Course Number/Section/Name: BUSI/CIDM 3220/01  
Digital Communications and Collaboration  
Semester/Year: Spring 2019  
Professor: Yafei Zhang

Class Days/Times/Location or Other Format: Tuesday & Thursday (1:30-2:45 pm)/CC205  
Office Location: Classroom Center 332J  
Office Hours: Tuesday & Thursday: 10:00 am -12:00 pm; 2:45 – 4:00 pm  
Wednesday 10:00 am – 12:00 pm; 2:00 – 3:00 pm  
Office Phone: 806-651-2767  
Email: yzhang@wtamu.edu  
Social Media: Keep up with the latest happenings of your COB on Facebook and Twitter, connect with us on LinkedIn, and check out COB videos on YouTube.

Terms of Use  
A student’s continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined within this syllabus and elsewhere in the WTC class environment. This Syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor.

WTAMU College of Business Mission Statement  
The mission of the College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

Learning Objectives of the WTAMU College of Business Programs  
The College of Business (COB) at West Texas A&M University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Professional Accounting (MPA), and the Master of Science, Finance and Economics (MSFE) degree programs for careers in business and to foster their professional growth and advancement via key learning goals and objectives.

The learning objectives of the College of Business are as follows:
- Leadership
- Communication
- Critical Thinking
- Business Integration
- Core Business Knowledge
- Global Business Environment
- Business Ethics and Corporate Governance
Course Description

Communicating and collaborating with team members in the digital era plays an indispensable role in doing Business globally. Employing a variety of digital tools can effectively and efficiently improve business communication and teamwork performance. In the digitalized working environment, collaborations are always beyond geographic boundaries. In this course, you will learn essential topics in digital communication and collaboration, including definitions of virtual teams, virtual team problems and development, effective communication, trust in the team, leadership, cross-cultural communication, etc. There are many team projects, and extensive writing is required.

Course Objectives

By the end of this semester, students are expected to

1) Understand the importance of digital communication and collaboration in a virtual world;
2) Identify significant aspects affecting effective digital communication and collaboration with a global vision;
3) Use digital tools for teamwork, including document management, team simulation, and Slack, among others;
4) Develop research skills in integrating messages in projects;
5) Apply theoretical considerations to real business cases;
6) Improve critical thinking skills.

Map from COB Learning Objectives to Specific Course Objectives

The College of Business Learning Goals are related to the course objectives for CIDM/BUSI 3320, as follows:

1. Students will demonstrate competencies in writing and technology communication via written assignments, group projects and the final exam.
2. Students will demonstrate their competencies in critical thinking via written assignments, group projects and the final exam.
3. Students will demonstrate their competencies in ethical decisions via written assignments, group projects and the final exam.
4. Students will demonstrate their knowledge of the global and domestic environment and their relevance to the business contexts via written assignments, group projects and the final exam.
5. Students will demonstrate their knowledge of diversity for effective problem-solving via written assignments and group projects.
6. Students will illustrate and explain theories and concepts related to digital communication and collaboration via written assignments, group projects and the final exam.

Course Materials (Text, calculator, etc.)

• Textbook (required):
3. Everest Simulation purchase (See purchasing instructions in the Everest Online Simulation section).

• **Additional Readings**: In addition to our required textbooks, we will read some relevant articles. These readings will be listed on WTClass as PDF or hyperlinks. Details are listed in course topics.

• A reliable internet connection and one of the supported browsers (see here http://students.wtamu.edu/wtclass/requirements.html)

*Note that Chrome or Microsoft Edge are currently not supported for use with WTClass!*

**Course Grading Policies:**

<table>
<thead>
<tr>
<th></th>
<th>% of total grade</th>
<th>Date</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>5%</td>
<td>Weekly (due Sundays at 11:59 pm CT)</td>
</tr>
<tr>
<td>In-class Exercise</td>
<td>15%</td>
<td>Weekly</td>
</tr>
<tr>
<td>Project 1: Case Analysis</td>
<td>15%</td>
<td>Feb. 16 (11:59 pm CT)</td>
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<tr>
<td>Project 2: Leadership essay</td>
<td>15%</td>
<td>Mar. 17 (11:59 pm CT)</td>
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<tr>
<td>Everest Team Simulation</td>
<td>5%</td>
<td>In-class (Apr. 4)</td>
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<tr>
<td>Project 3: Google doc Business Report</td>
<td>15%</td>
<td>Apr. 25 (11:59 pm CT)</td>
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<tr>
<td>Presentation</td>
<td>10%</td>
<td>Apr. 30</td>
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<tr>
<td>Final exam</td>
<td>20%</td>
<td>May 7</td>
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**Grading Scale:**

