FOSTER SCHOOL OF BUSINESS PROFESSIONAL COMMUNICATION

Course Name & Number	Professional Communication, MBA PROCOMM2022
Quarters	Autumn 2022, Winter 2023
Start & End Dates	9/14/2022 – 2/17/22.
Pre-requisites	*none*
Credits	1
Delivery Format	In person
Course Website	See Canvas.

Course Overview

This course is focused on helping you develop communications skills to become a more effective manager and team member.

Course Learning Objectives

This course will help you:

1. Be more competitive job applicants. Communication skills are among the most critical skills that recruiters look for.
2. Give helpful, timely, respectful, and actionable performance evaluations.
3. Gain helpful skills in inclusive inquiry to make the most of diversity within your teams (See Workshop 1 description below).
4. Execute your academic work deliverables more effectively. You will have a chance to develop your other class deliverables by gaining valuable team feedback during the later sessions of this course (see Workshops 2-4 descriptions below).
5. Become more confident public speakers. You will have an opportunity to practice your persuasive pitches and run it by your peers and instructor for feedback (see Workshops 3 and 4 descriptions below).
6. Navigate difficult conversations in both a one on one and group setting (see Workshop 5 description below).

Faculty Information

Laura Umetsu, J.D., B.A. (Marketing)

Lecturer

Email: lumelody@uw.edu

LinkedIn: https://www.linkedin.com/in/laura-u-100umets/

Office Hours

Office hours will be held by appointment, mainly remotely through Zoom unless otherwise specified. Please email to set up a time.

Communication Expectations

UW Email and Canvas Announcements in this course are the official means of communication for this class. Students are expected to read and act upon email in a timely fashion. Students should check their email regularly along with the Announcements section of this course. All instructor correspondence will be sent to your @uw.edu email account. Please check Canvas/your email often, as updates to this course can and will occur (most likely re: classroom assignments).

Course Structure & Format

Course Time Commitment

This 1-credit course requires approximately 3 hours of work per class period, including the class periods themselves.

Delivery Method

This course is conducted as a series of workshops. Short readings are assigned to support the discussion in the workshops.

All course materials will be available over Canvas, and you can refer to the Canvas site and Canvas calendar for the syllabus, class sessions, and supporting materials.

For additional (optional) reading, you may choose to purchase the following texts from which I base most of my lectures:

1. Business Communications Essentials by Courtland Bovee, available for purchase [here](#).
2. Managerial Communication by Mary Munter, available for purchase [here](#).
3. Conflicts Management for Managers by Susan Raines, available for purchase [here](#).

Course Requirements

Prior to class sessions:

The best way to learn, especially about the transactional leadership skill of communication, is to actively participate in your education and development. To facilitate active and productive participation and to make the most of our limited class time, you'll need to complete preparation before the start of each class period: Please review the Canvas course and complete/download all assigned pre-work prior to each class session. Some class sessions, such as the ones designed to prepare you for the case competition, will require in class feedback that you will need to submit to the instructor by the end of the class period. I will provide you with the required feedback forms prior to each feedback session.

During class sessions:

This course is designed as a workshop series. Each class session will involve a combination of lecture, discussion, small group work, and class exercises. Thus, you are expected to not only reflect deeply on your own leadership experiences and challenges, but also to contribute to your classmates learning via thoughtful discussion and support. Active participation in all sessions is required to receive credit in the course. Please see the MBA Registrar for information re: possible makeup classwork.

Organization & Format

The Canvas site is organized in modules which correspond to our class sessions. The class sessions themselves are designed to complement your existing MBA coursework and deliverables by providing you with additional communication tools/practice to complete your other courses' deliverables.

