

ISM560: Effective Communication and Business Alignment of IT Initiatives

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Course Description and Outcomes



Course Description:

This course prepares students with the communication skills needed to effectively present IT solutions and/or recommendations to directors, C-level executives, and others who may or may not understand technical details. This course also covers effective means of communicating technical ideas or thoughts to non-technical audiences for approval, budgets, and types of proposals.

Course Overview:

The aim in this course is to prepare you to communicate in the workplace communities that you want to join after you graduate from college. There are no formulas for effective communication in the workplace, but some common genres (e.g., procedures, reports, proposals) and conventions (e.g., definitions, graphics, page designs) are used across disciplines. In this class, you will learn how to identify these common genres and conventions, and then how to shape them to fit your needs as an engineer, manager, architect, scientist, nurse, medical doctor, etc.

We will also study real or realistic situations to prepare you to communicate in workplace situations. You will learn to interpret complex workplace situations and then use problem-solving strategies to develop documents that take action in those situations.

Course Learning Outcomes:

1. Communicate technology related topics orally and in writing in a concise, consistent manner that focuses on the organizational benefits of technology.
2. Analyze proposed IT solutions to ensure they align with the financial goals and strategic direction of the organization.
3. Provide communication and leadership ensuring that all stakeholders understand how departmental goals align with organizational goals.
4. Demonstrate the ability to prepare and deliver effective communications to the user community, executives, and other influential decision makers.

- Apply effective techniques for overcoming negative personnel perceptions in an organization.

Participation & Attendance



Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

Course Materials



Textbook Information is located in the CSU-Global Booklist on the Student Portal.

Course Schedule



Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- Critical Thinking: Assignments are due Sunday at 11:59 p.m. MT.

Week #	Readings	Assignments
1	<ul style="list-style-type: none"> Chapter 1 in <i>Technical Communication Today</i> 	<ul style="list-style-type: none"> Discussion (25 points) Critical Thinking (100 points)
2	<ul style="list-style-type: none"> Chapter 2 in <i>Technical Communication Today</i> 	<ul style="list-style-type: none"> Discussion (25 points)
3	<ul style="list-style-type: none"> Chapter 4 in <i>Technical Communication Today</i> 	<ul style="list-style-type: none"> Discussion (25 points) Critical Thinking (100 points)
4	<ul style="list-style-type: none"> Chapters 5, 6, 7, & 13 in <i>Technical Communication Today</i> 	<ul style="list-style-type: none"> Discussion (25 points)
5	<ul style="list-style-type: none"> Chapters 8 & 12 in <i>Technical Communication Today</i> 	<ul style="list-style-type: none"> Discussion (25 points) Critical Thinking (125 points)
6	<ul style="list-style-type: none"> Chapters 9 & 10 in <i>Technical Communication Today</i> 	<ul style="list-style-type: none"> Discussion (25 points) Critical Thinking (125 points)
7	<ul style="list-style-type: none"> Chapters 17, 19, & 21 in <i>Technical Communication Today</i> 	<ul style="list-style-type: none"> Discussion (25 points)

Assignment Details



This course includes the following assignments/projects:

Module 1

Being a Technical Communications Project Manager (100 points)

Click the link on the Assignments page to read the requirements for writing a proposal:

Guidelines for Writing Proposals

Now, read the scenario below about which you will write your first proposal:

Scenario:

Your employer, Beta Consulting Group (BCG), is an IT resource for customers who need periodic assistance. BCG helps their clients and customers evaluate their computer needs, install computer peripherals, and conduct training. A new venture for BCG is building websites and e-commerce applications per the customer's specifications. The BCG customer base includes companies in all sizes and industries. However, BCG has mostly worked with companies in the insurance industry.

One of BCG's new customers, City Security Insurance Company (CSIC), has asked BCG to update its e-commerce website. CSIC has an existing website, but it needs to be updated since they have added new services to their company portfolio. The new services include insurance coverage for e-commerce, employment-related practices liability, management protection, medical professional liability, and a whole new area of international insurance. CSIC has grown internationally with offices in Mexico City, Tokyo, Dubai, London, and Montreal. CSIC corporate headquarters are located in New York City. The new locations and services are not listed on the company's website.

The top management at CSIC wants to build a new corporate website. BCG has agreed to submit a proposal to meet CSIC's needs by building a new website to support their global business.

As the Project Manager assigned by BCG, your job is to create a proposal to meet the needs of CSIC to be shared with CSIC. In the initial proposal stage, you will need to include your best recommendation for:

- Incorporating new services to the corporate website overall
- Adding the new locations to the corporate website

Submit your proposal in a 3-4 page MSWord document. Label each section clearly. Make sure your responses are well written, use APA formatting per the CSU-Global Guide to Writing and APA, and have the proper citation, as needed.

Module 3

Ethical and Cultural Differences on a Website (100 points)

For this Critical Thinking Assignment, you are a technical communications project manager for BCG working on the CSIC project. Read the following scenario and review the requirements for writing a proposal, Guidelines for Writing Proposals, linked on the Assignments page.

