

**NYU Prague**  
**SOIM-UB 9065 P01**  
**Organizational Communication & Its Social  
Context**  
**Fall 2020**  
**Remote Synchronous**  
**Time Zone: CET + Daylight Savings**

## **Fall 2020**

We know that you may be taking courses at multiple locations this semester. If you are enrolled in this course 100% remotely and are not a Go Local/Study Away student for this course site, please make sure that you have completed the online academic orientation via NYU Classes so you are aware of site specific support structure, policies and procedures. Please contact the site academic staff ([vanda.thorne@nyu.edu](mailto:vanda.thorne@nyu.edu)) if you have trouble accessing the NYU Classes site.

If you are attending in person, you will be assigned a seat on the first day and are expected to use that seat for the entire semester due to NYU COVID-19 safety protocol. Please note that you are expected to attend every class meeting in-person; however, this may change during the drop/add period if in-person student registration increases significantly or at any point during the semester if local COVID-19 regulations require additional physical distancing.

## **Instructor Information**

- Tomáš Klvaňa, Ph.D., M.A.
- **Email:**
- **Office hours:** by appointment (Skype tomas.klvana66)
- **Cell phone:**

## **Course Information**

- **SOIM-UB9065P01**
- Organizational Communication and its Social Context
- First course in the Stern Social Impact Core Curriculum, i.e., Business and its Publics
- Tuesdays/Thursdays 8.00 p.m. – 9.15 p.m. (CET)
- Zoom:  
<https://newclasses.nyu.edu/portal/site/0512cda3-c846-46e8-bda8-08295b078300/page/53025580-f73b-4d58-afe0-eb06e49e4bc8?sakai.state.reset=true>
- [NYU Prague Academic Calendar](#)

## **Course Overview and Goals**

Organizational Communication and its Social Context is the second stage of Stern's four-year Social Impact Core Curriculum. Business and its Publics examines the relationships between corporations

and society, particularly the social issues that arise from business operations. This course focuses on how companies communicate with multiple audiences: their various stakeholders.

### **Upon Completion of this Course, students will be able to:**

- Learn business communication principles
- Have multiple opportunities to apply them to specific oral and written assignments, with the objective of enhancing your ability to write, present, and speak as a business professional
- Practical applications will include
  - 1) creating persuasive presentations and documents;
  - 2) practicing team leadership and communication;
  - 3) effective management of time, tasks and deliverables

## **Course Requirements**

The assignments (some group, some individual) run throughout the semester, altogether amounting to 100%. The final grade will have based 70% on individual performance and 30% on team performance.

Non-fulfillment of any required course component results in failure of the class.

- Business Document (Paper – **5 individual points**)
- Best Team Experience (Paper – **5 individual points**)
- Blackfish position paper (**10 individual points**)
- 1<sup>st</sup> Team Presentation: SeaWorld's Crisis Communication (**5 team points**)
- 2<sup>nd</sup> Team Presentation on The Coca-Cola Company Sustainability Program (**5 team & 5 individual points**)
- The Coca-Cola Company Social Media Document (**5 individual points**)
- 3<sup>rd</sup> Team Presentation: A Company Profile (**5 team & 5 individual points**)
- 4<sup>th</sup> Team Presentation: Issues Facing Your Company (**10 individual & 10 team points**)
- Final Team Presentation (**10 team & 10 individual points**)
- Class Participation: attendance, reading, class discussion, teamwork, video reviews (**10 individual points**)

### **Class Participation**

You are expected to attend class in person or remote synchronously. Your active participation in class and attendance will be reflected in this part of the course requirements.

### **Assignment 1: Business Document**

**Task:** Locate and bring a business document to class

**Details:** Locate any one-page business document that interests you from any company. It can be a part of a CEO letter in an annual report; another section of an annual report; an announcement / policy change / memo from their workplace; a full-page ad from a specific company, and so on.

Write a brief response to the following question: Why was it written and who is the intended audience?

**Deliverable:** A document of no more than 120 words that answers the question. Submit via NYU Classes.

### **Assignment 2: Best Team Experience**

You will soon be meeting your team for the first time. This is the team you will be working with throughout the rest of the course. As preparation for getting off to a strong start, you will be participating in an Appreciative Inquiry exercise in class.

