

Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).
 See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/> for a complete description of the rules governing curriculum & course changes.

TRIAL COURSE OR NEW COURSE PROPOSAL

SUBMITTED BY:

Department	Communication	College/School	CLA
Prepared by	Peter DeCaro	Phone	474-6799
Email Contact	padecaro@alaska.com	Faculty Contact	Peter DeCaro

1. ACTION DESIRED (CHECK ONE): Trial Course New Course XXX

2. COURSE IDENTIFICATION: Dept Course # No. of Credits

Justify upper/lower division status & number of credits:

3. PROPOSED COURSE TITLE:

4. To be CROSS LISTED? YES/NO If yes, Dept: Course #
 (Requires approval of both departments and deans involved. Add lines at end of form for such signatures.)

5. To be STACKED? YES/NO If yes, Dept. Course #

6. FREQUENCY OF OFFERING:
 Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) — or As Demand Warrants

7. SEMESTER & YEAR OF FIRST OFFERING (AY2011-12 if approved by 3/1/2012; otherwise AY2012-13)

8. COURSE FORMAT:

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the core review committee.

COURSE FORMAT: (check all that apply) 1 2 3 4 5 XXX 6 weeks to full semester

OTHER FORMAT (specify)
Mode of delivery (specify lecture, field trips, labs, etc)

9. CONTACT HOURS PER WEEK: LECTURE hours/weeks LAB hours /week PRACTICUM hours /week

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/guidelines-for-computing/> for more information on number of credits.

OTHER HOURS (specify type)

10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

COMM F480 Organizational Communication: Performance Management
 3 Credits Offered Even-numbered years
 A comprehensive introduction to the role of communication in organizational change and development using Performance Management (PM) principles and practices. Ethical responsibility of PM communicators will be considered. (Prerequisite: Any F300-level communication course or permission of instructor. (3+0))

11. COURSE CLASSIFICATIONS: Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

H = Humanities S = Social Sciences

Will this course be used to fulfill a requirement for the baccalaureate core? **If YES, attach form.** YES: NO: XXX

IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive, **Format 6** W = Writing Intensive, **Format 7** Natural Science, **Format 8**

12. COURSE REPEATABILITY:

Is this course repeatable for credit? YES NO

Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit?	<input type="text"/>	TIMES
If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course?	<input type="text"/>	CREDITS
If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?	<input type="text"/>	CREDITS

13. GRADING SYSTEM: Specify only one. Note: Later changing the grading system for a course constitutes a Major Course Change.

LETTER: XXX PASS/FAIL:

RESTRICTIONS ON ENROLLMENT (if any)

14. PREREQUISITES

Any F300-level communication course or permission of instructor. (3+0)

These will be required before the student is allowed to enroll in the course.

15. SPECIAL RESTRICTIONS, CONDITIONS

16. PROPOSED COURSE FEES

\$

Has a memo been submitted through your dean to the Provost for fee approval? Yes/No

17. PREVIOUS HISTORY

Has the course been offered as special topics or trial course previously? Yes/No

 NO

If yes, give semester, year, course #, etc.:

18. ESTIMATED IMPACT

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

No impact on budget, facilities, or faculty.

19. LIBRARY COLLECTIONS

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No Yes 10-10-2011 services and materials available

20. IMPACTS ON PROGRAMS/DEPTS

What programs/departments will be affected by this proposed action?
Include information on the Programs/Departments contacted (e.g., email, memo)

Business Administration's Management program may be affected by this course. Contacted B.A. Chair and is supportive of the course; does not see any conflict with their curriculum.

21. POSITIVE AND NEGATIVE IMPACTS

Please specify positive and negative impacts on other courses, programs and departments resulting from the proposed action.

Positive impact on the Dept. of Communication's Professional degree and Business Admin.'s Management program by providing more management communication skills.


JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

COMM F480 Organizational Communication: Performance Management (PM) is an advanced course that adds depth to the department's professional degree. It provides students a proven tool for organizational problem solving through training, development, and communicated transformational techniques. PM conforms to the goals of the Communication Department's bachelor's degree. The ethical responsibility of PM communicators will be considered.

APPROVALS: Add additional signature lines as needed.

