



Strategic Business Communication

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COURSE DESCRIPTION

The strategic simulation class setting will engage the students in the imaginary leadership role to exercise how to make an ethical decision on the issues and challenges. This incorporates a mix of lectures, case discussions, role-playing, and group projects in real-world applications. As one progresses through this course, students will experience the power of strategic communication in the business context. As a result of actively participating in this class, you should be able to:

- Apply fundamental principles of communication in different organizational contexts.
- Demonstrate ability to write and present effectively, considering audience and purpose.
- Understand and address critical challenges during crises.

READING MATERIALS

- Business Communication Simternship™ ISBN 978-1-956963-43-4.
Students can purchase this simulation courseware through Stukent.com.
Once enrolled in this class, students will receive an invitation to join the simulation.
<https://join.stukent.com/join/ECD-A84>
- Toogood, G. (2010). New articulate executive: look, act, and sound like a leader. McGraw-Hill Education. Available from: VitalSource Bookshelf, (2nd Edition).
- Other cases and reading materials will be provided to students in digital before class.

COURSE REQUIREMENTS AND GRADING

Group in-class activities: group presentation and role play	30%
Business Communication Simternship™ Simulation Completion Certificate	20%
Assignments	20%
Final Exam	30%
Total	100%

Final Grade:

Pass (P): Grade of 60% or above.

Fail (F): Grade below 60%.

*SKKU ISS uses a Pass/Fail grading system with a corresponding percentage scale.

<https://summer.skku.edu/summer/program/policies.do>

Participation:

- Attendance and participation are crucial for success in this class. We will work together to develop critical listening and discussion skills. You will learn a great deal by actively listening to your classmates.
- It is expected that you will actively participate in all class activities. If you remain silent or only speak when prompted by the instructor, you will not receive the grade you desire.
- Repeated, unexcused absences will significantly impact your final grade. Therefore, if you cannot attend class, email the instructor at least 24 hours in advance.
- Suppose you have more than four absences during the semester. You can only pass the course if you can provide medical documentation to prove the necessity of the absence.

Generative AI usage policy:

- The use of generative AI applications is strictly prohibited.
- Any generative AI application usage in quiz answers or assignments will result in a score of zero points.

Quiz and assignment evaluation criteria:

- Submissions should be on time and undergo proofreading for clarity and accuracy.
- Assignments should identify critical messages relevant to the task.
- Applying lessons from the course to the assignment's mission is essential.
- Findings should demonstrate alignment with students' critical thinking skills and incorporate elements of self-reflection.
- All team members are expected to contribute to problem-solving and solution-finding actively if it is a group assignment.
- Without specific evaluation criteria for an assignment, the above guidelines will serve as a universal rubric for all assignments and in-class group activities.

Final Exam: The examination will encompass content from class lectures, textbook chapters, case assignments, class discussions, and any other assigned material. The specific format of the exam, including multiple-choice questions, fill-in-the-blank sections, short answers, and an essay, will be detailed before the examination date. It is important to note that there will be no opportunities for make-up exams except in documented emergencies or severe illness.

Academic Integrity: Every member of SKKU ISS is expected to uphold the highest standards of academic honesty and integrity. This encompasses refraining from all forms of academic dishonesty, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. In cases where a student is found to have engaged in plagiarism or cheating, whether in individual or group academic work or examination behavior, the minimum consequence will be the assignment of a grade of "F" for the respective assignment or examination.

COURSE SCHEDULE

This provides a general plan for the course; deviations announced to the class by the instructors may be necessary. Students are responsible for keeping up with all assignments and potential amendments to the course schedule.

WEEK I. On BoardMonday (1 July)

- Syllabus orientation
- Self- induction
- Overview of Strategic Business Communication

Tuesday (2 July)

- Writing Principles
- Tips for Effective Writing
- In-Class: Press Release Scavenger Hunt

Wednesday (3 July)

- Workplace Message Strategies
- Create an Email Information/Meeting Memo
- Simulation Round 1,3

Thursday (4 July)

- Content Creation Principle

Blog and Social Media Post
Simulation Round 7

WEEK II. Persuasion & Professional Branding

Monday (8 July)

Informative Communications
Understanding of the Psych-Out Formula for Persuasive Speech
Short Form (Elevator Pitch)
Simulation Round 6,8

Tuesday (9 July)

Persuasive Communications
One-Page Proposal
Simulation Round 10

Wednesday (10 July)

Effective Presentations Using POWER Formula
Long-form (presentation prep.)
Simulation Round 9

Thursday (11 July)

Group Presentation (Midterm)

WEEK III: Act Like a Leader.

Monday (15 July)

Alpha Dogs vs. Worker Bees
Use the strategic communication model to plan your messages.
Case 1 Yahoo!: A Female CEO and New Mother Forbids Working from Home

Tuesday (16 July)

Employee communication to foster a positive team culture.
Case 2 Microsoft Corporation: Communicating Layoffs to 18,000 Employees

Wednesday (17 July)

Ethical communication in decision-making and problem-solving.
Case 3 Hennes & Mauritz AB (H&M): Should Fast Fashion Slow Down?

Thursday (18 July)

Communication for diverse audiences
Case 4 Quaker Oats Company: Fashioning a Future for Aunt Jemima

WEEK IV: Play Like a Leader.

Monday (22 July)

Communication principles in a crisis.
Case 5 Chipotle Mexican Grill, Inc.: Supply Chain in Crisis
Role Play! Government officials, social media activists, consumers, employees, CCO/CEO, and Journalists

Tuesday (23 July)

Prepare for a media interview following a crisis.
Case 7 Staples, Inc. Preparing the CEO for a Press Conference
Role Play! Government officials, social media activists, consumers, employees, CCO/CEO, and Journalists

Wednesday (24 July)

Final Exam.

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