

**WARRINGTON COLLEGE OF BUSINESS ADMINISTRATION
GENERAL FACULTY MEETING
AGENDA**

March 23, 2007 – 1:00 p.m. – 103 Stuzin Hall

1. January 29, 2007 General Faculty Meeting Minutes presented for approval by the Faculty.
2. The Undergraduate Committee approved the following and requests approval by the faculty.

New Course:

GEB 3214 – Writing & Speaking in Business

- ◆ Credits: 4
- ◆ Contact Hours: 4 Base hours
- ◆ Description: An online course designed to teach business students the fundamentals of both written and spoken communication., allowing them to express their ideas effectively and efficiently and also prepare them for the demands of the business workspace.

3. The following is presented as an Information Item:

Professional Communication Requirement: Beginning with the 2007-2008 catalog, all BSBA and BABA candidates will be required to complete a professional communications course with a grade of at least a C. Course options include: GEB 3213 Professional Business Writing (capacity 400), GEB 3214 Professional Speaking in Business (capacity 150), SPC 2600 Introduction to Public Speaking (capacity 1500), ENC 3312 Advanced Argumentative Writing (capacity 100), and a similar course with prior approval.

4. The following item is presented for faculty approval:

At the May 12 Faculty Meeting, the Teaching Committee proposed a teaching award for faculty who do not teach either the undergraduate courses, nor the MBA courses, but only the specialized Masters courses. Such faculty are not eligible for any teaching awards, and there is a sizeable faculty who fall in this category. This proposal was an information item with the understanding that it would be put for a vote at the following faculty meeting on September 8, 2006. At this meeting the faculty decided to postpone action for further discussion. The Chair of the Teaching Committee has requested that it be presented for vote at this meeting.

5. Other
6. Dean's Report

**WARRINGTON COLLEGE OF BUSINESS ADMINISTRATION
GRADUATE FACULTY MEETING
AGENDA**

1. January 29, 2007 Graduate Faculty Meeting Minutes presented for approval by the Faculty.
2. The specialty Masters Committee has approved the following and requests approval by the faculty.

New Courses (designed for the new Internet DIS Masters Program):

ECP 6701 – Competitive Strategies in Expanding Markets

- ◆ Credits: 2
- ◆ Contact Hours: 2 Base hours
- ◆ Prerequisites: ECP 5702. Designed for MBA and other masters students
- ◆ Description: Focus on the identification and analysis of strategies in expanding markets (dynamic expansion caused by rapid technological change and geographic expansion based on the acceleration of globalization) & draws on strategic management, the economics of technological change and R&D investments, dynamic game theory, international economics and international business for analytical tools to address challenges faced by management in technology-based firms and in firms facing international competition and opportunities. The course is research and theory-based but practice oriented.

3. Other
4. Dean's Report

**WARRINGTON COLLEGE OF BUSINESS ADMINISTRATION
GENERAL FACULTY MEETING
MINUTES
January 29, 2007**

1. A motion was made to approve the November 3, 2006 General Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.
2. The Undergraduate Committee approved the following and requested approval by the faculty. A motion was made to approve the course changes. The motion was seconded and the faculty voted to approve these two course changes.

Course Changes (APPROVED)

FIN 4243 – Debt and Money Markets

- ♦ Prerequisites: OLD – FIN 3403 with a grade of B or higher and ACG 2021C and ACG 2071 or ACG 3481C with a grade of C or higher.
- NEW – FIN 3403 and ECP 3703 with a grade of B or higher in each and ACG 2021C and ACG 2071 with a grade of C or higher in each.

FIN 4504 – Equity and Capital Markets

- ♦ Prerequisites: OLD – FIN 3403 with a grade of B or higher and ACG 2021C and ACG 2071 or ACG 3481C with a grade of C or higher.
- NEW – FIN 3403 and ECP 3703 with a grade of B or higher in each and ACG 2021C and ACG 2071 with a grade of C or higher in each.

The following items (course terminations) were withdrawn from the agenda. No action needed.

Course Terminations:

- ~~RMI 3011 – Risk and Insurance~~
- ~~RMI 4305 – Risk Management~~
- ~~RMI 4905 – Independent Research~~
- ~~RMI 4956 – International Studies in Insurance~~
- ~~RMI 4970 – Honors Thesis~~

3. Other – n/a
4. Dean's Report – n/a

A motion was made to adjourn the faculty meeting. The motion was seconded and the meeting adjourned.

**GRADUATE FACULTY MEETING
MINUTES**

1. A motion was made to approve the November 3, 2006 Graduate Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.
2. The Masters Committee approved the following and requested approval by the Graduate Faculty. A motion was made to approve the items listed below. The motion was seconded and the following was approved by the faculty.

New Courses (designed for the new Internet DIS Masters Program): (APPROVED)

ISM 6217 – Database Management Systems

- ♦ Credits: 3
- ♦ Contact Hours: 3 Base hours
- ♦ Description: Focus of this course is on designing and developing data bases as well as in understanding the role played by database in technology in meeting business information needs.

ISM 6123 – Systems Analysis and Design

- ♦ Credits: 3
- ♦ Contact Hours: 3 Base hours
- ♦ Description: The purpose of this course is to learn the various activities a system developer performs when faced with the task of developing a new information system or upgrading an existing system.

SM 6226 – Business Telecom Strategy and Applications

- ♦ Credits: 3
- ♦ Contact Hours: 3 Base hours
- ♦ Description: The purpose of this course is to provide students with an introduction and basic overview of the field of business communications. Upon successful completion of this course, students will possess a working knowledge of many of the telecommunications components and associated terminology as they apply to business in this age of electronic communication.

ISM 6425 – Data Mining

- ♦ Credits: 3
- ♦ Contact Hours: 3 Base hours
- ♦ Description: The course is designed to analyze the entire data mining cycle, data mining techniques, data preparation and application of these techniques on well known problems in customer relationship management.

