

**LINCOLN UNIVERSITY**  
**ENGLISH 93:**  
**BUSINESS COMMUNICATION**  
**MONDAY-WEDNESDAY: 6:30-9:15**

Professor ALLAN SAMSON  
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### **Course Description**

Communication and information science in the applied context of business studies, including vocabulary, reading, writing, and speaking skills in the subject areas of marketing, international business, data processing, accounting, finance, management. (3 units)

### **Required Readings**

Deborah J. Barrett: Leadership Communication (3<sup>rd</sup> ed.) McGraw-Hill Irwin  
ISBN: -978-0-07-337777-3

Lewicki, Saunders & Barry: Essentials of Negotiation (5<sup>th</sup> ed.) McGraw-Hill Irwin  
ISBN: 978-0-07-353036-9

### **Purpose of Course**

This course will consider leadership communication and negotiation.

The leadership component of the course will consider communications skills in writing and speaking, strategy, communicating visions, and introducing change.

By the end of the course you should be able to do the following:

1. Analyze audiences and develop format messages specific to them.
2. Communicate appropriately across different cultures with diverse audiences.
3. Structure and write clear, correct, and confident professional correspondence and reports.
4. Plan and deliver impromptu prepared individual and team presentations confidently and persuasively.
5. Recognize and exemplify communication ethics.
6. Work constructively in teams and evaluate peers effectively.
7. Project a positive ethos and display emotional intelligence and interpersonal skills.
8. Understand transformational leadership and the role of communication in organizations.
9. The negotiations component of the course will consider fundamentals of negotiation, conflict management, managing interdependence, defining negotiations objectives selecting negotiating

strategy, evaluating communication dynamics, finding and using negotiation power, ethics in negotiation, relationships in negotiation, international and cross-cultural negotiation,, and best practices in negotiation.

### **Individual Oral Presentation**

You will make at least two three-to-five minute oral presentations. The first will be without the use of Power Point or slides. It will be given during the second week of class. The second will be on a topic of your own choice. Please wear professional attire for the second oral presentation. You can use Power Point or slides.

### **Homework**

The Applications (Problem-Case Studies) at the end of each chapter in “Leadership Communication” will be turned in at the beginning of each class section. They assist you in class discussion. They will be part of the class attendance and participation component of the course.

### **Grading Standards**

Grades will be based on the following allocation:

Mid-term examination	: 30 per cent
Final examination	: 50 per cent
Attendance	: 10 per cent
Individual Presentations	: 10 per cent

### **Course Calendar and Assignments**

**The assigned material for each date should be read before the class. Class participation on the material and cases is expected.**

**Date**                      **Assignments**

**Jan. 19:** Lecture on Leadership; one-minute “elevator” talk.

**Jan. 24:** Barrett: Chapter 1: Homework: All Applications

**Jan. 26:** Barrett: Chapter 2: Homework: All Applications; 3-minute impromptu speech on assigned topic

Barrett: Chapter 5: Homework: All Applications

**Jan. 31:** Barrett: Chapter 7: Homework: All Applications

**Feb. 2:** Barrett: Chapter 8: Homework: All Applications

Barrett: Chapter 9: Homework: All Applications

**Feb. 9:** Barrett: Chapter 10: Homework: All Applications;

5-minute prepared speech on a topic of your choice

**Feb. 14:** Mid-term;

Lewicki: Chapter 1

**Feb. 16:** : Lewicki: Chapter 4

Lewicki: Chapter 5

**Feb. 21:** NO CLASS

**Feb. 23:** Lewicki: Chapter 6

Lewicki :Chapter 7

Lewicki: Chapter 8

**March 2:** Lewicki: Chapter 9

Lewicki: Chapter 10

Lewicki: Chapter 11

**March 9:** Final Examination

Revised: 2/2/2011