

# **PROFESSIONAL BUSINESS COMMUNICATION SKILLS 3 CREDIT ELECTIVE**

**BUS 7629 -0100, - 0200**

**SECTION 7629-0200 WEDNESDAY 6:15 - 9:30 GERLACH 315**

**SECTION 7193 -0100 THURSDAY 6:15- 9:30 GERLACH 315**

**THE Ohio State University  
Fisher College of Business WPMBA program  
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**PBCS Syllabus**

The purpose of this course is to build on the baseline skills developed in the WPMBA 1.5 credit core course 6281.01 Professional Development course. This elective 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. During the sessions we will put more focus on impromptu and organization techniques in presentation. During 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. There is also an element of personalized design which will be added to the course. The sessions will include an opportunity to create specific content which make up each of the two sections. This syllabus will work for either the Wednesday or the Thursday summer elective session.

**6281.01 ELECTIVE REDESIGN!**

This full semester 3 credit elective advanced communication course which is offered in the summer **uses the same book you purchased for the core class.** We may have additional articles or material and that will be provided to you, or identified later in the course.

Students will need to utilize the materials from the core PBCS class via the McGraw Hill website or the bookstore.

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

MBA 6281.01 Professor Marc Ankerman

ISBN:13 978130719776-1

ISBN10 130719776-0

If other articles or materials are needed these will either be made available on Canvas or available for pick-up the OSU Bookstores. [www.shopohiostate.com](http://www.shopohiostate.com)

Barnes & Noble The Ohio State University Bookstore

1598 N. High Street

Corner of 11th & High Street

South Campus Gateway

614-247-2000

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## **WEEKLY AGENDA OVERVIEW**

Week one:	5-9 or 5-10	<b><u>Building your communication style</u></b>
Week two:	5-16 or 5-17	<b><u>Even more persuasive speaking</u></b>
Week three:	5-23 or 5-24	<b><u>Charity Presentation, Facilitation and the Pitch</u></b>
Week four:	5-30 or 5-31	<b><u>Technical Delivery</u></b>
Week five:	6-06 or 6-07	<b><u>No FORMAL CLASS Electronic business presentations</u></b>
Week six:	6-13 or 6-14	<b><u>The business meeting. Impromptu / Overviews</u></b>
Week seven:	6-20 or 6-21	<b><u>Viewing Feedback and Impromptus</u></b>
Week eight:	6-27 or 6-28	<b><u>Presenting Up - case and practice</u></b>
Week nine:	7-04-or 7-05	<b><u>NO FORMAL CLASS Ethical presentation</u></b>
		<b><u>Paper turned in via email.</u></b>
Week ten:	7-11 or 7-12	<b><u>Email Writing Skills and Prep for Final Team</u></b>
		<b><u>Presentation</u></b>
Week eleven:	7-18 or 7-19	<b><u>Final Team presentations A</u></b>
Week twelve:	7-25 or 7-26	<b><u>Final Team presentations B</u></b>

Recognize that you must be ready to present each week of the class.

You may also be responsible for turning in a presentational planner for a variety of speeches. A planner, if included 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: Building your communication style**

#### **Presentation Assignment:**

**YOUR ELEVATOR SPEECH:** You are ready for working on the perfect elevator speech that you should be prepared to deliver to us this first evening. Assume that the person in the elevator does not know you, and you have this very short opportunity to meet, greet and talk to them. You know the methods, and you know the time constraints. NO PAPER NEEDED FOR THIS ONE... Be forewarned, that there may be “distractions” waiting for you in the elevator.

#### **Reading Assignments:**

1. **REVIEW THE Workshop CORE Ankerman Materials: Instructor submitted material pages 1-50. Just review the T3 and other concepts.**
2. **Secrets of the Superbosses page 71**

**Due week two: Even more persuasive speaking****Assignment for presenting:**

**Persuasion.** The second level. Sell us, or get us to do something, which relates to your persuasive speech. Your grade depends on how you explain what it is you want us to do, and then prove, beyond a shadow of a doubt that we (the group) have done what you asked us to do. This speech is to be presented during session two. How long? Depends on how quickly you convince us!