MAN 6575 – Purchasing and Supplier Relationship Management

- ♦ Credits: 3
- ♦ Contact Hours: 3 Base hours
- ♦ Description: The primary purpose of this course is to introduce students to the basic concepts and tools applied in purchasing and supply chain management. Within the context of the purchasing function, emphasis will be placed on such topics as procurement cycle, information flows, supplier selection and internet procurement.

MAN 6586 – Project Management

- ♦ Credits: 3
- ♦ Contact Hours: 3 Base hours
- ♦ Description: This course is designed to convey the principles, techniques and methods employed in order to be effective in managing projects; structuring project organizations; fundamentals of scheduling; time/cost trade-offs, budgeting, and cost estimation; and monitoring.

MAN 6591 – Systems Analysis and Design—Logistics and Distribution Management (NOTE: TITLE REVISED)

- ♦ Credits: 3
- ♦ Contact Hours: 3 Base hours
- ♦ Description: In this course, you learn how logistics and distribution consists of all the activities that enable a business to make its products available to consumers at convenient locations, in the required quantities, and at minimum cost to the company. After completing this course, you should have a clear understanding of the challenges firms face in achieving excellence in logistics and distribution.

Course Changes: (APPROVED)

GEB 5118 – New Venture Creation

- ♦ Prerequisites: OLD – GEB 5114.
NEW – None

GEB 5146 – Family Business Management

- ♦ Prerequisites: OLD – GEB 5114.
NEW – None

GEB 5506 – Corporate Intrapreneurship

- ♦ Prerequisites: OLD – GEB 5114.
NEW – None

GEB 6115 – Entrepreneurship

- ♦ Prerequisites: OLD – Designed for MBA students.
NEW – None

GEB 6155 – Social Entrepreneurship

- ♦ Prerequisites: OLD – Non business students.
NEW – None

GEB 6156 – Entrepreneurial Opportunity

- ♦ Prerequisites: OLD – Intended for non business students
NEW – None

FIN 6476 – Venture Finance

- ♦ Prerequisites: OLD – FIN 5439 or Master of Science-Finance students.
NEW – None

FIN 6642 – Global Entrepreneurship

- ♦ Prerequisites: OLD – Designed for masters students in business.
NEW – None

REE 6935 – Real Estate Case Studies

- ♦ Prerequisites: OLD – Real estate masters or real estate/JD students
NEW – Master of Science-Real Estate or Joint MSRE/JD students

Course Terminations : (APPROVED)

RMI 6905 – Individual Work in Risk Management and Insurance

RMI 6910 – Supervised Research

RMI 6935 – Special Topics in Insurance

RMI 6957 – International Studies in Insurance

RMI 6971 – Research for Master's Thesis

3. The Masters Committee approved the following and presented it to the Graduate Faculty as an information item:
Proposal for an Internet Masters Program in DIS. No discussion took place.
4. Other – n/a
5. Dean's Report –
-The College received a \$30 million gift from William R. Hough (largest gift from a single donor in the history of the University).

The structure of the gift is:

1. \$15 million over the next 5 years, fully matchable;
2. \$5 million next year as a lead gift for a \$20 million building, fully matchable;
3. \$10 million deferred.

The funds received from #1 and #3 will be used in the graduate programs for:

- a. Faculty support;
- b. Student services support;
- c. Program support

In recognition of this generosity, the Graduate Programs will be renamed the Hough Graduate School of Business (pending BOT approval) and the new building will be named William R. Hough Hall.

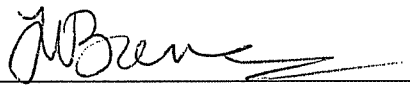
-The college administrators will meet soon with the President to talk more about the building.

-Other naming opportunities were shared with the faculty.

-UF is currently going through a budgeting process; a committee was appointed at the UF level; The Dean met with the committee and suggested a plan; the committee seemed interested.

A motion was made to adjourn the Graduate Faculty Meeting. The motion was seconded and the meeting adjourned.

PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution Name: University of Florida		Institutional Code: 001535	Instructional Unit or Department Name, Department Code and SAMAS Number: General Business 0170100	
Recommended SCNS Course Identification:				
Discipline (SMA) <u>1 5 5</u>		Prefix <u>G E B</u>	Level <u>3</u>	Course Number <u>2 1 4</u>
Lab Code _____				
Institution's Course Title: <u>Writing and Speaking in Business</u>				
Effective Term (month and year course will first be offered): <u>Summer 2007</u>				
Amount of Credit: 4 Credits		If Repeatable Credit or Variable Credit: _____ total repeatable credit allowed _____ minimum / _____ maximum credit within a semester		
Total Clock Hours: <u>N/A</u>		Contact hour base _____ or Headcount _____		
Course Description (attach a course syllabus): GEB 4930- Writing and Speaking in Business is an online course designed to teach business students the fundamentals of both written and spoken communication, allowing them to express their ideas effectively and efficiently and also preparing them for the demands of the business workspace.			Mark all that apply: Rotating Topic <input type="checkbox"/> yes <input checked="" type="checkbox"/> no S/U Only <input type="checkbox"/> yes <input checked="" type="checkbox"/> no Repeatable for Credit <input type="checkbox"/> yes <input checked="" type="checkbox"/> no	
Prerequisites: (This form does not update ISIS or registration prerequisite checking.) NONE				
Corequisites: NONE				
All faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				
Degree Type (Mark all that apply.): <input type="checkbox"/> Associate of Arts <input checked="" type="checkbox"/> Baccalaureate <input type="checkbox"/> Graduate Study <input type="checkbox"/> Other (specify): _____				
Category of Instruction: <input type="checkbox"/> Introductory <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced				
Department Contact, Telephone Number and PO Box: DR JANE DOUGLAS 392-8436 x1267 PO Box 117150		(Date) 2/08/07	Signature, Department Chair:  2/8/07	
College Contact, Telephone Number and PO Box: SHARON HAUGHTON - 2-8436 x1225 PO Box 117150		(Date) 2/08/07	Signature, College Dean: _____ (Date)	
Signature, Graduate Dean (if applicable): _____		(Date)	Signature, Registrar (institutional contact): _____ (Date)	

