Instructor: Dr. Catherine G. Green  
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Department: Management  
E-mail: cggreen1@Memphis.edu  
Office Hours: MWF – TBA  
TR: -- 9:00-9:30 a.m.; 11:15 a.m.-12:45 p.m.  
T -- 4:15-6:45 p.m.  

Class Hours: TR - 9:40-11:05 a.m.  
1:00-2:25 p.m.  
2:40-4:05 p.m.  
T – 7:00-10:10 p.m.

Course Management: Elearn courseware


Course Description: MGMT 3510 - Business Communications (3): Communication theory applied to business and the professions; emphasis on effective writing; presentation of written and oral case solutions, letters, memoranda, reports, and employment applications; selection and use of research sources; consideration of business ethics, technology, and intercultural communication. PREREQUISITE: MIS 2749, or equivalent. [W]; NOTE: This is a WRITING INTENSIVE course.

Course Goals and Objectives: To develop an understanding of the theory (principles) of effective communication and the ability to apply these principles to the solving of management problems, especially in the form of written business messages. Although the emphasis is not on grammar, spelling, etc., all work is expected to be correct in these areas. See page 6 for a detailed list of learning and objectives.

Objectives. Upon completion of this course, the student is expected to be able to:
1. Understand and discuss the communication process.
2. Plan, organize, and develop a variety of business messages that display appropriate tones and demonstrate the use of correct appearance of business documents.
3. Discuss and use listening, oral and nonverbal communication skills.
4. Prepare and deliver an effective oral presentation using Microsoft PowerPoint.
5. Gather, organize, and evaluate data to write business reports.
6. Prepare employment communication messages, including a letter of application and résumé.
7. Understand and discuss effective team, interpersonal, and intercultural communication.
8. Use critical thinking, apply ethical approaches to solving business communication problems, and exhibit desirable work traits (business etiquette), which promote success in business.

Prerequisites: Specific requirements for 3000-4000 level business courses must be met for degree-seeking students in the Fogelman College of Business and Economics: completion of all required lower division business courses with a minimum grade of "C" in each; a minimum quality point average of 2.25 (accounting majors 2.50) in all required lower division business courses and Math 1312; 55 hours of course work. The student is responsible for making sure that requirements have been met; otherwise, the student may be administratively dropped.

Evaluation: The grade is determined by of points earned on writing assignments, case (oral and written) assignments, and examinations. Some in-class writing assignments will be completed while others will be written out of class. Approximately 50 percent of the grade is based on examinations and 50 percent on writing assignments. No plus or minus grades are assigned. The traditional grading scale--90-100% = A; 80-89% = B; 70-79% = C; and 60=69% = D--is used.

You are invited to the instructor’s office to discuss grades and progress throughout the session. Updated spreadsheets showing grades are distributed frequently.

Academic Course Requirements: The following minimum assignments are included in all sections of MGMT 3510:
   a. Informational/routine letter
   b. Unpleasant/bad news letter
c. Persuasive letter (letter of application can substitute for this letter)
d. Employment communication (letter of application and résumé minimum requirements)
e. Student individual oral presentations (formal and informal)
f. Research activity which demonstrates use of gathering, organizing, evaluating, and synthesizing information into report format using APA style documentation
g. Business etiquette and team communication activity

Please note the list of assignments, tests, and points in the table below. Bonus activities (to be determined) will be offered during the semester.

<table>
<thead>
<tr>
<th>TESTS, ASSIGNMENTS, AND POINTS POSSIBLE</th>
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<tbody>
<tr>
<td>Test 1, Chapters 1-4, 9 .................................................................................................................</td>
<td>100 pts</td>
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<tr>
<td>Test 2, Chapters 10-13, business etiquette, &amp; intercultural business communication .......................</td>
<td>100 pts</td>
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<tr>
<td>Test 3, Chapters 5-8, 14-15 .................................................................</td>
<td>100 pts</td>
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<tr>
<td>Comprehensive Final Exam (substitutes for ONE EXAM grade) .................</td>
<td>100 pts</td>
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<tr>
<td>Case 1, Graphics (Ch 11) ..................................................................................</td>
<td>30 pts</td>
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<tr>
<td>Case 2, Research (Ch 10-13; business etiquette, intercultural business communication) ...................</td>
<td>100 pts</td>
</tr>
<tr>
<td>Case 3, Memo and Letter (Ch 5-8) ..........................................................</td>
<td>50 pts</td>
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<tr>
<td>Case 4, Job Search (Ch 14-15) ...............................................................</td>
<td>60 pts</td>
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<tr>
<td>Activities 1-12, In-class activities (5 pts each) ......................</td>
<td>60 pts</td>
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<tr>
<td>Total Points Possible ......................................................................</td>
<td>600 pts</td>
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Some assignments may be rewritten once the initial grade has been determined. If an assignment is rewritten, the initial grade and rewrite grade will be averaged. These will be announced in class.