 Date 2-20-2013
Signature, Chair, Program/Department of:

 Date 2-20-2013
Signature, Chair, College/School Curriculum Council for:

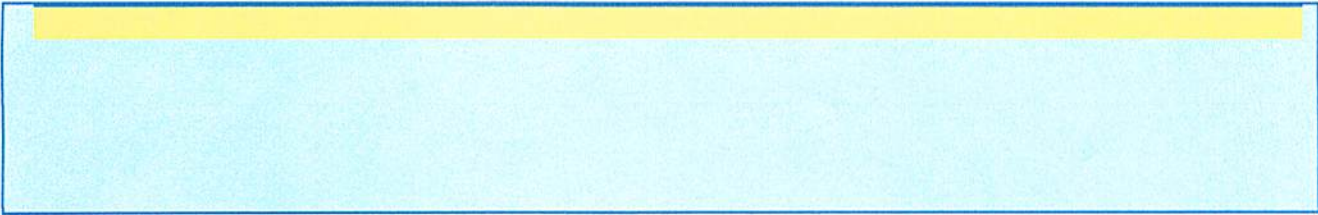
 Date 2/22/13
Signature, Dean, College/School of: CLA

Signature of Provost (if applicable) Date

Offerings above the level of approved programs must be approved in advance by the Provost.

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

Signature, Chair Date
Faculty Senate Review Committee: ___Curriculum Review ___GAAC
___Core Review ___SADAC



ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)

	Date	
Signature, Chair, Program/Department of:		

	Date	
Signature, Chair, College/School Curriculum Council for:		

	Date	
Signature, Dean, College/School of:		

Course Syllabus

COMMUNICATION F480

ORGANIZATIONAL COMMUNICATION: PERFORMANCE MANAGEMENT

University of Alaska Fairbanks

Credit hours 3

Instructor: Peter A. DeCaro

Dept. of Communication

Office Phone: 907-474-6799

Office: Grue 503G

email: padecaro@alaska.edu

Office hours: MTWR 1:00-2:00 and by appointment

Class hours: Grue 410 MW 3:30-5:00pm

Course Materials

Required Text:

Daniels, A.C. & Daniels, J.E. (2004). *Performance Management* (4th ed.), Atlanta, GA: Aubrey Daniels International.

Course Description

COMM F480 Organizational Communication: Performance Management

3 credits (offered even-numbered years)

A comprehensive introduction to the role of communication in organizational change and development using Performance Management (PM) principles and practices. Ethical responsibility of PM communicators will be considered.

Prerequisite: Any F300-level communication course or permission of instructor. (3+0)

Course Goals

This course will provide a comprehensive introduction to the role of communication in organizational change and development. Upon completion of the course, students should know:

1. What Performance Management is in a business environment.
2. The science of behavior in business.
3. What schedules of reinforcement are and how to create them.
4. How the ABC Model is employed in an organization.
5. The differences between antecedents and consequences.
6. How to set an agenda
7. How to deal with unwanted behavior in an organization.
8. How to create positive reinforcers.

Student Learning Objectives

This course will provide a comprehensive introduction to the role of communication in organizational change and development. Upon completion of the course, students should be able to:

1. Assess how communication affects organizational behavior.
2. Establish change objectives and pinpoint problem behavior(s).
3. Collect baseline data and information.
4. Design an intervention strategy.
5. Implement an intervention strategy and provide the necessary follow-up.
6. Deliver a professional power point presentation.
7. Understand the ethical problems associated with communication consulting and how to avoid them.

Instructional Method

Course materials will be presented in a combination of lecture, power point presentations, and small group discussions.

Final Grade is based upon:

Case Study Exercises	5 @ 25 pts. =	125 pts.
Exam I Theory		125 pts.
Exam II Application & Implementing		150 pts
PM project		
Team folder		100 pts.
Record keeping		75
Project Power Point Presentation		100 pts
In-class assessment		<u>50pts.</u>
		725 pts

Grade criteria: +/- grading system based on percentage of total points

A+ = 97-100

A = 93-96

A- = 90-92

B+ = 87-90

B = 83-86

B- = 80-82

C+ = 77-80

C = 73-76

C- = 70-72

D+ = 67-70

D = 63-66

D- = 60-62

F = 59 and below

No provision is made for the "make-up" of missed examinations.

Course Expectations

Case Study Exercises: are due at the beginning of each class. No provision is made for the "make-up" of missed work. You must adequately answer all questions to receive credit.

PM Project:

Team Folder: Each team folder should include:

1. A contract outlining the peer evaluation process
2. Names and phone numbers
3. Clearly defined times for evaluating team and member progress and the results of the evaluations. You need to have at least three evaluation points.
4. A record of member attendance.
5. Copies of the completed PM project.