**Task:** Reflect on a team experience where you performed at your best. It can be any team from a work or school project or volunteer experience. Capture the essential elements of that experience and be prepared to share it with your new team. What was it like? What were your strengths in the team? How did the team operate? What descriptive adjectives characterize your performance? Try to be as specific with the details as you can.

**Deliverable:** The paper shall be submitted via NYU Classes after the class exercise. It should be limited to 200 words.

### **Assignments 3-4: SeaWorld vs. Blackfish: Crisis Communication**

The following two assignments will explore and evaluate the SeaWorld crisis communication in its high-profile controversy surrounding Blackfish, a documentary film. You will watch the film in class or at your own convenience. Read-up on the controversy. Do your own background research. Initial resources can be found here but more individual research is required:

[SeaWorld and Southwest Airlines end longtime partnership amid "Blackfish" controversy](http://www.salon.com/2014/07/31/seaworld_and_southwest_airlines_end_longtime_partnership/Amid_'Blackfish'_controversy,_SeaWorld_beats_on_earnings)

[http://www.salon.com/2014/07/31/seaworld\\_and\\_southwest\\_airlines\\_end\\_longtime\\_partnership/](http://www.salon.com/2014/07/31/seaworld_and_southwest_airlines_end_longtime_partnership/)

[Amid 'Blackfish' controversy, SeaWorld beats on earnings](http://finance.yahoo.com/blogs/the-exchange/seaworld-earnings-165331773.html)

<http://finance.yahoo.com/blogs/the-exchange/seaworld-earnings-165331773.html>

[The War Between CNN and SeaWorld Over 'Blackfish' Escalates](http://www-rma.takepart.com.edgesuite.net/article/2013/10/24/blackfish-cnn-seaworld-trainer-dawn-brancheau-tilikum)

<http://www-rma.takepart.com.edgesuite.net/article/2013/10/24/blackfish-cnn-seaworld-trainer-dawn-brancheau-tilikum>

[SeaWorld vs. Blackfish: A Crisis PR War Rages On Social Media](https://medium.com/inbound-insights/seaworld-vs-blackfish-a-crisis-pr-war-rages-on-social-media-595bbb86f4c4)

<https://medium.com/inbound-insights/seaworld-vs-blackfish-a-crisis-pr-war-rages-on-social-media-595bbb86f4c4>

[Documentary director discusses motivation behind 'Blackfish'](http://sundial.csun.edu/2014/04/documentary-director-discusses-motivation-behind-blackfish/)

<http://sundial.csun.edu/2014/04/documentary-director-discusses-motivation-behind-blackfish/>

[Why "Blackfish" is Propaganda, not a Documentary](https://seaworldcares.com/the-facts/truth-about-blackfish/)

<https://seaworldcares.com/the-facts/truth-about-blackfish/>

[Orca Profile Pages](https://seaworldcares.com/the-facts/Orca-Profiles/)

<https://seaworldcares.com/the-facts/Orca-Profiles/>

**In Assignment 3 (Individual)** you will write your own 600-word position paper evaluating the film's credibility and impact. You will evaluate the film's goal, targeted audience(s), its strengths and weaknesses, and assess how well the film has achieved its objectives. I am interested in your views supported by evidence. You are expected to research the film's specific claims (and the SeaWorld counterclaims) for their relevance, validity, truthfulness and fairness. Submit via NYU Classes.

**In Assignment 4 (Team)** your team will provide a comprehensive evaluation of the quality and effectiveness of SeaWorld's corporate crisis communication in the Blackfish controversy and suggest specific improvements. Your power point/prezi presentation will take 10 minutes with up to 3 additional minutes for a Q&A session.

### **Assignments 5 - 6: Coca-Cola – Turning Threat into Opportunity**

Like many soft drink and fast-food companies, Coca-Cola is under attack from health-care professionals, politicians, activists and civil society. The company has responded with a sophisticated business strategy of which sustainability is an important part. Please read its latest Sustainability Report available on the company website. Make yourself perfectly familiar with TCCC Sustainability program. Read up on it from independent business and expert sources.

