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Spring 1-2016

### BMGT 444.02: Management Communications

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**BMGT 444 Management Communications (3-Credit UG Seminar)**  
**Spring 2016– University of Montana – School of Business Administration**  
Dr. Fengru Li

Sections 1 and 2 MW 11:10AM-12:30PM; 9:40AM-11:00AM GBBL09  
Office Hours MW 12:40-2:00 PM GBB 304 (or by appointment or walk-in)

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<http://www.umt.edu/catalog/colleges-and-schools/business-administration/management-and-marketing/bs-management/default.php>

*Attention Juniors (60-90 cr): Please be sure to attend one of the **mandatory** bystander intervention trainings. The University has worked hard over the past few years to help ensure that students have the information and tools they need to stop, prevent, and address the effects of sexual harassment, including sexual assault, discrimination, and retaliation. We know that bystander intervention training is an effective prevention tool and will be useful not only at UM, but as you enter your careers. **You must complete this training prior to registering for fall 2016.** Sophomores can complete the training now and not have to repeat it next year. A list of scheduled trainings is posted at: [www.umt.edu/safety/training/bystander](http://www.umt.edu/safety/training/bystander).*

### **UM School of Business Administration**

**Vision:** Learn, Apply, Thrive - Prepare for Life.

**Mission:** Enhances lives and benefits society by providing world-class business education in a supportive, collegial environment.

**Shared Core Values:** *Create Significant Experiences; Build Relationships; Be Relevant; Act Ethically and With Integrity; Inspire Individuals to Thrive*

#### **Required textbooks:**

1. Cialdini, Robert B. (2009) *Influence: Science and Practice*, 5<sup>th</sup> Ed. New York: Harper Collins College Publishers
2. Curtis R. Carlson; William W. Wilmot (2006) *Innovation: The Five Disciplines for Creating What Customers Want*
3. Scott, Susan. (2004). *Fierce Conversations*. Berkley Books, NY.
4. Leigh Thompson (2004) *The Mind and Heart of the Negotiator*, 3rd Edition

#### **Optional:**

5. Fisher, Roger; Ury William, & Patton Bruce (2<sup>nd</sup> or 3rd edition) *Getting to Yes: Negotiating Agreement Without Giving In*, NY: Penguin Books.

## Course Assignments and Evaluation: total 100 points

|     |               |     |             |     |             |
|-----|---------------|-----|-------------|-----|-------------|
| A   | 96% and above | B + | 87% to 89%  | C + | 77% to 79%  |
| A – | 90% to 95%    | B   | 83% to 86%  | C   | 73% to 76 % |
|     |               | B – | 80% to 82 % | C – | 70% to 72%  |

### **Grades: 100 points total**

#### **Class Participation** ..... 10%

Randomly checked during the semester.  
Each absence will result in a 1 point deduction from your total grade.  
Tardiness and early departure will negatively affect your grade.

#### **Influence & Innovation Homework Questions** .....15%

Typed hard copies due on 2/10 and 3/2

#### **Fierce Conversations Team Field Research & Presentation Project** .....15%

Presentations scheduled 3/23, 3/28, and 3/30

#### **Business Negotiations: 3 Rounds** .....25%

(Three rounds will be conducted in class;  
instructions will be distributed with each case.  
Each case is \$3.50 payable to Kellogg Management School via UM)

#### **Mid-term Exam** (short essay and T/F questions) .....20%

Examination is scheduled for 3/16

#### **Final Exam** (short essay and T/F questions) .....15%

Examination is scheduled for 5/9

### **Course Description**

This course is a senior-level seminar focusing on both theories and hands-on experience. Four aspects of workplace communications will be dealt with through understanding of theoretical frameworks, research findings and hands-on projects. These aspects include: 1) The sciences of social influence that are grounded in social psychology; 2) “Fierce Conversations” to be conducted as qualitative field research; 3) “The Mind and Heart of Business Negotiations” which capitalizes on knowledge of compliance gaining and coalition building; and 4) The Communication of Innovation which focuses on the value-added sales pitch. Each project is fully described in individual assignments.