PART 2: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code): _____	
If not the same as recommended by institution, please explain: _____	
SCNS Course Title (if new): _____	
Decade Title (if new): _____	
Century Title (if new): _____	
Signature, Faculty Discipline Committee Representative: _____	Date: _____

PART 3: SCNS STAFF USE ONLY

Signature, SCNS Staff _____	Date Entered _____	Correspondence Number _____
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GEB 4930 - Writing and Speaking in Business

Summer 2007

Course Description

In business, where communication needs to be as clear as it is convincing, mastering the principles of effective, efficient writing and speaking is essential. GEB 4930 – Writing and Speaking in Business is designed to teach business students the fundamentals of both written and spoken communication, allowing them to express their ideas effectively and efficiently and also preparing them for the communication demands of the business workplace. This course has four primary objectives, central to professional writing in business:

- mastery of basic presentation skills and awareness of verbal and non-verbal aspects of communication;
- knowledge of the types of writing central to business communication;
- mastery of the techniques for persuasive argumentation;
- an understanding of the fundamentals of writing clearly, specifically, and concisely.

The workplace-based assignments in this course ensure that students learn professional communication principles within different organizational contexts, as they work on assignments, cases, and projects drawn from everyday business situations. The course emphasizes both internal and external communication, as well as how to select style, formats, and approaches appropriately according to context and audience. Assignments include e-mails, memos, letters, resumes, and individual documents as well as discussion boards, reports, and a PowerPoint presentation.

Course Format

- Students view three to four video lectures per week, provided by the Center for Management Community faculty, on the fundamentals of oral communication, business writing, and stylistic principles.
- Students independently complete assigned exercises and reading and submit written, PowerPoint, and discussion board assignments for evaluation by Center for Management Communication Teaching Assistants.
- Individual course sections are small, restricted to 30 students, enabling class members to get to know one another through their participation on discussion boards. These small sections also enable students to receive extensive feedback on written assignments from experienced Teaching Assistants.

Course Texts

We have selected *Business and Administrative Communication*, by Kitty O. Locker, as our primary text. This is a very comprehensive business textbook with good online support providing daily newsfeeds and useful resource links. We have combined this into a custom text with *Business Writing CPR: 16 Principles for Writing Virtually Anything*

Effectively written by Professor Jane Douglas. *Business Writing CPR* uses new research into neuroscience, cognition, and linguistics to provide writers with the essential stylistic tools for mastering clear, efficient, and highly effective writing. Students can choose to purchase either our custom version, which combines both texts, or stand-alone versions of the two texts.

Course Assignments

Students will analyze real-world scenarios to determine how and why a document or presentation serves its purpose in the workplace, discover the role of document design and presentation organization in information processing, and learn how to respond efficiently to clients' and colleagues' needs. Students will also learn the fundamentals of business presentations, verbal and non-verbal communication in the workplace. The assignments, geared to both general and specialist audiences, provide practice in such essential career skills as problem solving, time management, and oral presentations.

Students complete multiple drafts of the following writing assignments:

- Good and bad news memos
- Resume
- Cover letter
- Persuasive memo
- Proposal memo
- Progress report
- Business Report
- PowerPoint presentation
- Final assessment memo

Course Objectives

By the end of this course, students will know how to

- structure sentences, paragraphs, and documents for maximum impact;
- better comprehend their professional roles and the communication tools needed in the business world;
- gear their writing towards a number of audiences, both internal and external to the workplace;
- assess how a variety of written communication styles affect the audience's reception of ideas;
- deploy useful strategies for writing essential workplace documents like memos, instructions, and reports;
- write collaboratively with teammates to produce a coherent and professional report;
- produce PowerPoint presentations that concisely focus on the central elements in business reports;
- write and revise for optimal concision and clarity.

Academic Honesty

As a University of Florida student, your performance is governed by the UF Honor Code, available in its full form at http://www.reg.ufl.edu/01-02-catalog/student_life/. The Honor Code requires Florida students to neither give nor receive unauthorized aid in completing all assignments. Violations include cheating, plagiarism, bribery, and misrepresentation, all defined in detail at <http://www.dso.ufl.edu/judicial/honestybrochure.htm>. Plagiarism is the presentation of the words or ideas of another as one's own. You would commit plagiarism by using, without crediting the source

1. Any part of another person's essay, speech, or ideas (even if paraphrased or expressed in your own words);
2. Any part of an article in a magazine, journal, newspaper, or any part of a book, encyclopedia, CD, online internet page, etc.

Students with Physical Disabilities

The University of Florida complies with the Americans with Disabilities Act. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

General Education Learning Outcomes

GEB 4930 satisfies General Education requirements for both Composition (C) and Gordon Rule-Communication (E6). As a result, to fulfill the Composition requirement, GEB 4930 offers instruction in how to write with maximum clarity, organization, and efficiency, as well as how to adapt writing to the demands of a variety of genres, contexts, and audiences. To satisfy the E6 Gordon Rule requirement, GEB 4930 also requires students to complete at least 6,000 words of evaluated writing during the semester.

Course Procedures

Assignments. All assignments must be completed and submitted via Vista (or, if your TA permits, email) by the deadlines listed in the course schedule, *with no late submissions accepted*. Further, all discussion board assignments must be posted by the end of the week during which they were assigned.

Plagiarism. Any attempt to represent the work, ideas, or writing of someone else as your own is considered plagiarism and will result in failure of the assignment, and potentially of the course. Willful and blatant incidents of plagiarism will be handed over to the Office of the Dean to be punished in accordance with University Policy.

Assignments, Learning Objectives and Evaluation Criteria

Schedule and Deadlines. The daily assignment schedule, along with assignment deadlines, may be viewed on our course webpage through Vista. The web address is <http://lss.at.ufl.edu> . You must have a student login and password to access this site.

Quizzes. To ensure students complete reading assignments, students will complete weekly quizzes during the semester, drawn from course readings, video lectures, and activities, and will also take a mid-term and end-of-semester quiz online.