## **Assignment 5: Team Presentation on The Coca-Cola Company Sustainability Program**

Assume you are a member of a Company that is a competitor to TCCC and wants to emulate its stakeholder comms success. You are on your Company's Corporate Communication Task Force on Stakeholder Engagement. The Task Force has been instructed to analyze how TCCC's Sustainability Program addresses its various stakeholders (audiences). You need to perform Audience Analysis. Essentially, the team has to ask: "What are the various stakeholder groups that the Sustainability Program, including but not limited to the Sustainability Report, addresses and what strategies does it employ?" This is the core question your team must address in the 8-10 minute presentation.

To do this, your team needs to consider various stakeholder groups specifically by examining:

What is the group's (potential or actual) relationship to TCCC? How large is the group? What are the demographics of the stakeholder group? What are the sources of its influence/power? What are their interests? What are the most effective ways of communicating with them?

**Generally, companies like TCCC address some or all of the following stakeholder groups:** Shareholders, Regulators (Politicians), Environmental NGOs, Wall Street Equity Analysts, Suppliers, Customers, Media and other.

**Task:** Prepare an analysis of TCCC Sustainability Program and evaluate its strategies.

**Deliverable:** A team presentation lasting 8-10 minutes, with 2-3 minutes afterwards for questions; each team member must speak. No PowerPoint bullet slides are permitted, but you may use PowerPoint to show projected photographs, maps, charts or illustrations.

**Evaluation:** The team will be evaluated on the presentation's effectiveness and organization.

## **Assignment 6: Individual Written Document on TCCC's Social Media Strategy**

**Assignment objective:** This assignment will give you an opportunity to learn how to write a business report and demonstrate your understanding of purpose, audience, and organization in business documents.

**Task:** Consider how TCCC uses social media, such as Facebook, Twitter, YouTube, Instagram, LinkedIn and other. What are the corporate communications strategies (NOT product marketing strategies) TCCC is using on social networks? Is there a synergy with the Sustainability Report, official web site and other channels?

Your task is to report to your Company's Head of Corporate Communications on the TCCC social media strategies and suggest improvements. The document will be used as a background paper for your Company's social media communications strategies (your Company plans to roll them out in the next business quarter).

**Deliverable:** A Report of max. 600 words submitted via NYU Classes.

**Reminder about Plagiarism:** Cutting and pasting from any existing written materials, online or printed, including a website, without attribution constitutes plagiarism. If you include text from existing materials, it must be attributed. If you fail to do this and your plagiarism is discovered, you will receive an F for the assignment.

## **Assignment 7: Team Informative Presentation: Company Profile**

**Task:** Your team will now work together to prepare and deliver a set of presentations concerning the corporate communication strategies. For assignments 8 and 9, you will present as members of the company's corporate communications department; however, for this assignment you are presenting

as yourselves to all the other teams. Tell the class what specifically interests your team about the company you have selected.

- Your team presentation should inform the class about the most important aspects of the company. Use the corporate worksheet from class to research interesting and useful company data. Your presentation should include basic information, such as:
- The size of the company: locations, employees, revenue, etc.
- Primary competitors
- Overall state of the industry
- Company mission or goals (as stated on corporate website or annual report)
- Brief financial summary
- Products and services
- Any special features of this company

In addition, this assignment should describe the company's communications practices:

- What messages does the company emphasize?
- How does the company communicate its CSR, sustainability and/or environmental issues?
- What is the company's brand promise?
- What are the company's publications?
- What channels are employed?
- How frequently do messages on these topics go to which audiences

The assignment should incorporate the use of credible information sources, appropriate media resources, and information about the C-suite of the team's company.

Hint: Organize your content for the effective delivery; do not use the above as a content checklist.

**Your objective:** Craft an interesting informative message about your company and provide a context for the class to understand your later presentations.

**Time limits:** Maximum 10 minutes for the presentation, followed by 3 minutes for questions. You must share the speaking time equally.

**Visual aids:** Use minimal visual aids; avoid using dense text slides. Think visually, not verbally on your slides.

### **Assignment 8: Team Presentation: Issues Facing Your Firm**

**Task:** For this presentation, your team will prepare a persuasive presentation concerning the primary issues facing your chosen company. As we discussed in class, how an organization responds to issues relates directly to stakeholder relationships. Assume that your team comprises the task force that has been assembled by the Senior Vice President of Corporate Communication. The SVP wants your team to analyze the primary issues facing the organization and which groups are pushing these issues. The SVP also asks the team to recommend a course of action that will address the issues and the relevant stakeholders. Keep the AIM model in mind as you prepare your recommendations and consider the appropriate communication channels to use.