### **Course Objectives**

Through one team project and several independent projects, students master communication skills. Specifically, “The Sciences of Influences” theories and practices will engage students in field observations and debates. The Fierce Conversations Project allows students to conduct both literature research and field research with industry leaders with a sole focus on face-to-face communication and team presentations. The Business Negotiation Project prepares students to utilize knowledge from the previous two themes -- Influence & Persuasion; Inquiry -- to conduct

three rounds of business negotiations. These negotiations range from win-lose negotiation to collaborative negotiation to multi-party coalition building. The Communication of Innovation exercises train students to be a champion at the workplace by marketing new ideas and innovation. The two essay written exams reinforce the learning of theories and their applications to problem solving. The objectives of each of the four components are detailed in the project handouts.

### **Tentative Schedule**

*Instructor reserves the right to adjust scheduling based on course progress*

**Readings and cases must be done before class.**

#### **WK 1** Course Orientation. *Influence: Science and Practice* chapters 1 & 2

1/25 Course Orientation; Expectations

1/27 **Distribution of homework assignment questions for Influence**

#### **WK 2** *Influence: Science and Practice* chapters 3 & 4

2/1

2/3 Discussion of *Influence* chapters 1 - 4 questions

#### **WK 3** *Influence: Science and Practice* chapters 5,6, & 7; *Influence* Homework Due

2/8 Discussion of *Influence* chapters 5 – 7 questions

2/10 Discussion; Summary of research findings on *Influence*

**Influence homework assignment questions distributed on 1/27 due in class.**

**Distribution of homework assignment questions for Innovation**

**Distribution of Fierce Conversations Team Project**

#### **WK 4** *Innovation* chapters 1-4 pp.1-82

2/15 **President's Day. No class**

2/17 Discussion of *Innovation* chapters 1-4 questions

#### **WK 5** *Innovation* chapters 5,6,7,8 pp.85-137

2/22 Discussion of *Innovation* chapters 5-8 questions

2/24 Discussion of *Innovation* chapters 5-8 questions

**In class Elevator Pitch**

#### **WK 6** *Innovation* chapters 10,11,12,13,14 pp.157-234

2/29 Discussion of *Innovation* chapters 10-14 questions

3/2 Discussion of *Innovation* chapters 10-14 questions; summary

**Innovation homework assignment questions distributed on 2/10 due in class.**

**Formation of 4-person teams for Fierce Conversations Project distributed on 2/10**

#### **WK 7** *Fierce Conversations* Project & Discussion; chapters 1,2,3,4

3/7 Lecture, 50 Fierce Conversations, 50 CEOs. In class teams finalize research topic

3/9 In class discussion; Teams work on field research questions

**WK 8** *Fierce Conversation* Discussion; chapters 5,6,7; Midterm Examination

3/14 In class discussion; teams turn in research questions in class

3/16 **Midterm Exam** including ALL materials from 1/25 to 3/16

**WK 9** Field Research Day; Research Presentations

3/21 Research Work Day, No classroom meeting. Dr. Li in office for consultation

3/23 Midterm Exam Debrief; ***Fierce Conversations* Presentations (3 teams)**

**WK 10** *Fierce Conversations* Project Presentations

3/28 ***Fierce Conversations* Presentations (4 teams)**

3/30 ***Fierce Conversations* Presentations (3 teams)**; summary  
**Distribution of Round 1 Negotiation. \$3.50 Case Fee Due.**  
Must be in class to collect your case.

**WK 11** Spring Break! No classes.

**WK 12** Business Negotiation I. *Mind & Heart* chapter 3; Round 1 Negotiation

4/11 Discussion of book questions.

4/13 **In-class Round 1 Negotiation**; Debriefing.

**Distribution of Round 2 Negotiation. \$3.50 Case Fee Due**

**WK 13** Business Negotiation II. *Mind & Heart* chapter 4; Round 2 Negotiation

4/18 Discussion of book questions.

4/20 **In-class Round 2 Negotiation**; Debriefing.

**WK 14** Business Negotiations III. *Mind & Heart* chapter 11 (Tacit Negotiation)

4/25 **Distribution of Round 3 Negotiation. \$3.50 Case Fee Due**; discussion.

4/27 Discussion and practice.

**WK15** Negotiations IV. Round 3 Negotiation

5/2 **In-class Round 3 Negotiation**

5/4 Course Evaluation, Study Session for final examination

**WK 16** FINALS WEEK – Final Exam

5/9 Mon. 10:10am – 11:10am; 11:10-12:10 in class Exam (ALL materials after the mid-term)

Handouts to be distributed: Please follow the syllabus.