Written Assignments. Instructors evaluate all written assignments according to the learning objectives for each assignment.

ASSIGNMENT 1 – Resume, cover letter (700 words)

Worth: 100 points

Learning Objectives:

By the completion of this assignment, you should master how to

- use standard resume and cover letter formatting;
- integrate work, volunteer experience, and extracurricular activities into a coherent framework;
- tailor specific details of experience to a particular job description;
- convey efficiently and clearly achievements on the job and potential benefits your experience can offer a prospective employer;
- formulate a cover letter that makes a persuasive argument for the relevance of particular elements of your experience to a specific job;
- compose a cover letter that clearly addresses the concerns, expectations, background of a specific audience;
- use “you”-attitude to address what benefits you offer the company;
- write a clear, effective cover letter that uses your resume as a jumping-off point for a convincing argument about your qualifications for a specific job.

Grading Criteria:

This assignment should

- use standard business format for both resume and cover letter;
- use action-oriented verbs that describe actions, not responsibilities;
- adequately convey the scope of the writer’s experience as relevant to the job;
- differentiate cover letter from resume;
- represent a strong fit for the job description;
- demonstrate careful revision, editing, and proofreading.

ASSIGNMENT 2 – Informative/Positive news memo (350 words)**Worth: 100 points*****Learning Objectives:***

By the completion of this assignment, you should master how to

- employ standard business memo format and protocols;
- use “you”-orientation that foregrounds user benefits;
- write clear, jargon-free sentences that display action and avoid excessive wordiness;
- use the optimal structure for conveying information or good news;
- recognize the differences between active and passive construction and use passive construction only rarely;
- choose the appropriate nouns and verbs, as well as sentence structure, to make your writing clear.

Grading Criteria:

This assignment should

- foreground and summarize information most relevant to readers;
- follow Locker’s structure for presenting informational and positive messages;
- display a forthright “you”-attitude in addressing audience interests;
- avoid entirely or only rarely use passive construction;
- rely on action-orientated verbs and concrete nouns for clearly written sentences;
- use standard business memo format;
- show evidence of close revision, editing, and proofreading.

ASSIGNMENT 3 – Improving a financial aid form (350 words)**Worth: 50 points*****Learning Objectives:***

By the completion of this assignment, you should master

- the elements of good document design, including the placement of important elements and uses of font, color, and other design elements;
- how to convey data and relationships by appropriately using the correct visual elements (maps, bar charts, pie charts, graphs, and tables);
- how to design a clear, effective, and user-friendly form that elicits correct and useful information from its audience.

Grading Criteria:

This assignment should

- use well-chosen design elements to elicit correct information from its audience;
- be clear, efficient, and easy to use;
- provide adequate space for all audience feedback;
- provide clear and appropriate instructions to audience.

ASSIGNMENT 4 – Negative message (350 words)

Worth: 100 points

Learning Objectives:

By the completion of this assignment, you should master

- how to present negative information in a way that minimizes resistance;
- how to use a buffer, rationale, alternatives, and the correct tone for negative messages;
- how to make your sentences hang together by using sequencing, transitions, and common subjects.

Grading Criteria:

This assignment should, in addition to the criteria for the preceding assignments, also include

- appropriate use of subject lines for negative news memos;
- correct use of a buffer;
- optimal placement of negative news;
- provision of both a rationale and alternatives or choices open to readers;
- appropriate “you”-attitude;
- appropriate tone and awareness of audience;
- writing that adheres to principles for both clarity and continuity;
- correct usage, grammar, and punctuation;
- close proofreading and editing.

ASSIGNMENT 5 – Persuasive message (700 words)

Worth: 100 points

Learning Objectives:

By the completion of this assignment, you should master

- the various structures for presenting information (comparison/contrast, pro/con, problem-solving, etc.);
- the distinction between causation and correlation in analyzing information;
- how to craft logical arguments;
- how to link claims to evidence;
- the appropriate patterns and uses for persuasive messages (direct-request, problem-solving);
- the use of directed-subject lines in memos making a request;
- how to create persuasive memos suitable for a specific audience and purpose;
- how to organize memos and paragraphs using coherence principles.

Grading Criteria:

This assignment should, in addition to the general criteria for the preceding assignments (standard business formatting, correct spelling, punctuation, and grammar, evidence of proofreading and editing), also include

- an appropriate, efficient subject line
- appropriate direct-request or problem-solving framework for persuasive message;
- “you”-attitude that addresses readers’ interests and concerns;
- logical argument, based on claims and evidence;
- relevant information and evidence adequate to support claims;
- appropriate tone;
- correct use of clarity, continuity, coherence, and concision principles;
- appropriate tone for audience and subject matter;
- a persuasive argument that overcomes any reservations or objections readers might initially entertain.

ASSIGNMENT 6 – Team report

Worth: 375 points total

Components of Assignment 6:

6a: Proposal memo – 50 points (350 words)

6b: Progress report – 25 points (350 words)

6c: Report – 200 points (2100 words)

6d: PowerPoint – 100 points

Learning Objectives and basis for grading criteria for 6a and 6b:

By the completion of this assignment, you should master

- how to write a clear proposal that argues for the need for the study, its objectives, methods, and anticipated outcomes;
- creating progress reports that emphasis the value to the client of what has already been accomplished, rather than the actual effort involved;
- “you” attitude that addresses readers’ interests and concerns;
- logical argument, based on claims and evidence;
- relevant information and evidence adequate to support claims;
- appropriate tone;
- correct use of clarity, continuity, coherence, and concision principles;
- appropriate tone for audience and subject matter;
- a persuasive argument that overcomes any reservations or objections readers might initially entertain.

Learning Objectives for 6c:

By the completion of this assignment, you should master

- how to organize a long business report, using persuasive argument, visuals, and data;
- use of headings and subheadings to guide readers;
- how to present arguments that clearly reflect or anticipate audience concerns, interests, objections, and reservations to a proposal;
- how to write a clear, efficient, and effective executive summary;
- how to research, incorporate, and document relevant information in reports.

