

# UGBA 100: BUSINESS COMMUNICATION

# COURSE SYLLABUS

Spring 2004

(<http://faculty.haas.berkeley.edu/phillips/ugba100coursesyllabus.pdf>)

Section 1: Tuesday 10:10 a.m. – 12:00 p.m. 330 Cheit  
Section 2: Tuesday 12:10 p.m. – 02:00 p.m. 330 Cheit

Instructor: Jack Phillips (<http://www.haas.berkeley.edu/faculty/phillips.html>)  
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Office Hours: Tuesday, 2:20 – 4:00 p.m., by appointment  
(Sign-up on sheet at office door for office-hour appointments.)

Required: 1) Course Reader (Purchased from Instructor)  
2) Palmer, Helen: The Enneagram Advantage  
3) One blank VHS videotape (Put your name on the tape and box and bring it to the second class meeting.)

Note: “Due CM X” = assignment due Class Meeting X. All page numbers refer to Course Reader.

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## Class Meeting 1: Tuesday, 20 January

### PRESENTATION:

[Lecture:] 1. Course Overview  
2. Application Letters, Resumes, and Interviews  
3. Communication: Beyond the Normal Model]

[Assign:]

Interviews (98A, 158A-D, 188-195D.5)  
(Includes 1-minute background story)  
or

Expository Speech (98B-C)

| Interviews/Speeches are due according to student  
| numbers assigned Meeting 2.

| Thesis Statements with Key-Word notes are due via email the  
| Friday before speech is presented. Put name, presenter #, and  
| class section # on notes.

### WRITTEN ASSIGNMENTS:

[Assign:]

Job Description, 10 Essential Qualities List, Background  
Story, Application Letter, and Resume (96C, 158A-D, 187.1-187.53)

DRAFTS: Peer Review 1 (due CM3) [Job Description + Qualities List]

Peer Review 2 (due CM5) [above + Story + Application Letter]

Peer Review 3 (due CM7) [above + Resume]

FINAL VERSION: To Instructor (with copies of all prior drafts & comments) (due CM9)

[Assign:]

Complete Student Information Form, Attach Photo (due CM2)

Namecard (8.5” x 5” card stock, large **BOLD CAPITAL** lettering) (due CM2)

Bring blank videotape to class (due CM2)

### READING:

[Assign:]

Reading (due CM2) [See Class Meeting 2 for reading due.]

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**Class Meeting 2: Tuesday, 27 January**

**PRESENTATIONS:**

DUE: INTERVIEWS / EXPOSITIONS

[Assign:] Self-Critiques of Interviews / Expositions

1. View your videotape twice.
2. Read 97.2-3 and comment on your presentation. The more detail the better. A full page is required for an A grade on the critique. (**Do not rewind the tape after the second viewing; leave it ready to record the next speech.**) Critiques are due the next class meeting after your presentation. (**Be sure to include your name, presenter #, and section # on critique.**)

**WRITTEN ASSIGNMENTS:**

DUE: 1) NAMECARD

- 2) COMPLETE STUDENT INFORMATION FORM WITH PHOTO
- 3) ONE BLANK VIDEOTAPE WITH NAME ON TAPE AND BOX

**READING: DUE:**

ATTITUDE ADJUSTMENT 1

RESUMES & APPLICATION LETTERS 158A-187.53

INTERVIEWS 188-195D

FEEDBACK SKILLS 195E-198

INTENTION 2-10

AUDIENCE ANALYSIS 1-19

PRESENTING IN PERSON 113-132

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**Class Meeting 3: Tuesday, 3 February**

**PRESENTATIONS:**

DUE: INTERVIEWS / EXPOSITIONS

**WRITTEN ASSIGNMENTS:**

DUE: SUBMIT JOB DESCRIPTION & 10 QUALITIES LIST TO PEER REVIEWER 1

[Assign:] Enneagram Position Identification and Analysis. Preliminary ID due CM5. Analysis due CM8.

**READING:**

DUE: CREATING PRESENTATIONS 86-90

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**Class Meeting 4: Tuesday, 10 February**

**PRESENTATIONS:**

DUE: INTERVIEWS / EXPOSITIONS

**WRITTEN ASSIGNMENTS:**

DUE: PEER REVIEWER 1 RETURNS JOB DESCRIPTION AND QUALITIES LIST, WITH COMMENTS.

[Assign:] Revise Job Description and Qualities, according to Peer Reviewer Comments. Draft Story and Application Letter. Prepare all for submission to Peer Reviewer 2 (due CM 5)

**READING:**

DUE: ARGUMENT 20-33

OPPOSITION/CONCESSION 34-37

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**Class Meeting 5: Tuesday, 17 February**

**PRESENTATIONS:**

DUE: INTERVIEWS / EXPOSITIONS

[Lecture:] Introduction to Argument

**WRITTEN ASSIGNMENTS:**

DUE: SUBMIT JOB DESCRIPTION, QUALITIES LIST, STORY, AND APPLICATION LETTER TO PEER REVIEWER 2 (Peer Reviewers: Use Comment Keys when reviewing these.)