**Your objective:** To persuade your audience that your issue-response plan will be strategically sound and tactically address critical stakeholders.

**Time limits:** Maximum 12 minutes for the presentation, followed by 3 minutes for questions. You must share the speaking time equally.

**Visual aids:** Use visual aids but avoid using dense text slides. Think visually, not verbally on your slides.

### **Assignment 9: Final Team Presentation**

**Task and Audience:** The CEO of your company has publicly committed the firm to "high performance with high integrity" to maintain a positive social impact. Your team from Corporate Communication has already addressed the range of issues facing the company and how it should respond. Your

presentations to the SVP of Corporate Communication have been forwarded to the C-Suite (CEO, CFO, CIO, etc.) of the company. As a result, the CEO requests a status report and assessment of how the firm presents itself to its multiple stakeholders.

For this presentation assignment, your team should choose only 1 of the following options:

1. How effectively is the company communicating its CSR initiatives or sustainability focus to major stakeholder groups? How does the company support its overall image as a socially responsible firm? Make sure that your measure of effectiveness incorporates how well these initiatives support the company's overall mission and strategic plan. Consider the channels used and the frequency of messages to 3-4 market or non-market stakeholder groups.

2. Over the past 2-3 years, how has the company communicated its positive social impact identity visually? By reviewing images and design used in corporate logos, brochures, media/print advertising, and investor relations documents, assess how well the company presents an image consistent with its mission and strategic plan. Consider the specific audiences that the company is communicating to publicly: are the messages consistent? How valid are the channels used? You could consider comparing your company to 1-2 others in the same industry. No matter which option you choose, you should incorporate the following points:

1. Your audience is the CEO and other members of the C-suite. What information will be most effective in supporting your position to them? Be aware of what they can be expected to know.
2. The company's communication mix probably includes both strategic and responsive communication. Provide examples of each to demonstrate effectiveness.
3. What recommendation/s would you make to enhance communication of the company's strategy and mission to stakeholders?

**Time limits:** Maximum 12 minutes for the presentation, followed by up to 3 minutes for questions. You must share the speaking time equally. **Visual aids:** Use visual aids but avoid using dense text slides. Think visually, not verbally on your slides.

## Grading guidelines

At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have adopted a grading guideline for core courses with enrollments of more than 25 students in which approximately 35% of students will receive an "A" or "A-" grade. In core classes of less than 25 students, the instructor is at liberty to give whatever grades they think the students deserve, while maintaining rigorous academic standards.

## Letter Grades

Letter grades for the entire course will be assigned as follows:

Letter Grade	Percent
A	92.5% and higher
A-	90.0 – 92.49%
B+	87.5% - 89.99%
B	82.5% - 87.49%
B-	80% - 82.49%
C+	77.5% - 79.99%

<b>C</b>	72.5% - 77.49%
<b>C-</b>	70% - 72.49%
<b>D+</b>	67.5% - 69.99%
<b>D</b>	62.5% - 67.49%
<b>D-</b>	60% - 62.49%
<b>F</b>	59.99% and lower

## Assessment Expectations

Reflecting the use of teams in the business world, 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.) Course materials will be managed via **NYU Classes**. Materials that are available in electronic form will be posted to **NYU Classes**. You'll be directed to post assignments to specific **NYU Classes** locations, unless paper versions are needed for class work. To do well in this course, you need to:

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

## Course Schedule

### Topics and Assignments

<b>Week/Date</b>	<b>Topic</b>	<b>Reading</b>	<b>Assignment Due</b>
Session 1 Thursday, September 3	<b>Introduction; Stakeholder Theory</b>		
Session 2 Tuesday, September 8	<b>Stakeholder Theory</b>	Business and Society, Chapter 1 and 2	
Session 3 Thursday, September 10	<b>Ownership Theory</b>	Business and Society, Chapter 3 and 4; Friedman, The Social Responsibility of Business ...	
Session 4 Tuesday, September 15	<b>Business Writing; Stakeholder Management and Global Corporate Citizenship</b>	Business and Society, Chapter 13, 15 and 17	
Session 5 Thursday, September 17	<b>Business Writing; Stakeholder Management and</b>	Business and Society, Chapter 18 and 19	<b>Assignment #1:</b> Business document: submit via NYU Classes