PM Project Outline:

1. An introduction that defines the problem.
2. A review of the relevant literature (the majority of the articles can be found in the Journal of Organizational Behavior Management, Journal of Applied Behavior Analysis, and Performance Management Magazine.
3. A methods section that includes:
 - a. the diagnostic tools that you used to pinpoint, analyze the problem, and design the intervention.
 - b. method of data collection.
 - c. base line data.
4. A results section that outlines the results.
5. A discussion section that explains the results

Power Point Presentation: The power point presentation is a group endeavor. Each group will produce a 20-30 minute presentation premised on their PM Project. This presentation will be explained in more detail by the instructor. Submit your power point in an email, flash drive, or Blackboard.

Examinations: EXAMINATIONS may include multiple choice, matching, true-false, essay questions and in class assessments using a combination of testing forms. No provision is made for the “make-up” of missed examinations.

COURSE POLICIES AND PROCEDURES

Attendance: I EXPECT YOU TO BE HERE. Four class absences will result in a full grade reduction. Five class absences will result in an automatic course grade of “F.” A student arriving 10 minutes after the scheduled class starting time will not be admitted; or leaving before the end of the class, is considered absent unless the instructor has granted prior approval. **Once the door is closed please do not attempt to enter the classroom.**

Plagiarism/cheating: I do not tolerate any form of plagiarism or cheating. If you plagiarize/cheat, you will receive a grade of F for the course. If you do not know the criteria that constitutes plagiarism/cheating, I will explain it to you, plus you can read it in the “Student Code of Conduct” in the University catalogue. Alleged violations of the Code of Conduct will be reviewed in accordance with procedures specified in regents’ policy, university regulations, and UAF rules and procedures.

Incomplete Grade Assignment: I do not issue incomplete grades.

American Disability Act Statement: Any personal learning accommodation that may be needed by the student to be successful in this course must be made known to the instructor immediately. Verification is required through the Office of Disability Services (208 WHIT 474-5655). The instructor will work with ODS to provide reasonable accommodation to students with disabilities.

Library Services: The university library has reference materials on database and texts available for additional clarification of course materials.

The Writing Center: is available for students to improve their writing skills. The center, located on the eighth floor of the Gruening Building, phone 907-474-5314. Students can receive help at the center at any stage in their writing process, from brainstorming to final editing. Tutors are available for one-on-one sessions and can help students with grammar, spelling, punctuation, organization, and style.

Cell phones – please put ALL cell phones on vibrate, or turn them off, and in your backpack, purse, etc..

Cell phone disruptions will be cause for permanent removal from class. Please do not use your cell phones or electronic devices while in class or have them on your desk or in hand. Cell phone disruptions will be cause for permanent removal from class. **NO LAPTOPS. No headsets. NO MP3’s, NO IPAD’S, IPODS, etc.** If you are expecting an emergency cell phone call or use your cell phone alarm clock to remind you to take prescription medication, please notify me at the beginning of the class.

If your cell phone rings while in class, gather your belongings, leave the classroom, and **DO NOT** return. Please refrain from using any electronic device while in the classroom unless first discussed with the instructor.

The instructor reserves the right to modify the syllabus.

All Written Assignments or Papers: Unless other directions are given, **ALL PAPERS MUST BE TYPED (OR COMPUTER-PRINTED), DOUBLE-SPACED, WITH ONE INCH MARGINS ON WHITE, NON-ERASABLE PAPER. NO “SCRIPT” FONTS ARE ACCEPTABLE.** If you use a computer (and you should), please limit yourself to one font and one font size—10 or 12. Use **LEFT MARGIN** justification. The complete paper should be stapled once in the upper left-hand corner—folders are not acceptable, nor is “saddle-stitching.” Papers must have a cover sheet with the student’s name, paper title, name of the course, and the date submitted. You should retain an electronic backup, or photocopy, of any written work which is submitted for evaluation. **Please DO NOT email your papers. I WILL NOT ACCEPT HANDWRITTEN PAPERS UNLESS YOU HAVE BEEN INSTRUCTED TO DO SO.**

All writing assignments must be completed and submitted on date due in order to receive a passing grade in the course. Papers submitted for evaluation after the designated due date will not be accepted unless arrangements have been made with the professor in advance. No late papers will be accepted for credit. At the discretion of the instructor, points will be deducted for spelling, grammatical, and syntactical error.