*Note: Decimals will round up to the nearest integer.*

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>100% - 90%</td>
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<tr>
<td>B</td>
<td>89% - 80%</td>
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<tr>
<td>C</td>
<td>79% - 70%</td>
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<tr>
<td>D</td>
<td>69% - 60%</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60%</td>
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Course Assignment, Examination, and or Project Policies

Quizzes – 5%
- For this assignment, I will post one quiz question each week in the “Quiz” folder on WTClass. You will have 15 minutes to complete the quiz and click the “submit” button in order to get your quiz to be graded.
- Quizzes will be open on Fridays, and due on Sundays @ 11:59 pm. You cannot make the quiz up or have extra time to complete it.
- The format of quizzes will be multiple choices, true/false questions, and short answer questions. All quizzes will be weighted equally, and I will drop your lowest score at the end of the semester.

In-class Exercise – 15%
- For this assignment, I will have several in-class activities each week.
- You are responsible to complete these in-class activities in class.
- You will be graded on your attendance and participation for in-class exercise.

Project 1: Case Analysis (group project) – 15%
- For this group assignment, you and your assigned group members critically evaluate a real business case regarding virtual teamwork performance.
- The group will write a 750-1000-word paper that includes a description of the teamwork structure and assessment of its advantages and (potential) problems.
- Communication among group members should be held in Slack.
- This assignment will be discussed in greater details in course videos.

Project 2: Leadership essay (individual project) – 15%
- For this individual assignment, you need to identify several biographies of famous business leaders and summarize the most important qualities of a successful leader in a team.
- You are expected to execute a 1000-word paper.
- This assignment will be discussed in greater details in course videos.

Everest Team Simulation – 5%
- For this assignment, you and your team will have a fun and informative online simulation: Climbing Mountain Everest! Each member will have a specific role in this activity, such as leader, photographer, physician, etc. Your contribution to the team is key to the success of climbing the summit on time.
- The simulation is about 1.5 hours, and all team members should be online at the same time and work together. Results will be shared after the simulation.
- Brief analysis and evaluation of your team’s performance in the simulation are required for in-class discussions in the corresponding week.
- You need to register at Harvard Business School Publishing at https://cb.hbsp.harvard.edu/cbmp/access/35647029. After the registration, you can see the course folder and student purchase.
• You must register and purchase the simulation software in week 9 after the Spring break so that I will have enough time to set it up. A reminder will be sent via class announcement.

**Project 3: Google doc Business Report (group project) – 15%**
- For this group assignment, you and your assigned group members will select a social media campaign of a company and analyze it. The group will write a 1000-word paper that includes a description of the campaign and assessment of its successes and failures.
- The group should use “Google Docs” to create and edit the word document with each other.
- Communication among group members should be held in Slack.
- This assignment will be discussed in greater details in course videos.

**Presentation of Project 3 (group project) – 10%**
- For this assignment, the group will present their recently submitted project 3. Each group member should present at least 5 minutes.
- Students will need to execute a 15-minute oral presentation with accompanying visual media.
- The presentation will need to be presented in class on April 30.

**Final Exam – 20%**
- You are expected to take the final exam in class on May 7.
- The exam is open-book.
- The exam will cover contents from the entire semester across all topics in this course.
- The format of the final exam will be multiple choices, true/false questions, and short answer questions. Details of the number of questions will be announced prior to the final exam.
- If you have a valid reason to reschedule the exam, please contact me before the scheduled exam time. We can make another available arrangement.