Grading Criteria for 6c:

This assignment should, in addition to the general criteria for the preceding assignments (standard business formatting, correct spelling, punctuation, and grammar, evidence of proofreading and editing), also include

- standard contents for long reports: cover, table of contents, executive summary, introduction, body, conclusion, recommendations, references, appendices);
- effective use of logic, persuasion, claims, and evidence;
- effective use of all 4C's;
- clear, effective headings and subheadings;
- visuals and references to clarify and document sources;
- correct use of formatting for report, summary, headings, and references;
- comprehensive coverage of all aspects of report relevant to its audience.

Learning Objectives for 6d – PowerPoint presentation

By the completion of this assignment, you should master

- adapting messages to specific audiences;
- handling the presentation of graphic information;
- organizing and efficiently delivering the central points of your report;
- anticipating, answering, and overcoming audience objections;
- using PowerPoint or other visuals to enhance or clarify points.

Grading Criteria:

This assignment should include

- PowerPoint or other visuals to clearly convey main points;
- construction of PowerPoint visuals and overall presentation according to criteria included in semester's oral communication lectures;
- use of language, evidence, and visuals appropriate to audience.

GEB 4930
Writing and Speaking in Business
Schedule
Summer 2007

Course Texts

Custom Text:

Business and Administrative Communication. 7th edition. Kitty O. Locker, McGraw-Hill, 2005, combined with Jane Douglas, *Business Writing CPR: 16 Principles for Writing Virtually Anything Effectively*.

Course Schedule and Assignments

Unless prefaced with *CPR*, course reading assignments refer to *Business and Administrative Communication*.

Please note: all assignments should be single-spaced, using business/block format.

Week 1: 14 – 20 May

LECTURE 1.1 – Written Communication: Introduction to Business Writing: Communication Matters.

LECTURE 1.2 — Written Communication: Communication and Career Development

LECTURE 1.3 - Oral Communication: Advantages of Good Presentation Skills

ACTIVITIES - Read through course introductory material syllabus, assignments, schedule, VISTA setup.

ACTIVITIES – Write diagnostic memo.

ACTIVITY – Take communication survey

READING –Read Chapter 1: Business Communication, Management, and Success (pp. 3-28); Chapter 3: Adapting Your Message to Your Audience (pp. 58-80).

ACTIVITY – Take writing Pre-Test.

DISCUSSION BOARD 1 — Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” Then choose “Audience Analysis” from the top menu on the page. Complete Exercise 1. Post your answers and analyses to the two questions in the exercise to the appropriate discussion board.

Analyses should be a minimum of 100 words.

Week 2: 21 - 27 May

LECTURE 2.1 – Written Communication: Writing for Purpose and Audience

LECTURE 2.2 – Written Communication: Reader-Centered Writing

LECTURE 2.3 – Written Communication: Focusing Your Resume

LECTURE 2.4 – Oral Communication: Common Presentation Situations and Issues

READING — Read Chapter 17: Résumés (pp. 490-520), and Appendix C: Making and Communicating Meaning (pp. 615-627).

ACTIVITY - Determine the most effective response in Exercise 1.2 (pp. 30-1)

ACTIVITY – Achieving action-oriented business writing. Exercises 3.1, 3.2, 3.3 (pp. 80-81) and 4.9 (p. 111)

ACTIVITY – Complete Exercises C1, C2, C4-C5 (Locker, pp. 628-9).

DISCUSSION BOARD 2 — Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” Then choose “Resumes” from the top menu on the page. Complete Exercise 2. Post your answers and analyses to the three questions in Exercise 2 to the appropriate discussion board. Analyses should be a minimum of 100 words.

QUIZ 1

HW - Assignment 1: Draft a resume that targets a specific job (include the job description or ad. in your submission).

Week 3: 28 May – 3 June

LECTURE 3.1 – Written Communication: Building Goodwill and You-Attitude.

LECTURE 3.2 – Written Communication: Writing Business Letters.

LECTURE 3.3 - Written Communication: Producing the Cover Letter.

LECTURE 3.4 – Oral Communication: R.A.I.S.E.D. Modeled

ACTIVITY – Complete exercises 17.1.1-17.1.3, 17.2.1-17.2.10, 17.3, 17.4

DISCUSSION BOARD 3— Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” Then choose “You Attitude” from the top menu on the page. Complete Exercise. Post your answers and analyses to the three questions in the exercise to the appropriate discussion board. Analyses should be a minimum of 100 words.

READING - Read Chapter 2: Building Goodwill (pp. 34-52) and Chapter 18: Job Application Letters (pp. 524-543).

QUIZ 2

HW – Assignment 1: Finalize resumes. Due Date: 6 June.

HW – Assignment 1.2: Draft a cover letter to accompany your resume, targeting the same position.

Week 4: 4 – 10 June

LECTURE 4.1 – Written Communication: Frontloading Messages.

LECTURE 4.2 — Written Communication: Making Your Writing Easy to Read.

LECTURE 4.3 — Written Communication: Communication Channels.

LECTURE 4.4 – Oral Communication: Reason- Primary and Secondary

READING - Read Chapter 4: Making Your Writing Easy to Read (pp. 86-109),

ACTIVITY – Complete Exercises 4.7, 4.8, 4.9, 4.10, 4.12, 4.13 (Locker, pp. 111-112)

READING — Chapter 7: Informative and Positive Messages (pp. 150-168); and *Writing CPR*, Chapter 1: Call 911 (pp. 1-3) and Chapter 2: Check for Pulse: Clarity (pp. 5-14).

ACTIVITY – Complete exercises in *Writing CPR*, p. 14.

DISCUSSION BOARD 4 — Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” Then choose “Job Application Letters” from the top menu on the page. Complete Exercise 1. Post your answers and analyses to the three questions in the exercise to the appropriate discussion board.

Analyses should be a minimum of 100 words.

QUIZ 3

HW – Assignment 1.2: Finalize cover letters. Due Date: 13 June.