DUE: PRELIMINARY ENNEAGRAM POSITION IDENTIFICATION (Steps I-V on assignment. Indicate your likely position and a sentence or two in support.) (Final Enneagram analysis is due CM8.)

**READING:**

DUE: STRATEGIC EXPOSITION 38-60

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**Class Meeting 6: Tuesday, 24 February**

**PRESENTATIONS:**

DUE: INTERVIEWS / EXPOSITIONS

[Assign:] Persuasive Speeches (98D.1-2) Due beginning CM9, according to student numbers. Speech Thesis Statements and Key-Word notes (**include name, presenter # and section # on notes**) are due in instructor's mailbox (or via email) the Monday before the presentation. Critiques are due the class meeting after the presentation.

**WRITTEN ASSIGNMENTS:**

DUE: PEER REVIEWER 2 RETURNS DESCRIPTION, QUALITIES, STORY, & LETTER, WITH COMMENTS (using Comment Keys)

[Assign:] Revise assignments according to Peer Reviewer 2 comments. Draft Resume. Prepare all for submission to Peer Reviewer 3 (due CM7)

**READING:**

DUE: STYLISTIC CONSIDERATIONS 61-85

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**Class Meeting 7: Tuesday, 2 March**

**PRESENTATIONS:**

DUE: INTERVIEWS / EXPOSITIONS

**WRITTEN ASSIGNMENTS:**

DUE: SUBMIT ALL 5 VOCATIONAL ASSIGNMENTS TO PEER REVIEWER 3

**READING:** DUE: REVISION 91-95

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**Class Meeting 8: Tuesday, 9 March**

**PRESENTATIONS:**

DUE: INTERVIEWS / EXPOSITIONS

[Lecture:] Introduction to Thesis Statements

**WRITTEN ASSIGNMENTS:**

DUE: ENNEAGRAM ANALYSIS

DUE: PEER REVIEWER 3 RETURNS ALL ASSIGNMENTS, WITH COMMENTS

Note: Final version of Job Description, 10 Qualities List, Background Story, Application Letter, & Resume are due to instructor next class meeting. Include all prior drafts and comments. Be sure to indicate where each quality is demonstrated in the application letter and resume.

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**Class Meeting 9: Tuesday, 16 March**

**PRESENTATIONS:**

DUE: PERSUASIVES

[Lecture:] Argument – the Macro Structure

**WRITTEN ASSIGNMENTS:**

DUE: FINAL VERSIONS OF 5 VOCATIONAL ASSIGNMENTS DUE TO INSTRUCTOR

[Assign:] Telecommunications Report Preparation

1) Read 96F.1-96K carefully (Telecommunications Challenge)

2) Study all 8 preparation steps (87-87.2)

3) Write-out your answers to the questions in preparation steps 1-4, with regard to the Telecommunications Challenge assignment, submit to Peer Reviewer (due CM 10)

4) Write-out your answers to the questions in preparation steps 5-8, with regard to the Telecommunications Challenge assignment submit to Peer Reviewer (due CM 12)

[Final Telecommunications Report due to instructor CM 14]

Note: Preparation Steps 1-4 for Telecom. Report are due to Peer Reviewer next class meeting.

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\*\*\* **SPRING BREAK – HAVE A GREAT ONE!** \*\*\*

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**Class Meeting 10: Tuesday, 30 March**

**PRESENTATIONS:**

DUE: PERSUASIVES

[Lecture:] Argument – the Mezzo Structure

**WRITTEN ASSIGNMENTS:**

DUE: TELECOMMUNICATION CHALLENGE PREPARATION STEPS 1-4 TO PEER REVIEWER

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**Class Meeting 11: Tuesday, 6 April**

**PRESENTATIONS:**

DUE: PERSUASIVES

[Lecture:] Argument – The Micro Structure

**WRITTEN ASSIGNMENTS:**

DUE: PEER REVIEWERS RETURN PREPARATION STEPS 1-4

Note: Preparation Steps 5-8 are due to Peer Reviewer next class meeting.

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**Class Meeting 12: Tuesday, 13 April**

**PRESENTATIONS:**

DUE: PERSUASIVES

[Lecture: Style – What It Is & What It Isn't]

**WRITTEN ASSIGNMENTS:**

DUE: TELECOMMUNICATION CHALLENGE PREPARATION STEPS 5-8 TO PEER REVIEWER

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**Class Meeting 13: Tuesday, 20 April**

**PRESENTATIONS:**

DUE: PERSUASIVES

**WRITTEN ASSIGNMENTS:**

DUE: PEER REVIEWERS RETURN PREPARATION STEPS 5-8

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**Class Meeting 14: Tuesday, 27 April**

**PRESENTATIONS:**

DUE: PERSUASIVES

**WRITTEN ASSIGNMENTS:**

DUE: FINAL TELECOMMUNICATIONS CHALLENGE REPORTS DUE TO INSTRUCTOR

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**Class Meeting 15: Tuesday, 4 May**

**PRESENTATIONS:**

[Final Speeches, as necessary]

[Lecture: Numerous Unsolicited Points for Right Living]

Course Evaluations

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1/Oct/03