

*Business and Professional Communication 036:016*  
 Spring, 2016  
 CIMBA, PADERNO DEL GRAPPA, ITALY

## **Course Syllabus**

**Professor:** Dr. Dominic Standish, University of Iowa/CIMBA.

Email: [dominic-standish@uiowa.edu](mailto:dominic-standish@uiowa.edu)

(Please refer to the University of Iowa policy on email use. E-mail will be responded to within 24 hours).

### **Purpose:**

During this course, students will:

- Develop effective written, spoken and electronic communication skills for business
- Plan for meetings and conferences
- Prepare business presentations and briefings with the use of visual aids
- Examine and experiment with cross-cultural strategies
- Be provided with the tools to develop their own communication techniques for application in practical contexts

### **Texts:**

#### **Key course text books:**

'Cultures and Organizations', by Hofstede and Hofstede (McGraw-Hill 2005) ISBN 0-071439595.

'Getting to Yes', by Fisher, R. and Ury, W. (Arrow Books 1997) ISBN 009924845.

Also, you will be provided with the following texts:

- 'Eats, Shoots and Leaves,' by Lynne Truss, 2003. 'Introduction – The Seventh Sense' and 'That'll Do, Comma.' ISBN 1861976127.
- 'Bad Comma,' Louis Menand, The New Yorker, 2004.
- 'Kiss, Bow and Shake Hands,' Morrison, T., Conaway, W. and Borden, A. (Adams Media 1994) ISBN 1-55850-444-3.

In addition, I will provide many relevant articles and texts for case studies. We will also watch and analyze some film clips.

### **Grading:**

There will be many options during this course to encourage you to "custom-tailor" the course to meet your individual interests and needs. The more thought and effort you invest in these activities, the more you will learn. The more you learn the

better your grade will be. I want you to be able to earn the grade you wish and to feel clear and good about what you need to do to earn that grade. Rather than measure your achievement on a single standard test or task, I will assess the quality and amount of your overall investment in the course, award "quality" points based on the general level of your work and base your grade upon the number of quality points you earn.

You will be set reading for each class and you will be expected to use the readings to participate in the class. There will be three assessed class activities worth 50 points each when you will do some presentations and role play activities. Beyond this, students cannot request additional activities to earn quality points.

Finally, the assignments will include one written paper, worth 200 points. There will also be a case study to write, which is worth 200 points. Your written assignments should be:

- a) Well-written (well-organized, with standard spelling, grammar, etc.)
- b) Complete (do all that's asked)
- c) Applied. Indicate that you've read, understood, and applied the text material (by using appropriately the terms and concepts in the text)
- d) Specific and thorough (use fully described examples, not just quick summations)

You should closely read assignment outlines and be prepared to discuss them in class. I also expect you to prepare your written work carefully. All written assignments must be typed and printed. Consider presentation as well as content when you write. A reader who doesn't have to wade through obtuse sentences, poor spelling or grammar is more likely to be positively disposed toward your work.

The exam format will be written answers to set questions. Excellence in the exam can be achieved by answering set questions completely and through in-depth analysis of set texts.

<i>Ways to earn points:</i>	<i>Maximum to be awarded</i>
Case study document.....	200 points total
Written paper assignment.....	200 points total
Presentation and role play activities.....	50 points each – 150 pts. total
Final exam.....	450 pts. total

*Ways to lose points:*

*Attendance* (see CIMBA Academic Policy below).

*Late assignments.* 30 points will be deducted every time an assignment is not brought with you to class and turned in at the start of the class session (printed out). Be aware of printing queues. Arriving at class while your document is still printing means it is late.

You may do assignments well in advance. If an assignment is late, do it eventually and submit it by the time points are assigned. 50 points will be deducted for each

assignment not turned in when the assignments are graded.

Late assignment (not brought to class by the assigned date and time).....30 points

Each assignment not turned in by the time grades are assigned..... 50 points

Final point scale: Final grades will be by percentage, following customary scales.

98.00+ = A+; 92.00 - 97.99 = A; 90.00 - 91.99 = A-; 88.00 - 89.99 = B+; 82.00 - 87.99 = B; 80.00 - 81.99 = B-; 78.00 - 79.99 points = C+; 72.00 - 77.99 = C; 71.99 - 70.00 = C-; 68.00 - 69.99 = D+; 62.00 - 67.99 = D; 60.00 - 61.99 = D-. F = below 60 points.