**Reading assignments:**

**The Barry Rosenbloom Speaking Engagement page 76**

**Due week three: Charity Presentation, Facilitation and the Pitch****Assignment for presenting.**

**Charity event presentation.** Do the research and make sure you have enough information to deal with a group of philanthropists who are willing to make a sizeable donation to your charity. The deal is, that you will be presenting to other philanthropists who are vying for the same dollars from the group. Part of the presentational style will be in your ability to get your points across and have the participants (your audience) write the check. The practice within this session will allow us to “debate” which charities will be identified for the biggest contributions.

**Reading assignments:**

**Making Yourself Understood page 158**

**Due week four: Technical Delivery**

**Assignment for presenting:** Use the selected technical information which is located in Canvas, and create a technical presentation. The members of your audience have little or no knowledge of the specifics of your presentation, but may have technical expertise within the chosen discipline. Be prepared to answer questions about your topic and make sure you give examples of how the item or items are used, sold, valued or administered.

**Reading Assignments:** Technical Information provided in Canvas (or via class).

**Due week five: Assignment for presenting:** NO FORMAL MEETING

**We will not meet formally this week.** As you know, PowerPoint is a great presentational tool, but is often not used in the best ways due to a lack of skill with the tool. Your assignment is to create a 5-7 minute slide show which will run on its own. The restrictions are minimal here, so be as creative as you can. I am looking for unique and creative approaches to using PowerPoint as a tool, without you being present. You must email the presentation to me by 6-7-18. When I click on the PowerPoint file it should run by itself. I will be looking for answers to the following questions:

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- What was the main message of the presentation?
- Did the main message have good information which I would be able to describe to another person who did not see the slideshow?
- If you asked me to follow up, or do something, was I able, willing, and interested in doing so?
- Was this the best medium for this message?
- How did you utilize the presentational tools of PowerPoint in your presentation?

**NO Reading Assignment:**

**Due week six: The business meeting. Impromptu / Overviews**

*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.*

*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.*

*In addition: You should be prepared to answer any questions which may come from the audience.*

This business speech will be no longer than 3 minutes in length.

**Reading assignment:**

**Meetings That Work: Plans Bosses Can Approve page 103**

**Your Meeting Who’s in Charge page 115**

**Run a Meeting to Fast Track Your Career pg 124**

**Making Meetings Work pg 100**

**Due week seven: Viewing Feedback and Impromptus**

*Assignments for presenting:*

1. 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 3-4\* minutes in length and must include the following details:  
Business problem or situation (one or two sentences)

What you want the people in your scenario to do (this could be an answer to the issue, but it will be a “verbal” response.

2. Read the Dominos article and be prepared with a written response (no more than 30 seconds- 1 minute) which you will read on behalf of the company. After your written statement be prepared to answer questions from the “media” – our class!

These will both be 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 assignment:**

**Are you asking the right questions? Page 96**

**Dominos Pizza Page 187**

**Due week eight: preparation for final presentation.**

**Presenting Up - case and practice**

Be prepared to meet with a Senior Executive on the issue which you create. During this session you will come prepared to deliver a message to a Senior Executive. Be prepared for feedback and questions and answers. You will need to bring a written agenda and topic for a meeting with “Senior Executives”. The agenda and possibly the outline should have a number of topics, which are to be discussed. One portion of the meeting, which needs to be facilitated to the larger group is the piece you will be focused on for your presentation. In addition to the agenda topic, you will need to articulate at least 3 roles, which need to be played which identify members of your audience’s perspective on the issue at hand. You will turn in the agenda, as well as prepare the “role-plays” for 3 audience members.

**Reading assignment:**

**Get the Boss to Buy in by Susan Ashford... page 81**

**Due week nine: Assignment for presenting:**

**No formal class: Written ethical paper Assignment due \_\_\_\_\_:**

**Read the Ethical Dilemma (end of this syllabus).**

For the ethical dilemma you will need to turn in a one- two page paper (20 pts) which addresses the following questions:

- What plans and processes would you undertake in preparation for a presentation to the Findings Board?
- What do you think the board should do in this situation (specifically, who should they hire and why?).
- Is Ethical behavior something that can be controlled? Why or Why not?