	<b>Global Corporate Citizenship</b>		and bring with you to the class session (both the document and your short analysis).
Session 6 Tuesday, September 22	<b>Business Writing; Team Formation</b>	Guide to Presentations Chapter 4	
Session 7 Thursday, September 24	<b>Effective Presentation</b>	A Plain English Handbook: How to create clear SEC disclosure documents, pp. 15-36	<b>Assignment #2:</b> Reflect on a 'best team story'. Submit via NYU Classes and be ready to share it with your team in the class
Session 8 Tuesday, September 29	<b>Managing Issues: Crisis Communication</b>		
Session 9 Thursday, October 1	<b>Managing Issues: Crisis Communication Case: Blackfish</b>	Blackfish; film by Gabriela Cowperthwaite (watch before class)	
Session 10 Tuesday, October 6	<b>Managing Issues: Crisis Communication</b>		<b>Assignment #3:</b> Blackfish position paper; Submit via NYU Classes
Session 11 Thursday, October 8	<b>Team Presentations: SeaWorld Communication</b>		<b>Assignment #4:</b> Team presentations; Submit slide-decks via NYU Classes
Session 12 Tuesday, October 13	<b>Coca-Cola – Turning Threat into Opportunity</b>	The Coca-Cola Company latest Sustainability Report (TBF on TCCC Global Web Site)	
Session 13 Thursday, October 15	<b>Coca-Cola – In Defense of Corporate Brand</b>	In-class videos	
Session 14 Tuesday, October 20	<b>Team Presentations on The Coca-Cola Company Sustainability Program</b>		<b>Assignment #5:</b> Team presentations; Submit slide-decks via NYU Classes



Session 15 Thursday, October 22	<b>Strategic Stakeholder Engagement</b>	Strategy & Society: The Link Between the Competitive Advantage and Corporate Social Responsibility by Michael E. Porter, Mark R. Kramer	<b>Assignment #6:</b> TCCC Social Media Strategy Memo; Submit via NYU Classes
Session 16 Tuesday, October 27	<b>Strategic Stakeholder Engagement; Team Company Selections</b>		
Session 17 Thursday, October 29	<b>Strategic Stakeholder Engagement</b>	Read-up on your company	
Session 18 Tuesday, November 3	<b>Team Presentations: Company Profiles</b>		<b>Assignment #7:</b> Team presentations; Submit slide-decks via NYU Classes
Session 19 Thursday, November 5	<b>CSR Strategy</b>	Rangan et; al. Why Every Company Needs a CSR Strategy and How to Build It	
Session 20 Tuesday, November 10	<b>The Start-up Culture: Facebook</b>	Listen to the following podcast: Masters of Scale with Mark Zuckerberg <a href="https://mastersofscale.com/#/mark-zuckerberg-imperfect-is-perfect/">https://mastersofscale.com/#/mark-zuckerberg-imperfect-is-perfect/</a>	
Session 21 Thursday, November 12	<b>The Start-up Culture: Facebook</b>	Listen to the following podcast: Masters of Scale with Sheryl Sandberg <a href="https://mastersofscale.com/#/lead-lead-again/">https://mastersofscale.com/#/lead-lead-again/</a>	
Tuesday, November 17 <b>NATIONAL HOLIDAY</b>	<b>NO CLASSES</b>		
Session 22 Thursday, November 19	<b>Facebook: A Threat to Business Model</b>	Listen to the following podcast: <a href="https://www.nytimes.com/2018/11/16/podcasts/the-daily/facebook-zuckerberg-sandberg-russia-election-data.html">https://www.nytimes.com/2018/11/16/podcasts/the-daily/facebook-zuckerberg-sandberg-russia-election-data.html</a>  Read: <a href="#">The New York Time The Daily on the crisis at Facebook</a>	
Session 23 Tuesday, November 24	<b>Issues facing your company: Discussion</b>		

