

PROFESSIONAL BUSINESS COMMUNICATION SKILLS

BUS 7629

**THE Ohio State University
Fisher College of Business MBA program
Professor Marc Ankerman, 628 Fisher Hall**

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Campus: 614-688-4623 ATS: 614-855-9287

PBCS Syllabus

The purpose of this course is to create and build a baseline of communication skills used in business and industry. In addition to foundation skills, the course focuses on key elements of style and “polishing up techniques” in the presentations arena. Evaluation and critique move to a secondary level, where presentations are improved and strategies are formed for next steps. The Professional Business and Communications Skills course puts a focus on impromptu and organization techniques in presentation. During our class meetings, students will have an opportunity to take the “rough” spots off their personal presentation style, refine, and polish their soft spots. This course continues to be very hands on with presentations due weekly. Additional information (if any) will be found on the CARMEN site and should be checked regularly by students.

Students will need to purchase the materials for the PBCS, and these will be available for pick-up at the OSU Bookstores as well as online via the McGraw Hill website.

The booklet is entitled: Professional Business Communication Skills (PBCS) MBA 7629

Professor Marc Ankerman

ISBN:13 9781308778846

ISBN10 1308778848

Please note that this Summer 2016 version of the class has substantially different articles than in previous versions of this course.

You will also need to purchase two disks for your recordings. You may purchase a 3 pack of SONY Handycam DVD +RW or team up with other students and get the 10 pack (I was able to find them at Walmart.com and Amazon.com. We need the 1.4GB, 30 minute (+ RW) for camcorders which we will use in recording your presentations in class. THESE ARE THE MINI DISKS!

Please note that **the correct ones are the +RW !**

Another type will not be acceptable as it will not work with our cameras. **The disks are due on the first day of your class.**



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WEEKLY AGENDA OVERVIEW

This schedule is for either the Wednesday or Thursday night sessions.

Both classes will be held in 305 Gerlach from 6:00 – 9:15pm

7629-0200 (16737) Wed 7629-0100 (12773) Thurs

Week one: 5-11 or 5-12-16	<u>Communication Models and the need for style</u>
Week two: 5-18 or 5-19-16	<u>Persuasive Speaking</u>
Week three: 5-25 or 5-26-16	<u>Tone, quality, sound and distractions</u>
Week four: 6-01 or 6-02-16	<u>Interviewing: Preparation – Presentation</u>
Week five: 6-08 or 6-09-16	<u>Presenting Up - case and practice</u>
Week six: 6-15 or 6-16-16	<u>The business meeting. Impromptu / Overviews</u>
Week seven: 6-22 or 6-23-16	<u>Team presentation techniques</u>
Week eight: 6-29 or 6-30-16	<u>Ethical presentations</u>
Week nine: 7-06 or 7-07-16	<u>NO FORMAL CLASS Ethical situation paper</u>
	<u>Paper turned in via email.</u>
Week ten: 7-13 or 7-14-16	<u>Email Writing Skills and Prep for Final Team</u>
	<u>Presentation</u>
Week eleven: 7-20 or 7-21-16	<u>Final Team presentations A</u>
Week twelve: 7-27 or 7-28-16	<u>Final Team presentations B</u>

Recognize that you must be ready to present each week of the class. You may or may not be chosen, during the class to comment on articles or discussions, which is why you get credit for attendance as well as completing the reading assignments. You will also be responsible for turning in a presentational planner for certain speeches. This means that the planner is due NO LATER than the end of your scheduled class period.

The goal is to give you as many speaking opportunities as possible. Readings which are assigned may include a presentation element to them, so be prepared to report out to the class on your perspective and feedback from the assigned readings. Assignments may be subject to change, however you will be notified well in advance during regular class sessions.

