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 )
Office: F473 Haas
Mailbox: F580 Box __
Phone: 510-642-4733
Email: phillips@haas.berkeley.edu
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.

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)  [Interviews/Speeches are due according to student numbers assigned Meeting 2.
(Includes 1-minute background story)  |
or  
Expository Speech (98B-C)  [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.]
Class Meeting 2: Tuesday, 27 January

PRESENTATIONS:
DUE: INTERVIEWS / EXPOSITORIES

[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

Class Meeting 3: Tuesday, 3 February

PRESENTATIONS:
DUE: INTERVIEWS / EXPOSITORIES

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


READING:
DUE: CREATING PRESENTATIONS 86-90

Class Meeting 4: Tuesday, 10 February

PRESENTATIONS:
DUE: INTERVIEWS / EXPOSITORIES

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
Class Meeting 5: Tuesday, 17 February

PRESENTATIONS:
DUE: INTERVIEWS / EXPOSITORIES
[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

Class Meeting 6: Tuesday, 24 February

PRESENTATIONS:
DUE: INTERVIEWS / EXPOSITORIES

[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

Class Meeting 7: Tuesday, 2 March

PRESENTATIONS:
DUE: INTERVIEWS / EXPOSITORIES

WRITTEN ASSIGNMENTS:
DUE: SUBMIT ALL 5 VOCATIONAL ASSIGNMENTS TO PEER REVIEWER 3

READING: DUE: REVISION 91-95
Class Meeting 8: Tuesday, 9 March

PRESENTATIONS:
DUE: INTERVIEWS / EXPOSITORIES
[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.

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.

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

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

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.
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

Class Meeting 13: Tuesday, 20 April

PRESENTATIONS:
DUE: PERSUASIVES

WRITTEN ASSIGNMENTS:
DUE: PEER REVIEWERS RETURN PREPARATION STEPS 5-8

Class Meeting 14: Tuesday, 27 April

PRESENTATIONS:
DUE: PERSUASIVES

WRITTEN ASSIGNMENTS:
DUE: FINAL TELECOMMUNICATIONS CHALLENGE REPORTS DUE TO INSTRUCTOR

Class Meeting 15: Tuesday, 4 May

PRESENTATIONS:
[Final Speeches, as necessary]
[Lecture: Numerous Unsolicited Points for Right Living]

Course Evaluations

1/Oct/03