

UCLA Communication Studies 109 – Entrepreneurial Communication

Summer Session A

Schedule: Monday, Wednesday, 10:45am – 12:50pm

Classroom: Royce 148

Instructor: Steve Peterson

TA/Reader: TBD

Course Website: www.com109.org

Office Hours: Mondays from 3:05-4:05pm and by appointment; 2329 Rolfe Hall

NOTE: Classes will be held **IN PERSON**. However, unforeseen changes (guest lecturer requests, illnesses, etc.) may necessitate that a class(es) be held remotely. Any remote class will take place via **ZOOM**, and students will be notified with ample time to accommodate the change.

Course Description

This course will involve close interaction with the instructor and teaching assistants to build knowledge of business communications and apply course concepts to the actual development of analysis and presentational skills in the contemporary business workplace. The course is broken down into two general areas following traditional business communication areas: Internal and External Communication. However, the methods used and course topics explored will more closely follow current business communications necessary for present day entrepreneurship.

The first three weeks of the session will focus on developing a vision and idea, and strategies to communicate these elements with potential partners, employees, principles, cofounders, engineers, and managers within the business environment. Collection, interpretation, and presentation of validation findings for internal use will be a central theme, and students will be responsible for weekly progress as well as a summative *Internal* presentation at the end of Week 3.

The remaining three weeks of the session will be concentrated on strategies to communicate the vision and idea with principles outside of the business e.g., investors, customers, social media audiences, etc. As with the first half of the course, the central themes for the final three weeks will include presenting messages and data clearly and persuasively. Discussions about persuasion theory and techniques, elevator pitches, business plans and non-disclosure agreements will be central themes for the second half of the course, and students will be responsible for weekly progress and a summative *External* presentation at the end of Week 6.

Grading

Class participation, group work, and daily progress – 30 %

Presentations. Each week, students will work individually and in project groups to informally develop presentations. At the end of Weeks 3 and 6, summative presentations that draw upon working drafts and feedback from instructors, TAs and peers will be presented to the class in a more formal setting.

Summative Internal Presentation (Week 3)– 25%

Summative External Presentation (Week 6) – 25%

Two Exams covering readings and class discussions – 10 % Each

Class Schedule

Week #1 – (June 20th Juneteenth Holiday Observed), June 22nd

- Introduction & course goals
- Presentation basics
- Building team cohesion
- Identifying competition and similar products and services

« *Discuss: The Vision* «

Week #2 – June 27th, June 29th

- Project management
- Entrepreneurship and contemporary business: *Agile* development
- Intro to business planning

« *Discuss: The Market* «

Week #3 – (July 4th Holiday), July 6th

- *Lean* methods: Pivoting
- Elements of Persuasion
- Presenting data clearly to teams, coworkers, and employees

« *Summative Internal Presentations* «

« **Exam #1 July 6th, 10:45am** «

Week #4 – July 11th, July 13th

- Navigating the entrepreneurial landscape
- The business plan
- Persuasion and venture capital

« *Discuss: Business Model* «

Week #5 – July 18th, July 20th

- Interpreting data and using data to persuade
- Intro to presenting your business plan
- Protection of intellectual property, non-disclosure agreements

« *Discuss: Elevator Pitch* «

« *Begin Summative External Presentations* «

Week #6 – July 25th, July 27th

- Public relations and building image
- Maintenance of image and damage control
- Social media as platform to develop and maintain customer contact

« *Continue Summative External Presentations* «

« ***Exam #2 July 27th, 10:45am*** «

Readings:

All reading materials will be available online in PDF form and will be posted to a password protected course website. Readings will be available at least two weeks prior to when they are due and should be read in depth prior to class time. The reading list will be mostly completed by the first day of class, but may need to be amended as the course progresses.

Readings will be selected from, but not be limited to, the below list of references:

Blank, S. G. (2005). *The four steps to the epiphany*. Cafepress. com.

- Booth, D., Shames, D., & Desberg, P. (2010). *Own the Room: Business Presentations that Persuade, Engage & Get Results*. New York^ eNY NY: McGraw-Hill.
- Conger, J. A. (1998). The necessary art of persuasion. *Harvard Business Review*, 76, 84-97.
- Denning, P. J., & Dew, N. (2012). The myth of the elevator pitch. *Communications of the ACM*, 55(6), 38-40.
- Duarte, N. (2012). *Persuasive Presentations*. Harvard Business Press.
- Faust, B., & Faust, M. (2002). *Pitch Yourself: Stand Out from the CV Crowd with a Personal Elevator Pitch*. Prentice Hall Business.
- Greenwald, T. (2012). The Upstart-In the buzzword-fueled arena of Silicon Valley, Eric Ries has the stage—And the crowd is going wild. *Wired-New York*, 140.
- Hartley, P. & Bruckmann, C. G. (2002). *Business Communication*. New York: Routledge.
- Kawasaki, G. (2004). *The art of the start: The time-tested, battle-hardened guide for anyone starting anything*. Penguin.
- Krueger Jr, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of business venturing*, 15(5), 411-432.
- Lee, L. W. (1980). *Business Communication*. Chicago : Rand McNally
- Pincus, A. (2007). The perfect (elevator) pitch. *Bloomsberg Businessweek*.
- Ries, E. (2011). *The Lean Startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Random House Digital, Inc.

Instructor Contact Information:

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