

COM 394: Communication and Entrepreneurial Thinking

Instructor

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- Virtual Office Hours:

Required Materials

- Webcam with microphone
- Adobe PDF reader
- Note: You will be recording a PPT/video presentation to deliver as your final project pitch.

Course Description

Entrepreneurial thinking, and the effective communication of ideas, plans, and actions, are transferrable skills whether you choose to be employed or self-employed. Employing communication theories and entrepreneurial thinking strategies, students will:

- Understand the differences between entrepreneurs and intrapreneurs
- Highlight the key characteristics of entrepreneurial thinking
- Articulate a company's mission and values throughout internal and external messaging
- Identify opportunities within organizations
- Conduct a target audience analysis and SWOT analysis
- Utilize nonverbal and verbal communication for cultivation support and buy-in
- Deliver an idea pitch using persuasive skills

Student Responsibilities

One of the benefits of online learning is that you interact with the class material as your schedule permits. Because the course is flexible to your schedule, it requires you to be self-motivated (1) to thoroughly read the module readings, (2) to complete and submit your assignments *prior* to the deadline, and (3) to keep in contact with classmates and the instructor as necessary.

The requirements and rules indicated in this syllabus and on our course site are non-negotiable. You should drop the class immediately if any aspects of the course, its rules, requirements and/or the instructor's expectations are not acceptable to you. As a student enrolled in COM 394, you are responsible for the following:

Computers

This course is designed for students who already have basic experience with computers and the Internet. You are expected to have access to a reliable computer with appropriate software, and reliable, high-speed Internet access.

Course Contact

You should check your ASU e-mail and the class announcements posted on the course site at least once

daily. Periodically, I post announcements and/or send out individual and class emails with updated information about the class.

Email is the preferred contact method

Allow a minimum of 24 hours for me to respond to your email, and be certain to use the subject line to clearly indicate the purpose of your message. I will contact you only through ASU email. If you use another email address most of the time, please redirect your ASU-email to that account. Put COM 394 in the subject line.

Technical Issues

If you have computer/internet or course site-related problems or questions, please contact the ASU Help Desk, as I am unable to assist in these matters. Help is available 24 hours a day, 7 days a week by clicking on Technical Support in the course site.

Readings

Readings are assigned for each module of the course and are found in the course reader. Doing all of the readings thoroughly—such that you are able to comprehend, apply, evaluate, and critique the information presented—is required.

Assignment Deadlines

The due dates for each Unit's assignments are listed in the Syllabus. All assignments must be submitted correctly before 11:59 p.m. (Arizona Time) on their respective due dates to be eligible for credit.

Deadlines are absolute; late assignments will not be accepted. Any assignments submitted one minute or later after the 11:59 p.m. deadline will receive a grade of "0." Therefore, you should prepare for the unexpected by recognizing deadlines as the latest possible moment that assignments will be accepted, and plan to submit assignments well in advance.

Course Requirements

Quizzes (100 points)

Each module, 1-6, you'll complete a quiz over the readings, lectures and videos in that module. The quizzes are timed and consist of multiple-choice and true-false questions. You only have one attempt at each quiz. Do not click on any quiz link until you are ready to begin.

Reflections and Concept Maps (100 points)

Each module, 1-6, you'll answer a reflection question (via email) and submit a concept map. A video in the "Start Here" area of the course explains these maps in more detail.

Project Activities (100 points)

Each module, 1-6, you'll complete an activity that helps you generate, analyze, plan, and present your final project pitch. Instructions are available in each module area.

Final Project (100 points)

In module 7, you'll create and deliver a pitch to your boss or board (played by me). This is a narrated presentation with video. You'll also create a one-sheet snapshot of your idea. Detailed instructions, including software recommendations, are provided in the assignment handout available in the "Assignments" area of the course site.

Class Performance

You are expected to read all of the assigned readings, listen to all of the lectures, watch all of the videos, complete all assignments on time, and to interact on the discussion board and through email with your instructors and classmates in a civil and respectful manner. If you encounter problems that will interfere with your ability to complete an assignment or the course in a timely or successful manner, please contact me immediately so that I can assist you. It is important that you contact me before the end of the course; if you wait there will be nothing I can do to help you be successful and/or to complete the course.

Evaluation and Grade Distribution

Your grades will be available throughout the semester on the course website.

Points

Quizzes	=	100
Reflections and Concept Maps	=	100
Project Activities	=	100
Final Project	=	100
Total	=	400

392-400 = A+	352-359 = B+	312-319 = C+	240-279 = D
368-391 = A	328-351 = B	280-311 = C	000-239 = E
360-367 = A-	320-327 = B-		

Student Rules of Conduct

I want to build an instructional climate that is comfortable for all. In a communication class, it is *especially* important that we (1) display respect for all members of the classroom – including the instructor and students, (2) participate in all class activities; (3) avoid unnecessary disruption; and (4) avoid racist, sexist, homophobic or other negative language that may unnecessarily exclude members of our campus and classroom. This is *not* an exhaustive list of behaviors; rather, it represents examples of the types of things that can have a dramatic impact on the class environment. Your final grade may be reduced by 3% per instance, or you may be removed from the course, if you engage in these sorts of behaviors.

Students are required to adhere to the behavior standards listed in the Arizona Board of Regents Policy Manual Chapter V – Campus and Student Affairs: Code of Conduct (http://www.abor.asu.edu/1_the_Regents/policymanual/chap5/index.html), and the ACD 125: Computer, Internet, and Electronics Communications (<http://asu.edu/aad/manuals/acd/acd125.html>).

Students are entitled to receive instruction free from interference by other members of the class. If a student is disruptive, an instructor may ask the student to stop the disruptive behavior and warn the student that such disruptive behavior can result in withdrawal from the course. An instructor may withdraw a student from a course when the student's behavior disrupts the educational process under USI 201-10 (<http://www.asu.edu/aad/manuals/usi/usi201-10.html>).

University Excused Absences

Students participating in university-sanctioned activities need to identify themselves during the first week of class and provide instructors with a copy of travel schedules. Exams, quizzes and discussion questions should be completed on time unless you have a written university-sanctioned excuse for the due date. When possible, assignments should be completed prior to departing campus. Missing class for a university-sanctioned activity will not cause students to lose points.

Academic Dishonesty

In the *Student Academic Integrity Policy*, ASU defines *plagiarism* as “using another’s words, ideas, materials or work without properly acknowledging and documenting the source. Students are responsible for knowing the rules governing the use of another’s work or materials and for acknowledging and documenting the source appropriately.” You can find this definition, along with other important information and University policies regarding academic integrity, at:

<http://provost.asu.edu/academicintegrity/policy>

Accommodation for Disabilities

Students with disabilities that have been certified by the ASU Disability Resource Center will be appropriately accommodated, and should inform the instructor as soon as possible of their needs (and provide documentation no later than the second week of class). The Disability Resource Center is located at: Matthews Center, P.O. Box 873202, Arizona State University, Tempe, AZ 85287. Phone (480) 965-1234, TDD (480) 965-9000, Web Page <http://www.asu.edu/studentaffairs/ed/drc/>.

Disclaimer

The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class and/or via email/announcements if/when any changes occur.