Course grades will be approximately distributed according to the recommended guidelines:

#### Grade Distribution Chart

	A	B	C	D	F	Average
Elementary courses	15%	34%	40%	8%	3%	2.50
Intermediate courses	18%	36%	39%	5%	2%	2.63
Advanced courses	22%	38%	36%	3%	1%	2.77

## CIMBA Academic Policy

- Classes and CIMBA events are mandatory
- 3 unexcused absences is grounds for dismissal from the program
- Our official policy is below.

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- 1st absence will result in a loss of a 1/3 of a letter grade in that class;
- 2nd (cumulative) absence will result in a loss of an entire letter grade in that class;
- 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require notification to the CIMBA Undergraduate Office Staff and/or the Istituto Filippin medical staff. If a student is ill and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

#### Learning Disabilities:

Accommodations for students with disabilities: A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact Shannon Lizakowski (Shannon-lizakowski@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

**Academic Honesty:**

If I determine that any assignment was not written solely by the student whose name is on the project, the student will receive a zero (0) for the assignment and may receive an "F" for the class. All incidents of cheating will be reported to the Senior Associate Dean and the student may be placed on disciplinary probation for the remainder of his or her enrollment at the University of Iowa.

**Sexual Harassment:**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, [www.sexualharassment.uiowa.edu/index.php](http://www.sexualharassment.uiowa.edu/index.php), and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or [brandelle-unkrich@uiowa.edu](mailto:brandelle-unkrich@uiowa.edu).

**Complaints:**

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Brandelle Unkrich (319-335-1041, [brandelle-unkrich@uiowa.edu](mailto:brandelle-unkrich@uiowa.edu)). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

**Let's talk:**

I am eager to meet with you about the course. I will be available in the faculty office for appointments that you can book by emailing me: [dominic-standish@uiowa.edu](mailto:dominic-standish@uiowa.edu)

## **Course Schedule**

### **1. Introduction.**

Reading: Syllabus

### **2. Business presentations - Non-verbal communication, active listening and visual aids**

Reading: handouts in packet

### **3. Business presentations - Non-verbal communication, active listening and visual aids**

Reading: handouts in packet

### **4. Communication Orientation – language interchange and national cultural influences**

Reading: Cultures and Organizations

Preface

Chapter 1 – Introduction: The Rules of the Social Game

### **5. Assessment task (part a): Presentations to multinational delegations going to China**

Reading: 'China' chapter from 'Kiss, Bow and Shake Hands,' Morrison, T., Conaway, W. and Borden, A. (Adams Media 1994) – in packet

### **6. Assessment task (part b): Presentations to multinational delegations going to China**

Reading, preparation and reflection for assessment tasks

### **7. Case study of problematic communication situations in business (1)**

Reading: Cultures and Organizations

Chapter 3 – I, we, and they

### **8. Ex-pat Panel**

*Readings:* Bios

**9. Application of Da Vinci Thinking with Kepner Tregoe principles to case study (2)**

Reading: Cultures and Organizations  
Chapter 4 – He, she, and (s)he

**10. Presentations of case studies**

**11. Presentations of case studies**

**12. Developing communication strategies**

Reading: Cultures and Organizations  
Chapter 5 – What Is Different Is Dangerous

**13. Managing people in meetings – some cultural variables**

Reading: Meetings handouts in packet

**14. Managing teams in meetings - task roles and behavioral functions**

Reading: Meetings handouts in packet

**15. Negotiating in business (1)**

Reading: Getting to Yes  
Introduction  
Part I  
Chapter 1 The Problem

**16. Negotiating in business (2)**

Reading: Getting to Yes  
Part II  
Chapters 2, 3.

**17. Negotiating in business (3)**

Reading: Getting to Yes  
Part II  
Chapters 4,5.

**18. Style guides for business writing (including electronic communication)**

Reading:  
'Eats, Shoots and Leaves,' by Lynne Truss, 2003. 'Introduction – The Seventh Sense.'

**19. Tact and diplomacy in written and electronic communication**

Reading: 'Eats, Shoots and Leaves,' by Lynne Truss, 2003. 'That'll Do, Comma.'

**20. Clarity and punctuation for business writing**

Reading:  
'Bad Comma,' Louis Menand, The New Yorker, 2004.

**21. Interpersonal diversity training**

Reading: Race Experts  
Chapter 6 – A World of Endless Sights  
Article in packet:  
'Are diversity policies good for business?'

**22. Strategic socializing in business**

Reading: Cultures and Organizations  
Chapter 8 – The Elephant and the Stork: Organizational Cultures

Final exam