Week 5: 11 – 17 June

LECTURE 5.1 – Written Communication: Clarity in Your Writing, Part I.

LECTURE 5.2 – Written Communication: Clarity in Your Writing, Part II.

LECTURE 5.3 — Written Communication: Good News Messages.

LECTURE 5.4 — Oral Communication: Audience Considerations

ACTIVITY – Complete Exercises 7.1, 7.2 (pp. 172-3)

ACTIVITY — Revise your cover letter according to the Clarity principles mentioned in *Writing CPR*.

ACTIVITY — Complete Clarity exercises (loaded onto Vista).

DISCUSSION BOARD 5 — Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” “Positive Emphasis” from the top menu on the page. Complete Exercise. Post your answers and analyses to the three questions in the exercise to the appropriate discussion board. Analyses should be a minimum of 100 words.

READING — Read Chapter 6: Designing Documents, Slides, and Screens (pp. 127-147); Chapter 15: Read *CPR*: Chapter 3: Clear Airway: Continuity (pp. 15-26); Appendix A: Formats for Letters, Memos, and E-Mail Messages (pp. 572-588)

QUIZ 4

HW – Assignment 2: Informative/Positive memo. Complete either Exercise 7.17 or 7.19 (pp. 177-178), following guidelines for both clear writing and providing positive information. Due Date: 20 June.

Week 6: 18 - 24 June

LECTURE 6.1 – Written Communication: Using Continuity in Your Writing, PART I.

LECTURE 6.2 – Written Communication: Using Continuity in Your Writing, Part II.

LECTURE 6.3 — Oral Communication: Investigating and Structuring the Presentation.

ACTIVITY — Complete Exercises 6.1, 6.2, 6.3, 6.4, 6.5 (pp. 141-145)

ACTIVITY — Complete Continuity Exercises (loaded onto Vista)

DISCUSSION BOARD 6 — Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” “Good News Messages” from the top menu on the page. Complete Exercise. Post your answers and analyses to the question in the exercise to the appropriate discussion board. Analyses should be a minimum of 100 words.

READING – Read Chapter 15: Using Graphs and Other Visuals (pp. 442-459).

QUIZ 5

HW — Assignment 3: Improving a Financial Aid Form. Complete Exercise 6.12 (pp. 146-7). Due Date: 27 June.

Week 7: 25 June - 1 July

LECTURE 7.1 — Written Communication: Document Design.

LECTURE 7.2 – Written Communication: Effective Use of Graphics.

LECTURE 7.3 — Written Communication: Planning, Composing, Revising.

LECTURE 7.4 — Oral Communication: PowerPoint Commandments

ACTIVITY — Complete Exercises 15.1, 15.2, 15.3, 15.4 (pp. 460-3)

ACTIVITY — Complete Exercises 5.2 (but not a-c) and 5.3 (p. 125)

ACTIVITY – Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.”

DISCUSSION BOARD 7 — Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” Then choose “Bad News Messages” from the top menu on the page. Complete Exercise. Post your answers and analyses to the two questions in the exercise to the appropriate discussion board.

Analyses should be a minimum of 100 words.

READING — Read Chapter 5: Planning, Composing, Revising (pp. 115-124); and Chapter 8: Negative Messages (pp. 183-202).

QUIZ 6

HW — *Assignment 4: Negative Message. Choose from Exercises 8.6, 8.7 or 8.10. Due date: 5 July.*

Week 8: 2 – 8 July

LECTURE 8.1 — Written Communication: Bad News Messages.

LECTURE 8.2 - Written Communication: Using the Indirect Approach.

LECTURE 8.3 — Oral Communication: Examining the Presentation and Delivery.

ACTIVITY — Complete Exercises 8.1, 8.2 (pp. 203-4)

ACTIVITY — Complete Exercises 9.2, 9.3, 9.4 (pp. 243-244)

ACTIVITY – VIEWING - “Non-verbal Communication” via Vista’s “Course-wide Content: Student Center under Item 6: Video Presentations. Consider the nonverbal cues given off by the speakers in each segment.

ACTIVITY – Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.”

DISCUSSION BOARD 8 — Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” Then choose “Reader Benefits” from the top menu on the page. Complete Exercise 1. Post your answers and analyses to the two questions in the exercise to the appropriate discussion board. Analyses should be a minimum of 100 words.

READING — *CPR* Chapter 5: Provide Chest Compressions: Concision (pp. 39-45) and Read Chapter 9: Persuasive Messages (pp. 212-241)

QUIZ 7

HW — *Assignment 5: Persuasive Memo. Choose one of the persuasive memo assignments from Exercises 9.21, 9.22, 9.25, or 9.26 (pp. 249-251). Due date: 11 July.*

Week 9: 9 - 15 July

LECTURE 9.1 – Written Communication: Concision.

LECTURE 9.2 — Written Communication: E-mail.

LECTURE 9.3 — Oral Communication: Verbal Devices.

ACTIVITY — Complete Concision exercises (loaded on Vista).

ACTIVITY — Complete Exercises 14.1 and 14.5 (excluding a-c) (pp. 435-7)

READING — *CPR*: Chapter 4: Give Artificial Respiration: Coherence (pp. 27-38) and Chapter 14: Analyzing Information and Writing Reports (pp. 390-433).

DISCUSSION BOARD 9 — Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” Then choose “Interviews” from the top menu on the page. Complete Exercise 1. Post your answers and analyses to the three questions in the exercise to the appropriate discussion board. Analyses should be a minimum of 100 words.

QUIZ 8

HW — Assignment 6a: Project Proposal Memo. Choose one of the Report Assignments from Exercises 14.6, 14.9.2, 14.9.4 or 14.9.6 (pp. 437-440). Write a Project Proposal memo, following guidelines discussed in Lecture 10.3 and in Locker (355-6). Due date: 18 July.

Week 10: 16 – 22 July

LECTURE 10.1 – Written Communication: Coherence.

LECTURE 10.2 — Written Communication: Project Proposals.