Due for week one: 5-11, 5-12 Communication Models and the need for style

Assignment for Presenting:

Introduction: Written assignment to bring to class: Write an introduction about yourself, which would be used as if you were about to be the “keynote” speaker at a large conference. The introduction, which will be read by someone else from class, and potentially later in the course, should identify your accomplishments, some history about your background and interests as well as articulating your “experience” which relates to the topic you will be presenting. The introductions should take no longer than **one minute** to be presented.* Remember this introduction will be turned in, so please have it typed. Please turn in your disks tonight during class for future recording.

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Reading Assignments:

Workshop CORE Ankerman Materials: Instructor submitted material read pages 1 – 20 including the Townsword Consulting.

Complete the self-evaluation (pages 5-7) and bring your results to class.

Due week two: 5-18, 5-19 Persuasive Speaking

Assignment for presenting: During the initial class session, we will have made an introductory examination of each of the three levels. Be prepared to give an overview and explanation of some of your experiences, or lack thereof which helped you determine which section you were in and what you might do to improve your professional business communication skills. We will do this in the format of an impromptu T3 and a 30 second elevator speech. To be presented during session two.

Reading assignments:

Workshop CORE Ankerman Materials: Instructor submitted material read pages 21 – 29

How Presidents Persuade by David Gergen and Gardiner Morse: Harvard Business Publishing

Hidden Messages Managers Send by Michael B. McCaskey: Harvard Business Publishing

Due week three: 5-25, 5-26 Tone, quality, sound and distractions**Assignment for presenting.**

Using the basic information presented, create and prepare to deliver a persuasive speech, which articulates the methods and delivery components we discussed. Use and turn in, your presentation planner as well as presenting the idea “of getting us to do something”: persuade us. This speech (on a topic of your choice) will be no more than 1.5 - 2 minutes in length. *

Reading assignments:

Workshop CORE Ankerman Materials: Instructor submitted material read pages 30 – 40

How to Become an Authentic Speaker by Nick Morgan: Harvard Business Publishing

What You Say, What They Hear by Anne Field: Harvard Business Publishing

Due week four: 6-1, 6-2 Interviewing Preparation and Presentation**Assignment for presenting.**

Identify a potential job you would like to interview for, and be prepared to list out 5-10 potential questions, which you may be asked during an interview. Also prepare the 3-5 questions which you would ask an interviewer at the end of an interview. Be prepared to briefly articulate your resume (turn it in), and be able to present it in such a fashion as to assure you of getting a follow up interview.

Three deliverables: questions to ask: interviewer, questions to ask: interviewee, resume.

Reading assignments:

The Power of Talk: Who Gets Heard and Why (HBR OnPoint Enhanced Edition) by Deborah Tannen: Harvard Business Publishing

Succeed in New Situations by Keith Rollag: Harvard Business Publishing

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Due week five: 6-8, 6-9 Assignment for presenting: Presenting UP.**Reading assignments:**

Secrets of the Superbosses by Sydney Finkelstein: Harvard Business Publishing

Get the Boss to Buy In by Susan J. Ashford and James R. Detert: Harvard Business Publishing

Assignment for presenting.

From the two articles which are required for tonight's class, you will have some great tactics for "selling" to the next level. Come prepared with a well thought out "pitch" that you will make to your boss (in a small group or one on one type setting). You should think about how you tailor the "ask" (what do you want), frame the issue, manage emotions, and think about the timing (when), others involvement, company norms (explain if you need to), and importantly: suggested solutions.

You should bring this in a half of full sheet print out (which will be collected). During this session you will come prepared to deliver a message to a Senior Executive. Be prepared for feedback and questions and answers.

**Due week six: 6-15, 6-16 The business meeting/ Impromptu Overviews
BEGIN TO PLAN ON FINAL SELECTION FOR YOUR FINAL TEAM
PRESENTATION****Assignment for presenting.**

Business Presentation. Using the format provided here: come to class with an impromptu business presentation idea, which will be presented by one of your fellow students. The "write-up" should be typed on at least a half sheet of 8 ½ X 11 paper. Remember the impromptu will be no more than 2-3* minutes in length and must include the following details:

Business problem or situation (one or two sentences)

Identification of what you think needs to be solved in the "problem".