Session 24 Thursday, November 26	<b>Team Presentations: Issues Facing 'Your' Firm</b>		<b>Assignment #8:</b> Team Presentations; Submit slide-decks via NYU Classes
<b>Make-up Day</b> Friday, November 27 (9am-9pm)	Make-up day for missed classes AND classes not held due to national holidays on <b>September 28, October 28</b> and <b>November 17</b>		
Session 25			
Session 26 Tuesday, December 1	<b>Corporate Culture</b>	Listen to Masters of Scale, Reed Hastings, Netflix <a href="https://mastersofscale.com/reed-hastings-culture-shock/">https://mastersofscale.com/reed-hastings-culture-shock/</a>	
Session 27 Thursday, December 3	<b>Corporate Culture</b>	Read Netflix Culture Deck (Google up the latest version online)	
Session 28 Tuesday, December 8	<b>Leadership in Business; General (ret.) Stanley McChrystal</b>	Listen to The Tim Ferriss Show #86: General Stan McChrystal <a href="https://www.stitcher.com/podcast/the-tim-ferriss-show/e/46641627?autoplay=true">https://www.stitcher.com/podcast/the-tim-ferriss-show/e/46641627?autoplay=true</a>	
Session 29 Thursday, December 10 (last day of classes)	<b>Leadership in Business; Prep for final presentation</b>		
Session 30 Tuesday December 15	<b>Final Exam-Team Presentations to the CEO of your company</b>		<b>Assignment #9</b> Final Presentations; Submit slide-decks to NYU Classes

## Course Materials

### Required Textbooks & Materials

1. Friedman, M. The Social Responsibility of Business is to Increase its Profits Milton Friedman The NYT Magazine September 13, 1970; <http://umich.edu/~thecore/doc/Friedman.pdf>
2. Anne T. Lawrence, James Weber. Business and Society: Stakeholders, Ethics and Public Policy; 15<sup>th</sup> edition. Part One and Part Six. McGraw-Hill 2016. *Will be provided.*
3. Strategy & Society: The Link Between the Competitive Advantage and Corporate Social Responsibility. Michael E. Porter, Mark R. Kramer. Harvard Business Review, December 2006

<http://sustainability.psu.edu/fieldguide/wp-content/uploads/2015/08/Strategy-and-Society-The-link-between-competitive-advantage-and-corporate-social-responsibility.pdf>

4. Why Every Company Needs a CSR Strategy and How to Build It.” Kash Rangan, Lisa A. Chase and Sohel Karim, Harvard Business School Working Paper.  
<https://www.hbs.edu/faculty/Publication%20Files/12-088.pdf>
5. Guide to Presentations - Russell, Lynn and Munter, Mary. Pearson, 3rd edition, 2010; ISBN-13: 9780137075089. Available in NYU bookstore or via Amazon.
6. A Plain English Handbook: How to create clear SEC disclosure documents. Office of Investor Education and Assistance. (1998). Washington, DC: U.S. Securities and Exchange Commission. Available free online at [www.sec.gov/news/extra/handbook.htm](http://www.sec.gov/news/extra/handbook.htm). Also found on Blackboard/External Links
7. Blackfish (2013) - A documentary film by Gabriela Cowperthwaite  
<http://www.imdb.com/title/tt2545118/>
8. Assorted Business Podcasts (see the Course Schedule)

## Resources

- Access your course materials: [NYU Classes](http://nyu.edu/its/classes)(nyu.edu/its/classes)
- Databases, journal articles, and more: [Bobst Library](http://library.nyu.edu) (library.nyu.edu)
- Assistance with strengthening your writing: [NYU Writing Center](http://nyu.mywconline.com) (nyu.mywconline.com)
- Obtain 24/7 technology assistance: [IT Help Desk](http://nyu.edu/it/servicedesk) (nyu.edu/it/servicedesk)
- NYU Prague library: [Tritius Catalog](https://nyu.tritius.cz/?lang=EN) (https://nyu.tritius.cz/?lang=EN)

## Course Policies

### Hygiene/Physical Distancing policies

- Students in in-person classes will be assigned/choose a seat on the first day of class. For NYU COVID-19 Safety protocols, please use the same seat for the duration of the semester.

### Attendance and Tardiness

Studying at Global Academic Centers is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. To ensure the integrity of this academic experience, class attendance at the centers or online through NYU Classes if the course is remote synchronous/blended, is expected promptly when class begins. Unexcused absences will affect students' semester participation grade. If you have scheduled a remote course immediately preceding/following an in-person class, you may want to discuss where at the Academic Center the remote course can be taken. Students are responsible for making up any work missed due to absence. Repeated absences in a course may result in failure.