LECTURE 10.3 — Oral Communication: Persuasive Speaking

ACTIVITY — Complete Coherence exercises (loaded on Vista).

ACTIVITY — Complete Exercises 13.1, 13.3, 13.6 (excluding a-c) (pp. 384-5)

READING — Chapter 13: Planning, Proposing and Researching Reports (pp. 348-382)

QUIZ 9

HW — Assignment 6b: Business Report. Write an 6-8 pp. report on the topic you chose for Assignment 6a, following the guidelines mentioned in Lecture 11.2 and on pp. 398-434. Due date: 6 August.

Week 11: 23 – 29 July

LECTURE 11.1 — Written Communication: Persuasion.

LECTURE 11.2 — Written Communication: Writing Reports.

LECTURE 11.3 — Written Communication: Logic and Arguments.

LECTURE 11.4 — Oral Communication: Persuasive Speaking (Cont.)

ACTIVITY — Complete Exercises D.1-D.4 (pp. 638-9)

ACTIVITY — VIEWING - “Offensive and Assertive Communication” and “Defensive and Supportive Communication via Vista’s “Course-wide Content: Student Center under Item 6: Video Presentations. Complete Exercises in 12.2 and 12.4 (p. 339) by relating the reading and video to these problems.

DISCUSSION BOARD 10 — Study the candidate qualifications in Exercise 11.8 Recommending a Candidate for an Overseas Position. Analyze which of the four candidates would be best equipped to tackle the job of Eastern European Marketing Manager and post your recommendation to the appropriate discussion board, making sure that you justify your choice by briefly analyzing the strengths/weaknesses of the other candidates. Analyses should be a minimum of 200 words.

READING - Chapter 12: Working and Writing in Groups (pp. 316-337) and Appendix D: Crafting Logical Arguments (pp. 632-663).

QUIZ 10

HW — Assignment 6b: Business Report. Write an 6-8 pp. report on the topic you chose for Assignment 6a, following the guidelines mentioned in Lecture 11.2 and on pp. 398-434. Due date: 6 August.

Week 12: 30 July – 3 August

LECTURE 12.1 — Written Communication: Analyzing Information and Writing Reports (J)

LECTURE 12.2 — Written Communication: Progress Reports.

LECTURE 12.3 — Oral Communication: Presenting in Teams.

READING – Chapter 11: Communicating Across Cultures (pp. 292-310).

ACTIVITY – Complete Exercise 11.1.1-11.1.4 (p. 311)

ACTIVITY – Go to Vista’s “Course Content” and select the “Course-Wide Content” file. Select Option 11. “BComm Online.” Then choose “Diversity” from the top menu on the page. Complete Exercises 1 and 2.

HW — Assignment 6c: Project Progress Report. Complete a progress report, following guidelines discussed in Lecture 12.3 and on pp. 362-5. Due date: 30 July.

Week 13: 4 – 10 August

LECTURE 13.1 – Written Communication: Communicating across Cultures.

LECTURE 13.2 — Written Communication: Writing and Your Career.

LECTURE 13.3 — Oral Communication: Handling Questions and Answers During the Presentation

VIEWING—View the “Presentation Skills” video on Vista and analyze it following the questions in Exercise 16.1 (p. 485)

READING – Read Chapter 16: Making Successful Presentations (pp. 468-484).

ACTIVITY – Revisit writing diagnostic and evaluate.

ACTIVITY — Final reports due.

FINAL QUIZ – 50 points

HW — Assignment 6d: Project PowerPoint Presentation. Design a series of PowerPoints that you would use during a 10-minute oral presentation of your report’s background, context, highlights, and recommendations. Due date: 10 August.

GEB 4930 – ASSIGNMENTS

ASSIGNMENT 1 – Resume, cover letter: 2 pages (100)

ASSIGNMENT 2 – Informative/Positive news memo: 1 page (100)

ASSIGNMENT 3 – Improving a financial aid form: 1 page (25)

ASSIGNMENT 4 – Negative message: 1 page (100)

ASSIGNMENT 5 – Persuasive message: 2 pages (100)

ASSIGNMENT 6a – Report Proposal: 1 page (50)

ASSIGNMENT 6b – Report: 6-8 pages (200)

ASSIGNMENT 6c – Report Progress Report: 1 page (25)

ASSIGNMENT 6d – PowerPoints (100)

QUIZZES – Ten weekly quizzes, and final (150)

DISCUSSION BOARDS — 1200 words (200)

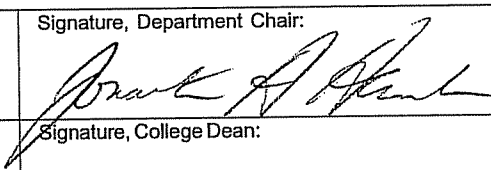
Diagnostic memo — Pre and post-course: 1 page

TOTAL POINTS – 1150

GRADING SCALE

PERCENT	POINTS	GRADE
90-100	1035-1150	A
87-89	1001-1034	B+
80-86	920-1000	B
77-79	886-919	C+
70-76	805-885	C
67-69	771-804	D+
60-66	690-770	D
Below 60%	Below 690	E

PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution Name: University of Florida		Institutional Code: 001535	Instructional Unit or Department Name, Department Code and SAMAS Number: Economics, 1705, 01170500		
Recommended SCNS Course Identification:					
Discipline (SMA) 018		Prefix ECP	Level 6	Course Number 701	Lab Code _____
Institution's Course Title: Competitive Strategies in Expanding Markets					
Effective Term (month and year course will first be offered): Spring 08					
Amount of Credit: 02		If Repeatable Credit or Variable Credit: _____ total repeatable credit allowed _____ minimum / _____ maximum credit within a semester			
Total Clock Hours: N/A		Contact hour base 02 or Headcount _____			
Course Description (attach a course syllabus): attached			Mark all that apply: Rotating Topic <input type="checkbox"/> yes <input checked="" type="checkbox"/> no S/U Only <input type="checkbox"/> yes <input checked="" type="checkbox"/> no Repeatable for Credit <input type="checkbox"/> yes <input checked="" type="checkbox"/> no		
Prerequisites: (This form does not update ISIS or registration prerequisite checking.) ECP 5702, MBA and other Masters students					
Corequisites:					
All faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
Degree Type (Mark all that apply.): <input type="checkbox"/> Associate of Arts <input type="checkbox"/> Baccalaureate <input checked="" type="checkbox"/> Graduate Study <input type="checkbox"/> Other (specify): _____					
Category of Instruction: <input type="checkbox"/> Introductory <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced					
Department Contact, Telephone Number and PO Box: Jonathan Hamilton, 392-0151, 117140		(Date)	Signature, Department Chair:  2/20/07		
College Contact, Telephone Number and PO Box: Sharon Haughton, 392-2397x1225, 117150		(Date)	Signature, College Dean: _____ (Date)		
Signature, Graduate Dean (if applicable):		(Date)	Signature, Registrar (institutional contact):		
		(Date)			