Any players which are part of the situation (boss/subordinate, two teammates, etc.)

These will be used and then collected and reviewed by the instructor at the end of class, so for credit make sure you put your name on your impromptu write-ups.

Reading assignments:

Making Meetings Work by Karen Carney: Harvard Business Publishing

Meetings That Work: Plans Bosses Can Approve (HBR OnPoint Enhanced Edition) by Paul D. Lovett: Harvard Business Publishing

Your Meeting: Who's in Charge? by Harvard Business School Press: Harvard Business Publishing

Five Tips for Better Virtual Meetings by Karen Boda and Rebecca Hinkle: Harvard Business Publishing

Run a Meeting to Fast-Track Your Career by Kim Ribbink: Harvard Business Publishing

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Due week seven: 6-22, 6-23 Team Presentation Techniques**Assignment for presenting.**

Tonight after the initial lecture we will provide time for you to work in teams to begin your “teamed” final presentation. You will have some impromptu activities to conduct during the lecture portion of the class. Your presentation tonight will involve brainstorming ideas for the final presentation.

Reading assignments:

Workshop CORE Ankerman Materials: Instructor submitted material read pages 41 – 48
Kinesthetic Speaker: Putting Action into Words by Nick Morgan: Harvard Business Publishing
How to Pitch a Brilliant Idea by Kimberly D Elsbach: Harvard Business Publishing

Due week eight: 6-29, 6-30 Ethical presentations**Assignment for presenting.**

Read the following statement and prepare a presentation to address the issues:

A member of your team (this person reports directly to you) has been identified as a “person of interest” in a scheme to defraud your immediate customers. You need to describe the details as best you can and identify the three things you will be doing as a leader in the organization to rectify this situation.

Come up with your three items: to address the current situation, prepare your other team members for the media pressure (this will hit the newspapers tomorrow), and assure your bosses that something like this will NEVER occur again.

This presentation will be no longer than 2 minutes.

Reading assignments:

Effective Leadership Communications: It's More Than Talk by John Baldoni: Harvard Business Publishing
Making Yourself Understood by Stuart Crainer and Des Dearlove: Annual Editions Article Collection

Due week nine: 7-6, 7-7 NO FORMAL CLASS**Assignment for presenting.**

No formal class: Written ethical paper

Read the Ethical Case for hiring which is provided in Carmen.

For this case (CANDIDATE) you will need to turn in a one- two page paper (30 pts) which addresses the following questions:

- What plans and processes would you undertake in preparation for a presentation to the Management Hiring Team?
- What do you think the Hiring Team should do in this situation (specifically, who should they hire and why?).

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- Is Ethical behavior something that can be controlled? Why or Why not?
- What are the two main areas this Hiring Team needs to be concerned with in regards to their choice of hire?
- What is your plan for action and next steps in regards to this hire?
- **This paper must be emailed no later than 7-8-16 . Email to Ankerman.4@osu.edu.**

Due week ten:7-13, 7-14 Email Writing Skills and prep for final team presentation**Assignment for presenting.**

Bring in a number of written emails which you are willing to share from your files. These should be representative of those you have created (they will be shared with another student), for us to provide feedback and suggestions for improvement.

Reading assignments:

Brevity Isn't Enough — You Need to Write Tight by Kathy Henning: Harvard Business Publishing

Nine-Step Guide to Fast, Effective Business Writing by Hal Plotkin: Harvard Business Publishing

Find the Right Tone for Your Business Writing by Richard Bierck: Harvard Business Publishing

Due week eleven: 7-20, 7-21 Final team presentations A**Assignment for presenting.****Reading assignments:**

Your final team presentation will be delivered during this session. If you are not delivering today, you will provide written and verbal feedback to other teams who are presenting during this session.

