

# ORGL 3304

## Communication for Organizations

### Introduction

In this course, you will start by introducing me to your vision for your business/work, then we'll work together to enhance the clarity and effectiveness of your writing as you practice creating organizational documents. Finally, you'll begin a business plan that you will continue to develop over the course of your organizational leadership program. We only have a few weeks to get through quite a bit of material, so we'll go very fast. Also, I've designed the course so that I'm more of a business coach. Please consider me as your personal trainer for writing!

Contact me:

Lisa Cortez Walden, Ph.D.

BEST WAY TO REACH ME:

[Lisa.c.walden@gmail.com](mailto:Lisa.c.walden@gmail.com)

### Learning goals

Through reviewing online presentations, participating in online discussion and writing and revising business material you will learn:

1. The building blocks of effective communication in business.
2. How to effectively communicate to staff, clients, and potential investors using many different mediums.
3. Where to turn for questions about communication.

### How the class works:

This is an online, writing intensive course. It's also largely self-guided. Here's how I recommend you manage your time:

- 1) Start by skimming the readings and reviewing the related Powerpoints. This will give you a good sense of what's going on.
- 2) Next, review the assignment that's related to the readings. You'll likely have questions.
- 3) I'll post a video under the tab marked "Discussions" relating to each assignment giving you tips and things to think about. You can respond to this video by asking questions, and I'll answer them (in text form) as quickly as I can. Please post your questions here so that everyone can benefit.
- 4) After I've graded the papers, I'll post a video giving general feedback about what I noticed the class did as a whole.

### Course Texts

Business Communications: Polishing Your Professional Presence, 3rd Edition  
Barbara Shwon, Lisa G. Snyder  
ISBN# 978-0-13-386-330-7

Online PowerPoints and Presentations (will be stored in the PowerPoint section of Blackboard).

Additional readings as assigned. (stored in Resources folder)

**Course Requirements:**

This course is designed to be self-paced. You must participate in all of the course discussions, and turn in all assignments in order to earn a grade in this class. Further, because the topics are meant to be studied in order, you'll need to turn in certain assignments in order.

You do not have to turn in revisions to your assignments if you are pleased with your grade.

**Assignments:**

All assignments are due by midnight of their "due date". At 12:01 a.m., I have programmed Blackboard to automatically deduct 10 points.

Assignment	Percentage of Final Grade	Due Date
Intro letter, draft resume	5	June 1
Internal Communications: Email, Memo	20	June 8
Research: Lean Canvas or SWOT Analysis	20	June 15
Resume, cover letter	15	June 22
Prezi	20	June 29
Business Proposal—Executive Summary DRAFT	20	June 29
REVISIONS of any assignment (only available if you turned original in on time)	n/a (will replace your original grade)	July 1

**Grading**

A: 90 – 100

B: 80 – 89

C: 70 – 79

D: 60 – 69

F: 0 – 59

Course Grade is calculated using a weighted average. The running weighted average is posted on your blackboard, so you'll always have an idea of your grade. Keep in mind that the last three assignments are worth a cumulative of 60% of your final grade.

### **Your textbook**

SKIM the readings. The department has chosen an incredibly thorough textbook for the course. Use this as a resource. Don't read "word for word" and try to memorize it. Instead, get familiar about where information is so that when I am grading your work, I can write, "This sentence needs clarity. Are you making a metaphor? I think you may need to review the chapter on rhetoric for tips." and you'll know where to go.

### **My PowerPoints**

If I've put together a PowerPoint on a particular subject, it's likely because I think it's important. So, review it. They're boring. But, I try to make them as clear and concise as possible.

### **Other Resources**

This area is where the gold is: You'll read some great essay samples here. And in reading other essays, you'll get ideas on how to make your work really impressive.

### **Course Schedule**

	Reading (SKIM BOOK; read PowerPoints)	Assignments Due (midnight)
Week 1: May 31-June 2	<ul style="list-style-type: none"><li>• Part 1, Chapters 1-3</li><li>• Powerpoint</li></ul>	June 1: Intro letter and draft resume
Week 2: June 5-9	<ul style="list-style-type: none"><li>• Part 2, Chapters 4-6</li><li>• PowerPoint</li></ul>	June 8: Email, Memo
Week 3: June 12-16	Part 3, Chapters 7-10 3DS Online Resources	June 15: Lean Canvas, SWOT Analysis

Week 4: June 19-23	Part 4, Chapters 11-12 PowerPoint: Creating a Resume Resume samples	June 22: Resume, cover letter
Week 5: June 26-30	<ul style="list-style-type: none"> <li>• <a href="https://www.sba.gov/tools/business-plan/1">https://www.sba.gov/tools/business-plan/1</a></li> <li>• PowerPoint: Creating a Prezi</li> </ul>	June 29: Business Proposal, Prezi
Week 6: July 1-3	ALL REVISIONS DUE NO LATER THAN JULY !.	

### How to turn in your assignments:

All assignments must be submitted to Blackboard via the SafeAssign link. Assignments may not be emailed to me. EVER. If you are having trouble turning in your assignments, it may be that you haven't turned in a previous assignment. I've programmed Blackboard to not accept assignments until I've entered a grade on your previous assignments. This helps you keep track of your grades.

DO NOT turn in one assignment on another assignment's link. Blackboard will replace your existing grade and you'll get a "zero" for that assignment.

If you fail to turn in any assignments, even one, you will earn an F for the course. Better to turn in a bad assignment by the due date and get coaching and a revision, than turn in nothing or turn something in late.

### Course Policies

This course follows all policies of the Sul Ross University system. In particular, you will need to be familiar with the policies regarding civility and plagiarism.

### Scholastic Honesty

All work submitted must be your own and must be written exclusively for this class; the use of sources must be appropriately, correctly, and consistently documented. Quotations, paraphrases, or summaries that are not documented and the use of papers written by others constitute plagiarism.

Three different acts are considered plagiarism:

- (1) failing to cite quotations and borrowed ideas,
- (2) failing to enclose borrowed language in quotation marks, and
- (3) failing to put summaries and paraphrases in your own words.

**A grade of "F" for the course is earned if the work exhibits any of these kinds of scholastic dishonesty.**

### ADA Statement

SRSU Rio Grande College is committed to equal access in compliance with the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act of 1973. The Disability Services Coordinator assists students with disabilities in gaining opportunities for full

participation in programs, services and activities. The Disability Services Coordinator is the Director of Student Services 830-758-5006 in Eagle Pass, Texas.