Session/Date	Topic
1 – 9/14	**Inclusive Inquiry** (Combined Sections A and B, 1:15-3:15 P.M.), Location: Anthony's Forum. Workshop will consist of practical skills development (how to facilitate inclusive inquiry through the thought mosaic v. brainstorming technique, amplifying marginalized voices, and how to

	address interrupting). Student teams will write, review, and post a brief 1-2 page post-session reflection within 48 hours of the session on their experience and how they will use the skills developed in this workshop in their projects moving forward.
2 – 10/7	**Audience Analysis/Message Strategy** (Combined Sections A and B 12:30-2:30 P.M., Friday before marketing deliverable is due), Location TBA. Students will submit their marketing deliverable/ideas on marketing deliverable to instructor and 1-2 other student teams prior to the session. Instructor will meet with each student team to give feedback. Student teams will provide other student teams with a 1-2 page performance review using inclusive inquiry skills learned in September session.
3 – 12/7	**Message Structure/Building Your Presentation** (Combined Sections A and B, 12:30-2:30 P.M., Wednesday of Case Competition week), Location TBA. Students will give in class presentations to other student teams and provide each other feedback based on a presentation grading rubric I will provide prior to the session. Instructor will meet with each student team to give feedback on individual presentations. Video presentations from each team will be due to professor no later than two days prior to this session for review in time for this session. Within 48 hours of the session, student teams will provide other student teams with 1-2 page performance review using inclusive inquiry skills learned in the September session.
4 – 2/10	**Persuasive Pitches,** (Section A 12:30-2:30 P.M. and Section B 3:00-5:00 P.M. Friday before Practice Presentations for Applied Strategy) – Location TBA. Students will give in class presentations to other student teams and provide each other (and submit to instructor through Canvas) in class feedback. Instructor will provide students with a grading rubric upon which to base in class feedback prior to class starting. Instructor will meet with each student team to give feedback on individual presentations. Video presentations from each team will be due to professor no later than two days prior to this session for review in time for this session. Within 48 hours of the session, student teams will provide other student teams with a 1-2 page performance review using inclusive inquiry skills learned in the September session.
5 – 2/17	**Navigating Difficult Conversations,** (Section A 12:30-2:30 P.M., Section B 3:00-5:00 P.M., Friday before Practice Presentations for Applied Strategy), Location TBA. Instructor will give students different role-playing scenarios and pair up with other students in role playing exercises. Students will write post-class reflection on having these difficult conversations. Students will alternate between role playing, observing their classmates' role playing, and giving feedback to each other on how to improve. Within 48 hours of the session,, studentswill submit to

	instructor a short 1 page **individual** writeup on 1) How they would improve in the future (given their feedback from peers) and 2) How their observations of their peers would change how they navigate difficult conversations in the future.

Grading Policies

Grading

The course is graded on a Credit/No Credit basis. Active participation is required to earn full credit for the course.

Active Participation

Active participation is required for credit in the course. If you must be absent for reasons that conform to our policies for excused absences as outlined in the MBA Student Handbook, please contact your instructors prior to the class session, review the Make Up Work module on Canvas, and plan to submit make up work in a timely manner.

Incompletes

An Incomplete course grade may be given only when the student has actively participated and has done satisfactory work to within two weeks of the end of the quarter and has furnished proof satisfactory to the instructor that the work cannot be completed because of illness or other circumstances beyond the student's control.

For more information about the Incomplete Policy, please visit the MBA Student Handbook.

Grade Appeals

For more information about the Grade Appeals Policy, please visit the MBA Student Handbook.

Course Policies

Academic Integrity and Student Conduct

This program employs the principles and procedures espoused by the [University of Washington Community Standards and Student Conduct guidelines](#) and the [MBA Honor Code](#) to maintain academic integrity in the course. The Code establishes the expectation that students will practice high standards of professional honesty and integrity. In particular, implementation of the Code at the Foster School of Business prohibits cheating, attempted cheating, plagiarism, lying, and stealing, as it pertains to academic work. Suspected violations will be handled in compliance with the [University of Washington Student Conduct Code](#) as outlined in [Washington Administrative Code 478-121](#).

For more information on academic integrity, including the policy and appeal procedures, please visit the [Honor Code Booklet](#) and the MBA Student Handbook.

Copyright

The course content is for class purposes only and are to be used only by the student enrolled in the course. All rights reserved. No part of this course may be reproduced, distributed, or transmitted in any form or by any means, including photography, video recordings, screen shots, or other electronic or digital methods, without the prior written permission of the instructor.