**Course Topics - Tentative Calendar of Readings, Topics, and Due Dates**
*The schedule is subject to change. Any changes will be announced via class announcements in advance*

<table>
<thead>
<tr>
<th>W1 (Jan. 15 &amp; 17)</th>
<th>Introduction to the course</th>
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<tbody>
<tr>
<td>• Review Syllabus</td>
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<td>• Review Academic Integrity</td>
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<tr>
<th>W2 (Jan. 22 &amp; 24)</th>
<th>Definition of Virtual Teams</th>
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**W3 (Jan. 29 & 31)**

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<th>Right Virtual Teams</th>
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**W4 (Feb. 5 & 7)**

<table>
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<tr>
<th>Virtual Team Development</th>
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Chapter 1 – The three stages of virtual team development
Chapter 2 – Setting up your virtual team |

**W5 (Feb. 12 & 14)**

<table>
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<tr>
<th>Effective Communication</th>
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Chapter 3 – Context communication: definitions and challenges |
Chapter 4 – Crafting effective messages |

**W6 (Feb. 19 & 21)**

<table>
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<tr>
<th>Building Trust</th>
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<tr>
<td>TED Talk: Jimmy Wales on “The Birth of Wikipedia”</td>
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Chapter 6 – Building trust and cooperation online |
Chapter 4 – Developing accountability in a virtual world |

**W7 (Feb. 26 & 28)**

<table>
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<tr>
<th>Motivation</th>
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Chapter 7 – Mastering Motivation |
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<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
</table>
| W8 (Mar. 5 & 7) | Virtual team leadership | • Kurtzberg, T. R. (2014). *Virtual teams: Mastering communication and collaboration in the digital age* (Chapter 8). ABC-CLIO  
Chapter 8 – Leading virtual teams  
| Spring break | | |
Chapter 5 – Defusing conflicts and overcoming roadblocks  
| W11 (Apr. 2 & 4) | Everest simulation | • TED Talk: Climbing the Everest ([https://www.youtube.com/watch?v=lr6HB16SVPU](https://www.youtube.com/watch?v=lr6HB16SVPU))  
• Everest Team Simulation Activity |
Chapter 7 – Cross-cultural communications and virtual teams  
Chapter 10 – Cross-cultural complications |
| W13 (Apr. 16 & 18) | Emerging technologies | |


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<tr>
<th>W14 (Apr. 23 &amp; 25)</th>
<th>Virtual team future</th>
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<tr>
<td>TED Talk: David Kelley on “How to build your creative confidence”</td>
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<th>W15 (Apr. 30)</th>
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<tr>
<td>Group Presentation</td>
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| Final Exam – May 7 |

**Additional Course Policies**

*Please read carefully*

• No plagiarism. All assignments and exams should be completed individually on your own. The use of other students’ answers results in 0 in that assignment.

• Emails and Class announcements will be used extensively to communicate with you. Please identify your name and the course title in your email. If you do not hear from me within two days, send a follow-up email to see whether I have received your email or not.

• Maintain copies of all assignments submitted in case you are required to resubmit it.

• Late submissions of any class activity will only be allowed with a prior arrangement with the instructor. No make-up quizzes and exams will be given. For other assignments, students who submit an assignment after the due date without a prior arrangement, a letter grade off. The submission will not be accepted after a week.

• Late submissions due to technical problems (e.g., internet disconnection, WT Class maintenance, dysfunctional laptops, etc.) are not excused. It is your responsibility to resolve those issues, and submit your work before due dates.

• If you have any technical difficulty with any aspect of this course, please contact me or IT at WT sooner than later.
• Any inquiries and questions about the posted grades are welcome to discuss within a week. After a week passes, negotiations about grades will not be accepted.
• Remember that the due time of all assignments and exams is CT.

WTAMU COB Student Code of Ethics
Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.

Code of Ethics
• Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
• Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
• Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
• Do not work with other students on projects or assignments without authorization from the course instructor.
• Properly cite and specifically credit the source of text, graphic, and web materials in papers, projects, or other assignments.
• Do not forge the signature of an instructor, advisor, dean, or another student.
• Provide truthful information for class absences when asking faculty for excused absences or for a make-up for a quiz, exam, or homework.
• Provide truthful information on your resume including work history, academic performance, leadership activities, and membership in student organizations.
• Respect the property, personal rights, and learning environment of all members of the academic community.
• Live up to the highest ethical standards in all academic and professional endeavors.

Students violating the Student Code of Ethics will be reported to the Dean’s office and are subject to penalties described in the West Texas A&M University Code of Student Life, which may include suspension from the University. In addition, a violator of the Student Code of Ethics may become ineligible for participation in student organizations sponsored by the COB and for recognition for College academic honors, awards, and scholarships.