Absences only for medical reasons and for religious observance will be excused. To be excused for religious observance, you must contact the instructor and the Academic Director Vanda Thorne (vanda.thorne@nyu.edu) via e-mail one week in advance of the holiday. Your absence is excused for the holiday only and does not include days of travel associated with the holiday. Unexcused absences will be penalized with a 2% percent deduction from your final course grade for every week of classes missed.

**Please note that Friday, November 27 (9am – 9pm CET) is reserved as a make-up day for missed classes.**

**Students are responsible for making up any work missed due to absence. This means they should initiate email and/or office hour discussions to address any missed lectures and assignments and arrange a timeline for submitting missed work.**

## **Late Submission of Work**

Professor does not accept late submissions that are not properly explained and approved ahead of time. Late submissions not arranged ahead automatically result in the loss of all points for the assignment.

## **Final Exams**

Final exams must be taken at their designated times. Should there be a conflict between final exams, please bring it to the attention of the site Academic representative as soon as this is known to facilitate alternate arrangements. Final exams may not be taken early, and students should not plan to leave the site before the end of the finals period.

## **Academic Honesty/Plagiarism**

According to the Liberal Studies Program Student Handbook, plagiarism is defined as follows:

**Plagiarism is presenting someone else's work as though it were one's own. More specifically plagiarism is to present as one's own a sequence of words quoted without quotation marks from another writer, a paraphrased passage from another writer's work; facts or ideas gathered, organized and reported by someone else, orally and/or in writing. Since plagiarism is a matter of fact, not of the student's intention, it is crucial that acknowledgment of the sources be accurate and complete. Even where there is no conscious intention to deceive, the failure to make appropriate acknowledgment constitutes plagiarism.**

The College of Arts and Science's Academic Handbook defines plagiarism similarly and also specifies the following:

**“presenting an oral report drawn without attribution from other sources (oral or written), writing a paragraph which, despite being in different words, expresses someone else's idea without a reference to the source of the idea, or submitting essentially the same paper in two different courses (unless both teachers have given their permission in advance).**

**Receiving help on a take-home examination or quiz is also cheating – and so is giving that help – unless expressly permitted by the teacher (as in collaborative projects). While all this looks like a lot to remember, all you need to do is give credit where it is due, take credit only for original ideas, and ask your teacher or advisor when in doubt.”**

**“Penalties for plagiarism range from failure for a paper, failure for the course or dismissal from the university.” (Liberal Studies Program Student Handbook)**

## **Classroom Etiquette**

Participation is a key expectation in this course – and includes being prepared for class discussions, being on time for class, and attending class regularly. Attendance implies being present, which is not possible if one is focused on a laptop or smart phone. The course involves many in-class activities, which can't be made up. Be prepared to discuss assigned readings. Listening to others when they are speaking is a positive way to participate. Participating in your team is also required, and poor team participation will result in lower grades. **Late assignments, lack of preparation for class discussion or presentations, and absences will result in a lower grade.** As in any professional situation, please explain any absence to the professor in advance, or as quickly as possible; an email is appropriate.

- Please be mindful of your microphone and video display during synchronous class meetings. Ambient noise and some visual images may disrupt class time for you and your peers.
- If you are not using your cell phone to follow the lesson, cell phones should be turned off or in silent mode during class time.
- Make sure to let your classmates finish speaking before you do.

- Please do not eat during class and minimize any other distracting noises (e.g. rustling of papers and leaving the classroom before the break, unless absolutely necessary)
- If deemed necessary by the study away site (ie COVID related need), synchronous class sessions may be recorded and archived for other students to view. This will be announced at the beginning of class time.
- Students should be respectful and courteous at all times to all participants in class. Consider using the chat function or “raise hand” function in order to add your voice to class discussions especially if leaving the video on presents challenges.

## **Disability Disclosure Statement**

Academic accommodations are available for students with documented and registered disabilities. Please contact the Moses Center for Students with Disabilities (+ 1 212-998-4980 or [mosescsd@nyu.edu](mailto:mosescsd@nyu.edu)) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance. Accommodations for this course are managed through the site sponsoring the class once you request it.