<table>
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<tr>
<th>Class Title</th>
<th>Organizational Communication</th>
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<tr>
<td>Listed as</td>
<td>“Organizational Communication and its Social Context” C40.0065004 4 points</td>
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<tr>
<td>Instructor Contact Information</td>
<td>Name: Andrew Hupert</td>
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<tr>
<td>Class Time</td>
<td>Monday, 1:00-4:00</td>
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<tr>
<td>Course Description</td>
<td>Communication: essential for business success</td>
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Every aspect of organizational life depends on communication: investor relations, financial reporting, customer service, information technology implementation, marketing, product development and more. All require effective speaking and writing skills for success. In this course, you’ll learn business communication principles and apply them to specific assignments. You’ll also gain an understanding of the social impact of business through a comprehensive study of one company as a class, and another company in a small group. In addition, you’ll also work on communication exercises that focus on stakeholders and how corporations communicate with them. Practical applications will include:

- Informative, persuasive and collaborative presentations and documents
- Successful team communication and leadership
- Effective management of tasks, time and deliverables
- Command of online media, including social media, multi-media and video.

**Success: your communication foundation**

Because you have been communicating successfully for many years, you have a basis for understanding and applying communication principles. Just as finance classes, for example, build on your existing knowledge of money, interest, and value, this course builds on your existing knowledge of writing, speaking, and working in groups. You’ll learn to leverage that existing knowledge to manage organizational communication effectively.
You will learn how companies communicate with their stakeholders; how to organize and confidently deliver different types of presentations; write business documents; coordinate successful team meetings; and design professional visual aids. You’ll have multiple opportunities to prepare documents, to give presentations and analyze them on video, and to learn about team leadership.

**Course Objectives**

Effective communicators take the lead in the workplace, and much of your future success in business depends on managing communication effectively. As part of the Social Impact of Business Core, this course provides theoretical fundamentals in communication, applies communication strategy to oral and written business assignments, and focuses on how organizations communicate to their stakeholders.

**Grading Components**

Your final grade will be determined according to the following percentage breakdown.

- Individual grades – worth 67%
- Team grades – worth 33% (all team members get the same grade for a given assignment)

Participation and attendance are a significant part of the point system. This course incorporates the Undergraduate College policies for participation and attendance, as well as the ethical guidelines.

**Grading Expectations**

A: Excellent performance showing a thorough knowledge and understanding of the topics of the course; all work includes clear, logical explanations, insight, and original thought and reasoning.
B: Good performance with general knowledge and understanding of the topics; all work includes general analysis and coherent explanations showing some independent reasoning, reading and research.
C: Satisfactory performance with some broad explanation and reasoning; the work will typically demonstrate an understanding of the course on a basic level.
D: Passable performance showing a general and superficial understanding of the course’s topics; work lacks satisfactory insight, analysis or reasoned explanations.
F: Unsatisfactory performance in all assessed criteria.

**Required Activities**

Teams, assignments, Blackboard 8.0, Google Groups

Just as in the business world, a significant part of this course is based on teamwork and team assignments. You’ll be assigned to teams early in the course, and we’ll discuss the rights and
responsibilities of the teams in class. **Each team will need to meet on average once a week outside of class, either in person or virtually.** In addition, this course requires two team meetings with the professor and/or the teaching fellow. Details will be explained in class.

Course materials will be managed by Blackboard. Google Groups (if possible), PowerPoint lectures, handouts, etc. that are available in electronic form will be posted to Blackboard or the class Google Group (due to scheduling differences between the NYU and Shanghai NYU calendars). You’ll be directed to post assignments to specific Blackboard or Google Group locations, unless paper versions are needed for classwork.

To do well in this course, you need to:

- Complete all individual and team assignments on time, both graded and ungraded
- Follow the specific assignment requirements in this course outline
- Participate in class discussions
- Contribute to team assignments

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<th>Suggested Activities</th>
<th>Optional and suggested trips and events will be discussed throughout the semester. Students are encouraged to explore online tools such as VOIP, video conference software, mapping &amp; collaboration tools and podcasts.</th>
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<td>Attendance Policy</td>
<td>NYU in Shanghai has a strict policy about course attendance that allows <em>no unexcused absences</em>. Each unexcused absence will result in the deduction of <strong>three percentage points</strong> from the final grade. More than two unexcused absences will result in failure of the course. All absences due to illness require a signed doctor’s note from a local facility as proof that you have been ill and have sought treatment for that illness. All absence requests and excuses must be discussed with the Academic Support Coordinator. Non-illness absences must be discussed with the Academic Support Coordinator or the Program Director prior to the date(s) in question. Students should contact their instructors to catch up on missed work but should not approach them for excused absences. If you must miss class (for any reason), the Academic Support Coordinator will determine whether or not it is an unexcused absence. If your absence is not excusable, you risk missing class as a detriment to your grade.</td>
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Students are expected to arrive to class promptly both at the start of class and after breaks. The Academic Assistant will check attendance 15 minutes after class begins. Arriving more than 15 minutes late or leaving more than 10 minutes early will be considered an unexcused absence.

Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from an exam by the Academic Support Coordinator, your instructor will decide how you will make up the exam.

This attendance policy also applies for classes involving a field trip or other off-campus visit. It is the student’s responsibility to arrive at the agreed meeting point on time.

There will be no adjustment of attendance records after the end of the semester. If you wish to contest a marked absence, you must do so before you leave Shanghai; so if you think that there may be a discrepancy about your attendance in class on a given day, ask the NYU in Shanghai academic staff to let you look at the attendance record.

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<th>Submission of Late Work</th>
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<td>Written work due in class must be submitted during class time.</td>
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Late work should be submitted in person to the Academic Support Coordinator during regular office hours (9:30-6:00, Monday-Friday). The Academic Support Coordinator will mark down the date and time of submission in the presence of the student. In the absence of the Academic Support Coordinator, another member of the administrative staff can accept the work in person, following the same protocol.

Work submitted within five weekdays will be penalized one portion of a grade for every day that it is late (so if it is late by one day, an assignment marked an “A” will be changed to an “A-,” and so on). Work submitted more than five days after the due date without an agreed extension will be given a zero.

Please note that final essays must be submitted on time.

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<th>Plagiarism Policy</th>
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<td>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.</td>
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Students must retain an electronic copy of their work until final grades are posted on Albert. They must be prepared to supply an electronic copy if requested to do so by NYU in Shanghai. Not submitting a copy of
their work upon request will result in automatic failure in the assignment and possible failure in the class.

Penalties for confirmed cases of plagiarism are set out in the Academic Guide.

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<th>Required Text(s)</th>
<th>Required materials:</th>
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|                  | 1. *Organizational Communication and Its Social Context* (OC Text)  
(custom edition for Stern available in hard copy only in NYU bookstore.) |
|                  | 2. *Guide to Presentations* (GP)  
(Munter, Mary; Russell, Lynn. Prentice Hall Series in Advanced Communication, 2nd edition, 2006; available in NYU bookstore; 1st edition also acceptable.) |
|                  | 4. Additional readings will be posted on Blackboard for online reading. |

| Supplemental Text(s) | Cases and site recommendations to be distributed in class. |

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<th>Week 1</th>
<th>Introduction to the course; Introduction to Communication Strategy</th>
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<tr>
<td><em>Monday, February 21</em>th</td>
<td>Intro to Organizational Communication; aspects of theory; Communication strategy/intent; How do organizations communicate?</td>
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<th>Week 2</th>
<th>Introduction to Corporate Communication; Intro to Ford case and Ford audiences. Intro to online communication tools.</th>
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<td><em>Monday, February 28</em>th</td>
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| Week 3 | Stakeholder theory; Intro. To teams & Teamwork, Appreciative inquiry for new teams  
Intro to Team Benchmark Assign.  
Presentation Delivery Techniques for teams  
Storyboards/Planners |
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<td><em>Monday Makeup Day, Friday, March 4</em>th</td>
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| Week 4 | Team Benchmark Presentation on Ford (Teams present)  
Complete Team Benchmark Presentation on Ford (teams present) + Debrief; Intro to business writing; |
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<td><em>Monday, March 7</em>th</td>
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*New York University in Shanghai*
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<tr>
<th>Week</th>
<th>Date</th>
<th>Activities</th>
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| 5    | Monday, March 14th | Review writing assignment  
Intro to business writing strategies: structure, organization, persuasion, Plain English;  
Intro to online communication: initiating and participating in discussion groups |
| 6    | Monday, March 21st | Peer editing of draft #1.  
Critiquing sample video presentation.  
Business Writing: editing and document design In class editing exercise; peer review; Companies assigned for semester |
| 7    | Monday, March 28th | Business Research Techniques, Using Visual Aids and online tools.  
Designing a video presentation. Conducting effective online meetings & presentations. |
| 8    | Monday, April 4th | Building online profiles for organizations and individuals.  
Team Presentation 2: Company Profile. |
| 9    | Monday, April 11th | Strategic Corporate Communication  
Identifying Issues  
Managing Issues  
Persuasion |
| 10   | Monday, April 18th | Team Presentation Planning  
Speaking Impromptus  
Handling Q&A  
Introduction to Cross-Culture organizational communications – opportunities and pitfalls. |
| Study Break | | Program study break from Friday, April 22nd until Sunday, May 1st |
| 11   | Monday, May 2nd  | Team Presentation 3: Strategic Issues Response |
| 12   | Monday, May 9th  | Corporate Communication and its Social Context:  
CSR and Social Impact  
Team Dynamics and Team Performance; planning final presentation |
| 13   | Monday, May 16th | Special topics in cross-cultural communication: US and China  
Crisis management & conflict avoidance scenarios.  
Cases – the Nike Child Labor crisis, the Google Hack, TBA |
| 14   | Monday, May 23rd | Preparation for Final Presentations  
Coaching and rehearsal for final presentations |
| Final| Monday, May 30th | Final team presentations  
Class wrap-up |