COB Student Resources Link
The COB has developed a Student Resources repository (e.g., APA writing style information, business core reviews, facilities, and other helpful supplements), which can be found on the COB Website. Additionally, WTAMU has developed an Academic Study Skills information site to assist students (e.g., study habits, supplemental instruction, tutoring, writing and math skills), which can be found on the WTAMU Website. For WTAMU Writing Center information (for students needing writing assistance, guidance, and feedback), please
visit their [website](#).

**COB Communications Component**

Students earning a BBA degree must complete at least one course with a communications component as part of the business core requirements. The COB communications component is a requirement in the following courses: **ACCT 4373** (*Accounting Communications*), **BUSI 4333** (*Cross-Cultural Issues in Business Communications*), **BUSI 4350** (*Current Issues in Management Communications*), **BUSI 4380** (*Conflict Resolution and Negotiation*), **BUSI 4382** (*Emerging Media Law*), **CIDM 3320** (*Digital Collaboration and Communication*), **ECON 4370** (*Economics of Health Care*), **FIN 3350** (*Personal Financial Planning*), **FIN 4320** (*Investments*), **FIN 4321** (*Portfolio Theory*), **MGT 3335** (*Organizational Behavior*), **MGT 4380** (*Conflict Resolution and Negotiation*), and **MKT 3342** (*Consumer Behavior*).

Students in a communications component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to demonstrate critical-thinking skills. Specific course requirements and the role of the communications component with respect to student grading policy are at the discretion of the course instructor of record.

**Student Travel Opportunities**

In multiple business courses, there may be opportunities for student travel supplemented by student fees. If you have an interest in such opportunities as they become available, please notify a faculty member.

**Dropping/Repeating the Course**

Should a student decide to drop the course, it is the student’s responsibility to be aware of the final drop dates and adhere to the WTAMU Add/Drop policy. Any student participating in the course after the WTAMU posted drop date will be considered active and a grade will be administered at the end of the course for that student. Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

**Scholastic Dishonesty**

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the University's Academic Integrity Code, as well as the COB Student Code of Ethics listed in this document.
Academic Integrity

All work must be completed individually unless otherwise stated. Commission of any of the following acts shall constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the exam is given in any subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so. For more information, see the Code of Student Life.

Viewpoints/External Websites Disclaimer

The views expressed in this document, web-based course materials, and/or classroom presentations and discussions are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements. It is understood and expected that each individual within this course will respect and allow individual difference of opinion.

Neither the professor, the COB, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, COB, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (Code of Student Life). Unacceptable or disruptive behavior will not be tolerated. Students engaging in unacceptable behavior may be instructed to leave the classroom. Inappropriate behavior may result in disciplinary action or referral to the University’s Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

Technology Requirements

All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer and or to a device with secure broadband Internet connection, data storage and retrieval, and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and Internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTClass (the Blackboard Learning System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTClass. Students must contact WTClass if they have problems accessing and/or using the WTClass environment.

Physical or Educational Access - ADA Statement

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is
the student's responsibility to register with Student Disability Services (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; phone 806-651-2335.

Title IX Statement
West Texas A&M University is committed to providing a learning, working and living environment that promotes personal integrity, civility, and mutual respect in an environment free of sexual misconduct and discrimination. Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. Harassment is not acceptable. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:

- WTAMU Title IX Coordinator Becky Lopez – Kilgore Research Center 147, or call 806.651.3199
- WTAMU Counseling Services – Classroom Center 116, or call 806.651.2340
- WTAMU Police Department – 806.651.2300, or dial 911
- 24-hour Crisis Hotline – 800.273.8255, or 806.359.6699, or 800.692.4039
- Visit the Notalone website

For more information, see the Code of Student Life.

WT Attendance Policy for Core Curriculum Classes
For the purposes of learning assessment and strategic planning, all students enrolled in Core Curriculum or developmental courses at West Texas A&M University must swipe their Buff Gold cards through the card reader installed in the classroom/lab for each class/lab meeting.

Evacuation Statement
If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary; evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

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* Syllabus template approved by COB Curriculum Committee May 2017. Annual review of the syllabus is a formal part of the COB continuous improvement process.