THE PM PROJECT – The class will be divided into groups and will work together throughout the semester on one project. Once groups have been established, you cannot leave the group for another group, so choose your teammates wisely.

January

16

Introduction to course

Discuss PM Project

Assign Readings for January 22, Ch.#1 Introduction to Performance Management p. 1-5; Ch.#2 What is Performance Management? p. 7-14; Ch.#3 The Science of Behavior in Business p. 19-26

20

Alaska Civil Rights Day, no class

22

Discuss Assigned Readings from Ch.#1, 2 & 3

Assign Readings for January 27, Ch.#4: Business is Behavior p. 27-32; Ch.#5: Separating Behavior from Non-Behavior p. 33-40

THEORY CHAPTERS

27

Discuss Assigned Readings from Ch#4 & 5

29

Establish Groups & Discuss Project Requirements

Assign Readings for February 3, Ch.#6: PIC/NIC Analysis p. 41-48

Assign Case Study Exercise #1

February

3

Discuss Assigned Readings from Ch.#6

Case Study Exercise #1 due

Assign Readings for February 5, Ch.#7: The ABC Model p. 49-58.

Discuss PM Project

5

Discuss Assigned Readings from Ch.#7

Assign Readings for February 10, Ch.#8: Consequences That Increase Behavior: Positive and Negative Reinforcers p. 59-74.

Assign Case Study Exercise #2

10

Discuss Assigned Readings from Ch.#8

Case Study Exercise #2 due

Assign Readings for February 12, Ch.#9: Maintaining Performance Improvement: Schedules of Reinforcement p. 75-88.

Assign Case Study Exercise #3

12

Discuss Assigned Readings from Ch.#9

Case Study Exercise #3 due

Assign Readings for February 17, Ch.#10: Consequences That Decrease Behavior: Punishers and Penalties p. 89-98.

Assign Case Study Exercise #4

17

Discuss Assigned Readings from Ch.#10

Case Study Exercise #4 due

Assign Readings for February 24, Ch.#11: Antecedents p. 99-112.

Review for Exam #1 on Chapters 1-10

19

Exam #1 on Chapters 1-10

APPLICATION CHAPTERS

24

Discuss Assigned Readings from Ch.#11

Assign Readings for February 26, Ch.#12: Pinpointing p. 113-130.

Discuss PM Project

26

Discuss Assigned Readings from Ch.#12

Assign Readings for March 3, Ch.#13: Measurement p. 131-154.

Assign Case Study Exercise #5

March

3

Discuss Assigned Readings from Ch.#13

Assign Readings for March 5, Ch.#14: The Right Pinpoint p. 155-170.

5

Discuss Assigned Readings from Ch.#14

Assign Readings for March 10, Ch.#15: Introduction To Performance Feedback p. 71-184.

Discuss PM Project

10

Discuss Assigned Readings from Ch.#15

Assign Readings for March 12, Ch.#16: Feedback in Graphs p. 185-192.

12

Discuss Assigned Readings from Ch.#16

Assign Readings for March 24, Ch.#17: Finding and Creating Positive Reinforcers (R+)

Discuss Power Point presentation and Project

17

Spring Break

21

Spring Break

24

Discuss Assigned Readings from Ch.#17

Assign Readings for March 26, Ch.#18: Delivering Reinforcers p. 215-230.

Discuss PM Project

26

Discuss Assigned Readings from Ch.#18

Assign Readings for March 31, Ch.#19: Applying Schedules of Reinforcement in the Workplace p. 231-240.

31

Discuss Assigned Readings from Ch.#19

Assign Readings for April 7, Ch.#20: Setting and Attaining Goals p. 241-252.

April

2

Group Work on PM Project In-Class

7

Discuss Assigned Readings from Ch.#20

Assign Readings for April 7, Ch.#21: Dealing With Unwanted Behavior p. 253-270.

9

Discuss Assigned Readings from Ch.#21

Assign Readings for April 14, Ch.#22

IMPLEMENTING

14

Discuss Assigned Readings from Ch.#22

Assign Readings for April 16, Ch.#23

16

Group Work on PM Project In-Class

Make List for Power Point Delivery

21

Group Work on PM Project In-Class

Discuss Power Point Presentations

23

Group Work on PM Project In-Class

Discuss Power Point Presentations

28

Power Point Presentations

30

Power Point Presentations

May

5

Power Point Presentations

7

Power Point Presentations

TBA

EXAM II Application & Implementing Ch.#11-23