Due week twelve: 7-27, 7-28 Final team presentations B**Assignment for presenting.****Reading assignments:**

Your final team presentation will be delivered during this session. If you are not delivering today, you will provide written and verbal feedback to other teams who are presenting during this session.

Grading:

Throughout the course, your goal will be to enhance your skills and meet the needs of a variety of different styles and situations. A portion of the grade comes from your ability to handle difficult situations in the classroom setting to better prepare you for your professional communication skills. We will work to develop and improve skills and abilities through our focused time together in class and in formal presentations. Please

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note that the scores are meant as a guideline towards accomplishment of your grade. This course follows the prescribed curve for grading for an elective class as set out by the Fisher College of Business.

Weekly presentations/participation attendance count for up to 100 points for your final grade:

Weeks 1 – 8 Ten points each 80 points

Weeks 10-12 Presentation review and feedback to peers 30 points

In addition, specific speech presentations which include portions to be handed in:

Introduction (due week 1) 11 points

Persuasive speech - (due week 3) 24 points

Presentation Planner for persuasive speech 15 points

Interview resume and questions (due week 4) 15 points

Presenting UP Pitch (due week 5) 5 points

Business Presentation (due week 6) 15 points

Ethical Presentation (due week 8) 5 points

Written Ethical Paper (due week 9) 30 points

Final Team Presentation and planner (due weeks 11-12) 70 points

The grading scale is based on a possible total of **300** points and will be curved according to the official OSU grading system with grades potentially ranging from A to E in this course.

**presentation times may vary due to the size of the class.*

Final presentation.

Your final presentation will be done in a group. You may choose to work throughout the different class sessions to create a small group. In cases where there are an uneven amount of students, you may be asked to add a student to your group.

Your final project is an opportunity to present a “business idea” to a group of investors. Your team has been thinking about this idea for a while and has presented the idea to a few people who have shown interest. One of your investors has already provided \$250,000 to you and your group to fund this project. You are presenting this idea to our group who has over 2 million dollars to invest in your idea. (They are investors, so they may even be convinced to invest more if you do a great job). The idea here is to use the presentation skills we have worked on in class to come up with a plausible and creative approach to presenting your idea to this team. They clearly will need more time (a follow on meeting to solidify the purchase and investment, but you need to use everyone on the team to show and present your idea. The final presentation will be 15-20* minutes with potential interruptions along the way. (Specific timing and group size will be explained well before the final is due, based on the number of students in our class.*)

Topics may relate to any business idea, which allow for use of the skills and practice we have achieved during the previous sessions while allowing for presentation by all team members.

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Attendance and contribution during class.

Given the concept of this course, your attendance and participation is extremely important in this class. Attendance of each session is **mandatory**. Remember that a good portion of your grade is dependent upon your presentations and participation. Although every effort will be made to give you fair warning about certain presentations, the nature of the course allows for a variety of impromptu opportunities to speak and present to your classmates. A portion of this participation is in providing feedback from readings and to other presenters. Each of these components counts as a portion of your grade.

There are **no** opportunities for “make-up” presentations during regular meetings of this class; however, in extreme circumstances a make-up period or additional assignment may be arranged.

Office Appointments

I will be available to discuss any issues of concern to you on an individual basis either after class or in my office at 628 Fisher Hall. I am certainly willing to accommodate your schedules as best as possible. I suggest you contact me via email at Ankerman.4@osu.edu or at ATS@insight.rr.com with your issue or request for an appointment.

Grade Appeal Policy:

Grades on speeches and presentations are intended to reflect the overall quality of performance of the student(s). If you think your grade on an assignment or speech does not reflect the quality of your performance, submit a clear written explanation of your reasoning within one week after the return of your assignment or speech. The written document need not be long, but must clearly identify the problem or issue of concern. I will consider all appeals. There will be no grading appeals after the one-week deadline has passed.

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