



GSBA 599 Advanced Managerial Communication (AMC)

University of Southern California
Marshall School of Business
Spring, 2010

GSBA 599: ADVANCED MANAGERIAL COMMUNICATION

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COURSE DESCRIPTION

Advanced Managerial Communication (AMC) is a important element of the Marshall MBA elective curriculum. Your professor will work with you to help you develop as a professional communicator. Throughout this class, your professor will help you assess your incoming skill levels, establish your goals, and improve your managerial communication skills. Multiple delivery methods will be utilized throughout the class. These include:

- AMC lecture/discussion sessions
- AMC one-on-one and small group coaching sessions
- AMC class activities
- AMC video analysis
- AMC lab sessions
- AMC experiential learning sessions

COURSE MATERIALS

Required Materials

GSBA 599 Course Packet with assigned readings

Optional Materials

slide:ology: The Art and Science of Creating Great Presentations. Nancy Duarte, O'Reilly Media, Sebastopol, CA, 2008 (paperback edition also available)

Presentation Zen: Simple Ideas on Presentation Design and Delivery. Garr Reynolds & Guy Kawasaki, New Riders Publishing, Indianapolis, IN, December 2007/January 2008.

The Articulate Executive: Learn to Look, Act, and Sound Like a Leader.

Granville N. Toogood, McGraw-Hill, New York, NY, 2005. (paperback edition also available)

The Power of the Pitch. Gary Hankins, Dearborn Trade Publishing, Chicago, IL, 2005.

How to Connect in Business in 90 Seconds or Less. Nicholas Boothman, Workman Publishing, New York, NY, 2002.

LEARNING OBJECTIVES—What You Will Learn

The overall objective of this course is to develop your managerial communication skills. This class builds upon GSBA 502ab, though GSBA 502ab is not a prerequisite. GSBA 599 is an advanced level course in managerial communication which primarily centers on business presentations and the role of persuasion in visual and verbal communication. Interpersonal communication dynamics are also covered.

Class lectures, lab sessions, experiential activities, video analyses, and student activities are supplemented by extensive individualized coaching by the professor. Early in the class, your professor will assess your incoming communication skill levels and identify your strengths and areas for improvement.

Using an “executive coaching” model common in business today, your professor will work with you throughout the class to meet the challenges of business presentations and interpersonal communication. The ultimate goal is to help you accomplish the communicative goals you establish for yourself at USC Marshall, in your career search, and beyond.

In Advanced Managerial Communication (AMC), we will focus on skills, attributes, knowledge, and strategies necessary to succeed communicatively in the global workplace. Three major content elements combine to form the AMC curriculum:

1. Advanced Business Presentation Skills
2. Visual and Verbal Persuasion Skills
3. Interpersonal Communication Skills

These content elements are described in more detail below to give you a clearer understanding of the learning objectives for each area.

Learning Objectives

1. Advanced Business Presentation Skills: *Become an advanced public communicator and presenter.* Learn how to present differing types of materials (e.g., financial briefings, marketing and VC pitches). Apply communication theory and strategy as you organize informative and persuasive content and effectively deliver individual and team presentations to internal, external, large, and small group audiences. Set goals for continued presentation improvement as you move toward the end goal of becoming an advanced communicator and presenter.

2. Visual and Verbal Persuasion Skills: *Learn how to communicatively persuade in small and large group settings.* Apply advanced visual and verbal persuasion research and theory to small and large group communication. Learn how to analyze audiences, organize messages for maximum persuasive impact, and communicate these messages in a persuasive manner. Work with your professor to continually refine your persuasive skills in a variety of settings. Work in the lab to create dynamic and persuasive visuals.

3. Interpersonal Communication Skills: *Learn how to work and communicate successfully in interpersonal contexts.* Learn about topics such as managing non-verbals, finding similarity, evaluating yourself and others critically, and giving and receiving feedback

for personal development and organizational growth. Appreciate cultural diversity and develop greater worldly awareness. Learn how to better present yourself as a confident, competent communicator and professional.

LEARNING APPROACH—How You Will Learn

Through class sessions, experiential activities, 1-1 meetings with your professor, and class assignments, your professor will help you communicatively develop professionally and personally. This course is not text-based or lecture driven, and it is not about passive learning of content. Your professor *teaches and works with you*. Your success in AMC thus depends on your active involvement in learning and upon your effort and actions designed to change your behaviors and way of thinking.

EXPECTATIONS, EVALUATION AND GRADING

Expectations: Attendance, active participation, and a positive attitude are required for successful completion of this course. “Must be present to win” is true of skill building in group, interpersonal, and oral communication skills. Many sessions involve group activities, and your professor plans and organizes them assuming all students will be present. Your professor asks that you notify him as far in advance as possible if you are unable to attend any class or exercise so that he may adjust as necessary.

Missed classes, late arrivals, early departures, lack of communication or inappropriate communication will reduce your grade on individual assignments and your final grade in the course. Partial credit for missed classes or activities is solely at the discretion of your professor and may not be possible depending on the activity and timing.

Evaluation and Grading: At the end of GSBA 599, your professor will assign a final grade based on your performance. The graded components of the course include:

- Individual and Group Presentations
- Class Participation (note: Class Attendance is one aspect of Class Participation)
- Individual Writing Assignments
- Experiential Activities

See the Summary of Assignments and Activities for specific due dates and a grade breakdown. The Marshall School of Business adheres to a target GPA in elective courses.

ACADEMIC STANDARDS AND UNIVERSITY POLICIES

Academic Standards: Academic integrity is a critical value of the University Community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness of the University. This course is subject to the Marshall School of Business Academic Standards and USC Academic Integrity Standards, as detailed in *SCampus*. Please refer to and become familiar with these standards. We will work with you to maintain an atmosphere conducive to personal integrity, intellectual honesty, and ethical behavior.

Students with Disabilities: Any student requesting academic accommodations based on a disability is required to register with disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations may be obtained from DSP. Please deliver the letter to the MBA Program Office and your professors as early in the term as possible. DSP is located in STU 301 (phone 213-740-0776) and is open 8:30 a.m. to 5:00 p.m., Monday through Friday.

Professor's Retention of Graded Papers: Returned paperwork, unclaimed by a student, may be discarded one month after the end of Term IV. Paperwork intentionally not returned to students will be retained until the start of the next academic year.

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Class schedules, readings, and the list of assignments are distributed separately but are considered part of this syllabus.