- What are the two main areas this board 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 7-6- 18 Email to Ankerman.4@osu.edu.**

**Due week ten:**

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 Assignment:**

**Find the Right Tone for your business Writing page 171**

**Nine Step Guide to Fast Effective Business Writing page 167**

**Brevity isn't Enough – You need to write tight page 163**

**Due week eleven**

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**

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 advancing professional interchange skills. We will work to develop and improve skills and abilities through our focused time together in class and in formal presentations. Please 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 occur each time we meet in class. These opportunities count for up to **100** points for your final grade:

- Weeks 1 – 3      30 points
- Weeks 5 - 8      40 points
- Weeks 10- 12    30 points

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

<b>Persuasive Speech</b>	(due week 2)	15 points
<b>Charity Speech</b>	(due week 3)	10 points
<b>PowerPoint Presentation</b> electronic	(due week 4)	15 points
Technical Presentation	(due week 5)	15 points
Business Meeting Presentation	(due week 6)	10 points
Executive Presentation	(due week 8)	10 points
Ethical Presentation WRITTEN	(turned in week 10)	20 points
Email hand ins	(due week 10)	05 points

Final Team presentations count **50** points toward your final grade.

The grading scale is based on a possible total of **250** 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 size of the class.*

### **Final presentation.**

Your final presentation will be conducted in a group setting. This presentation has some flexibility but may include a group of judges. You will 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. The final presentation will be 15-25\* minutes with 5 minutes for questions and answers. (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 subject matter, which allow for use of the skills and practice we have achieved during the previous sessions while allowing for presentation by all team members. We will discuss the final presentation throughout the semester.

### **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. You should also notice that due to the summer sessions there are a few sessions which will not meet “formally”. You will be required to complete assignments, but not attend class that evening. 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

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as possible. I suggest you contact me via email at [Ankerman.4@osu.edu](mailto:Ankerman.4@osu.edu) or at [ankermantraining@gmail.com](mailto:ankermantraining@gmail.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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**THIS IS FOR YOUR PAPER: due week nine:**

**ETHICAL DILEMMA**

The situation:

You need to present to the Hiring Team your decision about the hiring of a candidate for an open position in your company. You have been asked to make a recommendation for a HIRE.

The issue at hand is that two groups of three candidates have been chosen from a pool of hiring managers. Over 50 individuals have interviewed for the position of Director. The top 6 candidates did pretty well in the interview process. Feedback from the senior group indicated that any of the six would be able to complete the job, but the final decision must rely on a person who fits the culture and style of your company best. Some of the interviewer comments from initial interviews are presented below. The final candidates seem equally talented have exceeded in their interview process, but only one position exists. The Hiring Team needs to know your hiring decision.

Some other facts to consider: Candidates one, two and three have been identified by the senior committee as “their favorites”.

**Candidate one** is a Caucasian male, 43 years of age with 12 years’ experience. He went to the same school as two members of the executive team. He has managed large and small teams. He has a recommendation letter from two current customers.

**Candidate two** is an African American female, 36 years of age with 11 years’ experience. She has worked for a competitor with similar background and experience. She has managed large and small teams. She is also known to have a bit of a temper.

**Candidate three** is a Caucasian male, 29 years of age, with 6 years of experience. He has not worked specifically in this industry. He was recommended by a member of the board with whom this candidate plays golf on Sundays at the local country club. He has been seen at many “social functions” with board members.

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**Candidate four** is an African American male, 35 years of age with 9 years of experience. He worked as an intern with this company for 5 years before moving out of state for a different opportunity. He has received stellar recommendations from his superiors at your company. He has managed large-scale projects and work environments. He is known to switch jobs frequently.

**Candidate five** is Asian female with 11 years of experience. She was referred from two professional associations with which this company has been working for 25 years. She has told you via the interview that her currently position is being eliminated. She has managed multiple disciplines and has multilingual capabilities.

**Candidate six** is a Hispanic female with 14 years of experience. She has two MBA's in the appropriate disciplines and was recommended by a vice president in the company whom she worked with in another organization. She managed in a team environment and is the President of a Multicultural baking club.

The company you work for is progressive, but has been recently dealt with a variety of issues. Two different discrimination cases, another very difficult sexual discrimination case in which the company is still in "discussion", and a largely contested legal case in regards to its hiring practices and religious bias.

Your job is to make the case for which of the candidates you would recommend for the job. You may have access (creatively) to additional material that you make up (experience details, situations, etc.) that will assist you in making your case for the hiring decision.

What should the Hiring Team do? Your one to two page paper must address the following: 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?).

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?