

## **CURRICULUM VITA**

**Paul Nucci**

### **Office Address:**

University of Michigan - Ross School of Business  
Department of Business Communication  
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### **Education**

Eastern Michigan University  
Ypsilanti MI  
Masters of Arts: Communications

Eastern Michigan University  
Ypsilanti MI  
Bachelor of Science: Broadcast Communications

Graduate: Academy of Small Business Consultants (Grand Valley State University)

### **Courses Taught**

#### **Introduction to Business Communications**

This course presents frameworks for writing documents, managing email, and preparing presentations. Cases and exercises emphasize informative communication and strategies for collaboration. Methods for organizing ideas, analyzing data, formatting information, understanding audience needs, and developing a professional communication style are covered

#### **Professional Communication Strategies**

This course focuses on how to make effective communication decisions in diverse professional settings. In particular, the course will concentrate on persuasive communication as well as areas of special interest such as intercultural communication and crisis communication. While students will have the opportunity to complete a variety of business communication assignments, the focus will be on developing professional oral presentation skills

#### **Effective Business Presentations**

This advanced course in business communications builds upon previous business communication core courses by teaching the conceptual foundations behind effective delivery during business presentations. Nonverbal and vocal expressions play a significant role in communication. In addition to the conceptual analysis, there is a lab component to the course that enables students to apply what they have learned by developing their own skills in public speaking. Students learn how to evaluate their own nonverbal and vocal patterns and will have an opportunity to expand their repertoire of speaking skills.

## Social Media and the Changing Nature of Business Communication

Technological advances in business communication continue to evolve. Social media has forced past favorites to recreate themselves into new formats while new social media companies penetrated existing markets and businesses. Social media has transformed internal and external business communication, such that it is becoming more democratic, open, and participatory than ever before. All of these changes have been happening at a speed previously unforeseen in business communication. Businesses that have been slow to adapt are finding that their business practices are quickly becoming inefficient and outdated. This course teaches students about the rapidly changing landscape in social media to enable them to adapt to contemporary business communication challenges

## **Presenter**

One Year Masters Communication Workshop

Masters of Business Analytics & Masters of Supply Chain Management

Three-hour workshop designed to introduce and solidify core Ross communication competencies needed for success in the program

Global MBA Multidisciplinary Action Project (MAP) Kick Off Workshop

An introduction to the communication skills needed for the successful completion of the required action-based learning project

Online Learning Consortium (OLC) Accelerate Conference (2022)

Presented, as part of a group, at the OLC Accelerate Conference, discussing aligning service needs to team skills to scale course design and production services.

## **Co-Curricular Support:**

Communications Coach: Ross Crisis Challenge

The Leadership Crisis Challenge is an annual program operated by the Sanger Leadership Center that challenges students to step into the role of C-suite executives to handle a simulated crisis. The exercise is conducted over the course of two days. Similar to a real-life crisis, the situation was designed to be ever-changing, with social media updates, emails, and calls constantly informing competitors of new developments.

Communications Advisor: Multidisciplinary Action Project (MAP)

MBA students find creative solutions to critical, real-world business challenges through MAP Ross's signature action-based learning course, allowing students to devise a market entry strategy for a healthcare startup, conduct a competitive analysis for a major corporation like Sony Music — wherever MAP takes you, the stakes are high and the impact is real. The MAP experience is designed to help students hone their analytical, project management, and leadership skills. It's a true action-based approach to learning.

Michigan Nexus, a Division of the College of Engineering Professional Education

- Instituted and created standard welcome power point presentations to launch professional programs courses and was the main point of contact with students (learners)
- Instituted post-program communication standards that were lacking or non-existent

- Courses include: Six Sigma Certification, Lean Healthcare, Lean Manufacturing, Kata for Daily Improvement, and Technology+Innovation programs

#### Michigan Ross School of Business Executive Education

- Performed welcome duties for various instructors of Executive Education courses to become main point of contact with students. This included navigating cultural differences while abroad and sharing curriculum obligations
  - Traveled to Saudi Arabia, United Arab Emirates, Qatar, England, Spain

Guest Speaker: Bold Futures (One-Day Workshop for Local Teen)

Washtenaw Community College Entrepreneurship Center

Guest Judge

Business Plans (Undergraduate students)

Entrepreneurship III at Washtenaw Community College

Co-instructor: Funding The Future: Grant Writing For Social Enterprises Workshop

The Center for Advancing Social Enterprise (CASE) at Eastern Michigan University

#### **Guest Lecturer**

Social Media and Digital Communication in Business

University of Michigan - Ross School of Business

Topic: Evolution of Digital Communication

Entrepreneurship III

Washtenaw Community College

Topic: Customer Discovery: Proving Your Concept is Viable

#### **Presentations**

2018 Graduate Research Conference at Eastern Michigan University

Title: Step Family Communication: What We Know and What We Don't

#### **Recognitions, Boards, Certifications, Service**

U-M College of Engineering Staff Excellence Award (2021)

EMU Alumni Association Board of Directors (2012-2018)

EMU College of Business Outstanding Staff Member (2011, 2014)