Illness

Students are expected to participate in all graded activities. However, please remain home if you suspect that you are ill due to COVID-19 or other communicable condition. And please do follow UW Public Health guidance on COVID-19 exposure as is appropriate to your circumstances including immunization status. Please reach out to your faculty member directly and as soon as possible if you expect to be absent.

To protect student privacy and the integrity of the academic experience, students will **not** be required to provide a medical excuse note to justify an absence from class due to illness. A student absent from any class activity due to illness must request, in writing, to Norah Fisher in UW Foster MBA's administration (norahf@uw.edu)., For **all** class sessions, especially the first September session, in person participation is necessary due to the highly interactive nature of this class, and may require you to take a makeup class in the evening MBA session this Spring to pass.

Face Coverings

The health and safety of the University of Washington community are the institution's priorities. Please review and adhere to the [UW COVID Face Covering Policy [pdf]](#).

Access and Accommodations

Your experience in this class is important. If you have already established accommodations with Disability Resources for Students (DRS), please communicate your approved accommodations to me at your earliest convenience so we can discuss your needs in this course.

DRS offers resources and coordinates reasonable accommodations for students with disabilities and/or temporary health conditions. Reasonable accommodations are established through an interactive process between you, your instructor(s), and DRS. It is the policy and practice of the University of Washington to create inclusive and accessible learning environments consistent with federal and state law.

If you have not yet established services through DRS, but have a temporary health condition or permanent disability that requires accommodations (conditions include but not limited to; mental health, attention-related, learning, vision, hearing, physical or health impacts), you are welcome to contact DRS at:

Website: http://depts.washington.edu/uwdrs/

Guide: [Getting Started / Accessing Resources](#)

Email: uwdrs@uw.edu

Phone: 206-543-8924

Fax: 206-616-8379

Course Evaluations

Course evaluations are done toward the end of the quarter during a predetermined time period. Students will have 24-48 hours to complete their course evaluation which is delivered digitally from the UW Office of Educational Assessment.

All evaluations are anonymous and are used to make improvements to the course and are included in a faculty member's annual review. It is important to complete the evaluations and provide your honest assessment both in the quantitative and qualitative measures.

Student Grievance Procedure

For more information about the Student Grievance Policy, please visit the MBA Student Handbook.

Non-Discrimination Policy

For more information about the Non-Discrimination Policy, please visit the MBA Student Handbook.

Religious Accommodation Policy

Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW's policy, including more information about how to request an accommodation, is available at Religious Accommodations Policy. Accommodations must be requested within the first two weeks of this course using the Religious Accommodations Request form.

FERPA

For more information about the University's FERPA policy, please visit the MBA Student Handbook.

Safety

Call SafeCampus at 206-685-7233 anytime – no matter where you work or study – to anonymously discuss safety and well-being concerns for yourself or others. The SafeCampus team of caring professionals will provide individualized support, while discussing short- and long-term solutions and connecting you with additional resources when requested.

Technical Support

Technology Requirements

This course requires Internet access and the following:

- A web browser (use only Google Chrome or Mozilla Firefox)

- [Adobe Acrobat Reader](#) ([free](#))
- [Microsoft Office 365 ProPlus](#) (free for students & staff)

Network Use Policies

Please read the University of Washington's [Student Use of UW Computing Resources Policy](#).

Technical Support

Please email mba@uw.edu if you have issues with playback or downloading of any media or Canvas issues.

Please provide us with your operating system and browser, in addition to a screenshot of any error message that might help us troubleshoot.

Network Outages

To monitor the status of campus networks and services, visit the [ItConnect eOutages page](#)

Canvas Support

IT Connect: [Canvas Help for Students](#)

Instructure: [Canvas Student Guides](#)

Syllabus Purpose and Disclaimer

This syllabus serves as a guideline for what to expect in this class and an implicit agreement between the instructor and the student.

Before contacting the instructional staff, please review these documents first to see if your question is addressed.

Every effort will be made to avoid changing the course schedule, but adjustments may be necessary to accommodate errors, omissions, or unforeseen events (such as weather events).

In the event changes are made to the syllabus, students will be informed during class, on the Canvas course website, and via email. It is your responsibility to be aware of these changes, so please check your email and the course site often.