PART 2: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code):	
If not the same as recommended by institution, please explain:	
SCNS Course Title (if new): _____	
Decade Title (if new): _____	
Century Title (if new): _____	
Signature, Faculty Discipline Committee Representative:	Date:

PART 3: SCNS STAFF USE ONLY

Signature, SCNS Staff	Date Entered	Correspondence Number
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ECP 6701

♦ Description:

Focus on the identification and analysis of strategies in expanding markets (dynamic expansion caused by rapid technological change and geographic expansion based on the acceleration of globalization) & draws on strategic management, the economics of technological change and R&D investments, dynamic game theory, international economics and international business for analytical tools to address challenges faced by management in technology-based firms and in firms facing international competition and opportunities. The course is research and theory-based but practice oriented.

UNIVERSITY OF FLORIDA
GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
ECP 6701
COMPETITIVE STRATEGIES IN EXPANDING MARKETS

Instructor: Elias Dinopoulos
Office: MAT 310
Office hours: Monday, Wednesday 1:00 pm -2:30 pm. For other times please make an appointment.
Telephone: 392-8150
E-mail: elias.dinopoulos@cba.ufl.edu
Web-site <http://bear.cba.ufl.edu/dinopoulos>

SYLLABUS

Course Objectives: The acceleration of technological progress based on the introduction of new products and processes has generated two distinct types of market expansion: Dynamic expansion caused by rapid technological change and geographic expansion based on the acceleration of globalization. This course focuses on the identification and analysis of strategies in expanding markets. The course draws on strategic management, the economics of technological change and R&D investments, dynamic game theory, international economics and international business for analytical tools to address challenges faced by management in technology-based firms and in firms facing international competition and opportunities. The course is research and theory-based but practice oriented. Topics covered in class include the role of scale and scope economies; demand-based network externalities; the dynamics of pricing rivalry; industry evolution and R&D strategies; entry, exit, and market shake-outs; sustained competitive advantage; export and import strategies; outsourcing and international collaborative arrangements.

Grades: There will be two exams. Class attendance and participation in class discussion will also count towards the final grade. Grade weights will be approximately as follows: each test 40 percent, class participation 20 percent.

Class Participation Policy: Attendance at all class sessions is expected. Please inform me in advance if you will miss class for interviews or similar professional obligations. Please inform me if you missed class due to illness. Anyone who misses several classes will be required to do a brief written assignment on the cases discussed in those sessions. This grade is based not simply on attendance, but mostly on the quality of your participation in the case discussions. Reading the material in advance is crucial. The use of laptop computers is not allowed in class without the Instructor's permission. Use of cell phones is not allowed in class.

Make-up exam policy: Make-up exams will be given to students who missed the regular exam due to illness or other reasons. Written documentation must be provided by student regarding the reason for missing the exam date.

Test dates: TBA

Textbooks: David Besanko, David Dranove, Mark Shanley, Scott Schaefer, *Economics of Strategy*, 3rd Edition, John Wiley and Sons, 2004. (Designated as "BDSS" below)- Required.

John Daniels, Lee Radebaugh, and Daniel Sullivan, *International Business: Environments and Operations*, 10th Edition, 2004, Prentice Hall. (Designated as “DRS” below)- Recommended.

COURSE OUTLINE

1. Preliminaries

The Horizontal Boundaries of the Firm: Economies of Scale and Scope (BDSS, Chapter 2)

Competitors and Competition (BDSS, Chapter 6).

2. Industry Analysis and Market Evolution

Industry Analysis (BDSS, Chapter 10)

“How High-Tech Markets Develop” in Geoffrey Moore, Paul Johnson and Tom Kippola, *The Gorilla Game*, Harper Collins Publishers, 1999, pp 21-46.

Steven Klepper and Kenneth Simons, “Technological Extinctions of Industrial Firms: An Inquiry into their Nature and Causes”, *Industrial and Corporate Change* 6, 2, 1997, pp 379-460.

Entry and Exit (BDSS, Chapter 9)

3. Dynamic Business Strategies

Strategic Commitment (BDSS, Chapter 7)

The Dynamics of Pricing Rivalry (BDSS, Chapter 8)

Strategic Positioning for Competitive Advantage (BDSS, Chapter 11)

“Understanding Gorilla Power: The Nature of Competitive Advantage” in Geoffrey Moore, Paul Johnson and Tom Kippola, *The Gorilla Game*, Harper Collins Publishers, 1999, pp 47-86.

Sustaining Competitive Advantage (BDSS, Chapter 12)

The Origins of Competitive Advantage: Innovation, Evolution, and the Environment (BDSS, Chapter 13)

4. International Business Strategies

Background for International Business (DRS, Chapter 1)

Export and Import Strategies (DRS, Chapter 13)

Direct Investment and Collaborative Strategies (DRS, Chapter 14)

Enrollment in this course constitutes acknowledgement of the following:

- 1) I understand that the University of Florida expects its students to be honest in all of their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the University.
- 2) I will adhere to university copyright policies as found at.
<http://www.uflib.ufl.edu/admin/Copyright.htm>
- 3) Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.