Scenario:

After approving the proposal presented to City Security Insurance Company's (CSIC) corporate website in Module 1, your manager at BCG has asked you to submit a supplement to the proposal addressing how to assure the readers and end users are not offended by the website and how you propose to assure the website is ethical. Remember that CSIC has new locations in Mexico City, Tokyo, Dubai, London, and Montreal, and the corporate office is situated in New York City.

You will need to:

- Explain how you will incorporate different cultures
- Provide ways to handle the text for all global readers or end users
- Describe various types of effective and acceptable visuals for all global readers or end users
- Describe at least four possible ethical dilemmas when using a global corporate website and explain how they can be resolved.

Submit your supplement to the proposal in a 3-4 page MSWord document. You do not have to resubmit the original proposal, only the supplemental information. Label each section clearly. Make sure your responses are well written, use APA formatting per the CSU-Global Guide to Writing and APA, and have the proper citation, if needed.

Module 5

Creating a Budget (125 points)

City Security Insurance Company (CSIC) has accepted all the work you, as a project manager working for Beta Consulting Group (BCG), have done so far. CSIC has asked you to create a budget for the website project.

CSIC has a budget of \$250,000 for this website upgrade but is willing to pay more for the right outcome. You will need to figure out how much BCG will charge to create this website for CSIC. Be sure to break down the costs by each task involved. Remember to consider testing and maintaining the website.

You will also need to create an explanation of your budget to accompany your spreadsheet. CSIC will need to know why you propose the budget items and the costs you are including.

Your budget should contain, at a minimum, the following elements:

1. Cost per website element
2. Hardware/software
3. Labor
4. Research and development
5. Copyright charges (if any)

Submit your budget as a spreadsheet in a 4-5 page MSWord document with your rationale for each item in the budget. Use at least 3 sources in your explanation of your budget. Label each section clearly. Make sure your responses are well written, use APA formatting per the CSU-Global Guide to Writing and APA, and have the proper citation, as needed.

Module 6

Writing an Analytical Report (125 points)

Scenario:

As the primary Technical Writer at BCG on the City Security Insurance Company (CSIC) project, you have been asked to consider building a blog within the new website. Your boss has asked you to write about corporate blogging, make recommendations, and provide a rationale for each recommendation. You will need to support all of your recommendations with references.

Your Analytical Report will be presented to CSIC and should not contain any graphics or examples that might offend its global team (New York, Mexico City, Tokyo, Dubai, London, and Montreal). Remember to follow the steps presented in your reading and in the module and use at least 3 credible sources to support your analysis.

Submit your Analytical Report in a 4-5 page MSWord document. Label each section clearly. Make sure your report is well written, uses APA formatting per the CSU-Global Guide to Writing and APA, and has the proper citations.

Module 8

The Final Proposal (350 Points)

In your Portfolio Project, you will synthesize all of your Critical Thinking Assignments to create a final, complete proposal and project plan for CSIC.

Scenario:

The City Security Insurance Company (CSIC) has approved your first proposal, accepted your budget, and approved your recommendation regarding a corporate blog. For the final pieces of your proposal, CSIC would like you to provide a mock-up of the new corporate website to present to CSIC management and create a realistic project plan with due dates for each task.

Using the information you have provided in the past Critical Thinking Assignments:

1. Create a website map showing how you suggest CSIC pull all of the information from your proposal into one website.
2. Storyboard the website in PowerPoint to include: 2 views of the new CSIC home page (include a link for CSIC employees)
3. Then, using those 2 views, create slides showing:
 - a. 2 different ways to link to the new services
 - b. 2 views with the new locations added differently
 - c. 2 possible blog designs
 - d. 2 visual ways to handle the text for all global end users
 - e. 3 examples of effective and acceptable visuals for all global end users
4. Create a 15-20 slide presentation. Feel free to create a new logo and use color effectively. For each slide, create an explanation of the slide and provide your rationale for your selection in the notes section.
5. Create a 15-20 item project timeline to include the item and the due date at a minimum. You may wish to include the due date to the first reviewer, time for corrections or changes, the due date to CSIC, and a due date for approval. You may use any software to create your project plan and can display it as a graph or table.
6. For each item on your timeline, include a rationale for including it in the timeline.

Your final document should be a proposal that includes:

1. The proposal completed in Module 1 with corrections and changes suggested by your instructor.
2. The budget completed in Module 5 with updates to include the addition of the analytical report blogging, the creation of a blog (if applicable), and cost for the time spent creating the website map and storyboard.
3. The analytical report on the blog design completed in Module 6.
4. The website map and PowerPoint storyboard presentation with notes explaining your website mapping and design.
5. A 3-4 page conclusion for CSIC explaining how you plan to implement this project using the timeline created in Module 8. The timeline should be attached to the end of the conclusion if it is not embedded.

Your submission should include a cover and a table of contents. Label each section clearly. Make sure your reports, notes, and any text on the slides are well written, use APA formatting per the CSU-Global Guide to Writing and APA, and have the proper citation, as needed. Cite at least three credible sources.

Course Policies



Course Grading

20% Discussion Participation
 45% Critical Thinking Assignments
 35% Final Portfolio Paper

Grading Scale and Policies

A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

In-Classroom Policies

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions on your course’s Assignments page.

Disability Services Statement

CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.

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