promptly (both at the beginning and after any breaks) and to remain for the duration of the class. If timely attendance becomes a problem it is the prerogative of each instructor to deduct a mark or marks from the final grade of each late arrival and each early departure.

Please note that for classes involving a field trip or other external visit, transportation difficulties are never grounds for an excused absence. It is the student’s responsibility to arrive at an agreed meeting point in a punctual and timely fashion.

**Late Submission of Work**

(1) Written work due in class must be submitted during the class time to the professor.

(2) Late work should be submitted in person to the Assistant Director for Academic Affairs in office hours (Mon – Fri, 10:30 – 17:30), who will write on the essay or other work the date and time of submission, in the presence of the student. Another member of the administrative staff can accept the work, in person, in the absence of the Assistant Director for Academic Affairs and will write the date and time of submission on the work, as above. Please also send an electronic copy to Becky Kelley (becky.kelley@nyu.ac.uk) for submission to Turnitin.
(3) Work submitted within 5 weekdays after the submission time without an agreed extension receives a penalty of 10 points on the 100 point scale.

(4) Written work submitted after 5 weekdays after the submission date without an agreed extension fails and is given a zero.

(5) Please note end of semester essays must be submitted on time.

Plagiarism Policy

Plagiarism: the presentation of another person’s words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

All students must submit an electronic copy of each piece of their written work to www.turnitin.com and hand in a printed copy with the digital receipt to their professor. Late submission of work rules apply to both the paper and electronic submission and failure to submit either copy of your work will result in automatic failure in the assignment and possible failure in the class.

Electronic Submission

All students must submit an electronic copy of their written work to www.turnitin.com. This database will be searched for the purpose of comparison with other students’ work or with other pre-existing writing or publications, and other academic institutions may also search it. The database is managed by JISC (Joint Information Systems Council) and has been established with the support of the Higher Education Funding Council for England.

In order for you to be able to submit your work onto the Turnitin website, you will need to set up an account:

1) Go onto the Turnitin website http://www.turnitin.com
2) Click ‘New Users’ in the top right hand corner
3) Select user type of ‘student’
4) Enter your class ID & Turnitin class enrollment password (these will be e-mailed to you at the start of term, or contact Becky Kelley if you have misplaced these at becky.kelley@nyu.ac.uk)
5) Follow the online instructions to create your profile.

To submit your work for class, you will then need to:

1) Log in to the Turnitin website
2) Enter your class by clicking on the class name
3) Next to the piece of work you are submitting (please confirm the due date), click on the ‘submit’ icon
4) Enter the title of your piece of work
5) Browse for the file to upload from wherever you have saved it (USB drive, etc.) and click ‘submit’
6) Click ‘yes, submit’ to confirm you have selected the correct paper (or ‘no, go back’ to retry)
7) You will then have submitted your essay onto the Turnitin website.
8) Please print your digital receipt and attach this to the hard copy of your paper before you submit it (this appears on the web site, immediately after you submit your paper and is also sent to your e-mail address).

Students must retain an electronic copy of their work for one month after their grades are posted online on Albert and must supply an electronic copy of their work if requested to do so by NYU in London. Not submitting a copy of a piece of work upon request will result in automatic failure in the assignment and possible failure in the class. NYU in London may submit in an electronic form the work of any student to a database for use in the detection of plagiarism, without further prior notification to the student.

Penalties for confirmed cases of plagiarism are set out in the Student Handbook.
| Required Text(s) | Organizational Communication and its Social Context (a customized edition for Stern available only through NYU)  
Effective Organisational Communication; Perspectives, Principles and practices (Blundell R & Ippolito K, 2008. third edition, FT Prentice Hall) |
| Supplemental Texts(s) (not required to purchase as copies are in NYU-L Library) | Greener T 2001 Internal Communications, Blackhall Publishing  
The Times newspaper |
| Internet Research Guidelines | www.businessweek.com  
www.ftonline.com  
www.thetimesonline |
| Additional Required Equipment | n/a |

**Session 1**  
Wed  
19 January 2011  
Introductions- to each other and to the course  
Introduction to Organisational Communication; some communication models  
B&I Chapt 1 pp 1-24

**Session 2**  
Wed 26 January  
The changing environment for business  
OC text pp 1-17  
B&I Chapt 2 pp27-58  
**Assignment 1** – post comments on communication models by midnight previous day

**Session 3**  
Wed 2 February  
Stakeholder theory; introducing the GM case study. OC text pp 18-37  
Message development; B&I chapters 11 (pp289-316) & 13 (pp349-356)  
Teams for assessment will be assigned today.

**Session 4**  
Wed 9 Feb  
Benchmark Team presentations on GM case (all teams)  
OC text pages 38-50  
B&I chapter 12 (pages 317-348)  
**Assignment 2 assigned teams present today**
Assignment 3 draft 1GM revision memo due. Bring hard copy to class.

Session 5
Wed 16 Feb
Business writing; structure, organisation & persuasion
Assignment 3 Draft 2; GM revisions due; bring hard copy to class.
Teams will choose a company for future assignments
B&I Chapter 9 (pp 229-256)

Session 6
Wed 23 Feb
Corporate communications; strategic & tactical OC text pp 39-52 & 53-65
B&I Chapt 12 (pp317-348)
Assignment 3 final draft of memo
Assignment 3 final draft of memo

Session 7
Wed 2 March
Managing issues; informing & persuading OC text pp 52-66 & 56-86
Assignment 4 short team presentation; company profile & why we chose these organisations
Assignment 5 – email assignment (by midnight)

Session 8
Wed 9 March
Informative presentations; key issues facing the firm
Also communication in practice; letters, emails and text messages
OC text pp87-106
B&I Chapt 8 (pp201-228)
Persuasive presentation planning, storyboard & strategy
Assignment 6 – team impromptu

Session 9
Wed 16 March
Persuasive presentations;
B&I Chapt 4 (pp85-116)
Strategic communication plan
Team dynamics

Session 10
Wed 23 March
Persuasive presentations strategic communication plan
Internal communications OC text 107-126
B&I Chapt 5 (pp117-142)
Assignment 7 persuasive presentation; strategic issues
Assignment 8 impromptu email writing (if time)

Session 11
Wed 30 March
Social context of business
OC text pp 67-86
B&I Chapt 9 (pp229-256)
Assignment 9 team impromptu (if time)

Session 12
Wed 6 April
Team discussion of final presentation
Corporate communication & social context OC text 127-150
B&I Chapt 6 (pp143-164)
NB Spring break until w/c 4 April

Session 13
Wed 13 April
Preparation for
Assignment 10 final team presentation
Assignment 11 individual performance in team presentation

Session 14
Wed 4 May
Assignment 10 final team presentation
Assignment 11 individual performance in team presentation
Assignment 12 Final individual document
Summary & end of module