Attendance/Participation/Environment: No separate grade is given for attendance participation; however, both students and instructor are responsible for being in class. Guidelines listed below provide instructions for submitting assignments and maintaining an appropriate classroom environment.

1. In-class assignments must be completed during the given class period and cannot be made up.

2. All work must be turned in on time to receive credit. All students including those involved in extracurricular activities are expected to follow this policy. Generally speaking, turning in assignments at the class meeting is preferred.

   A. Assignments and cases are due at the BEGINNING OF CLASS ON THE DUE DATE and cannot be made up. If a need arises to submit assignments and cases at a time other than the scheduled date, make arrangements with the instructor AHEAD OF TIME. Cases and assignments submitted after the first few minutes of class are considered late even if the student has been sitting in the classroom; such assignments are graded on the basis of 70% of points possible. If a case or an assignment is turned in after the official end of class, the instructor reserves the right to accept it, refuse it, and determine the points earned (or not earned) on it.

   B. Assignments are generally not accepted by email. If circumstances arise in which email submission may seem appropriate, the student MUST get the instructor’s approval before the assignment is due for the instructor to accept it. Assignments to be submitted in class must be submitted IN PERSON in class on the due date.

3. Case 2, Research, is the basis for the presentation to be made at the end of the semester. Students who do not submit Case 2 on the due date (see the class schedule) are not eligible to make the oral presentation. Students who miss their scheduled day for the presentation are not eligible to make up the oral presentation unless time is available after everyone else has presented.
4. Only students with written documentation from Students Disability Services verifying a disability requiring a need for taped lectures will be permitted to record class lectures and discussions. Documentation from SDS may also include approval for other types of technology.

5. Arrive on time for class. Do not come late or leave early.

6. Stay in class throughout the class period. Do not come and go during class.

7. Turn off cell phones and ALL OTHER electronic equipment. Do not receive or make phone calls or access electronic equipment.

8. Arrive alone and unaccompanied for class. Do not bring children/guests to class.

9. Remove hats, caps, and outdoor wear at class. Do not wear hats/caps in class.

10. Finish snacks and drinks before coming into the classroom. Do not eat/drink in the classroom before, during, and after class.

11. Finish conversations before class begins. Do not talk while others are talking.

12. Refrain from . . . criticizing classmates and teachers, questioning a teacher’s authority or knowledge in front of the class, speaking at the same time as others, threatening classmates and teachers, demonstrating intimidating behavior, or telling classmates and teachers to “shut up” (no personal attacks and/or abusive behaviors).

13. Stay awake and alert during class. Do not . . . sleep in class or disrupt others’ concentration by reading newspapers, doing homework from other classes, packing up to leave class before it is over, or working puzzles. Do not wear inappropriate dress such as pajamas and clothing with offensive messages.

Inappropriate behavior affects bonus points and in-class activity points. Bonus points and in-class activity points may be DEDUCTED for inappropriate class behavior.

Academic Dishonesty: Please read University policies on academic dishonesty on the website of the Office of Student Judicial and Ethical Affairs (http://saweb.memphis.edu/judicialaffairs). In summary, “cheating” includes using unauthorized help on tests and quizzes; not following instructions given by the instructor or proctor when tests are given; not following directions for locating and using sources for research/writing projects; using someone else’s research projects and class assignments, including forgery and unauthorized use; and asking someone to alter a grade or evaluation. “Academic dishonesty” refers to giving false information to any University employee. “Plagiarism” means paraphrasing or quoting directly from another individual’s work without giving credit to that individual.

Educational Support Program/Business Learning Center: The Educational Support Center is available for free academic assistance. Contact the ESP (678-3912) in the Fogelman College of Business and Economics, Room 256. Tutors in accounting, statistics, finance, management, and marketing are on staff.

Tentative Schedule: The tentative schedule is shown on the next page. The instructor reserves the right to change this schedule should the class benefit from a change. All changes will be announced in class. Students absent from class should check with classmates or the instructor to determine if any changes have been made. Students are responsible for obtaining the information about class activities.
MGMT3510 TENTATIVE SCHEDULE

Wk 1  Thu, Jan 14  Introduction, Cases

Wk 2  Tue, Jan 19  Chapter 1, Framework for Business Communication  Thu, Jan 21  Chapter 2, Interpersonal Communication

Wk 3  Tue, Jan 26  Chapter 3, Group Communication  Thu, Jan 28  Chapter 4, Written and Spoken Messages

Wk 4  Tue, Feb 2  Chapter 4, cont.  Thu, Feb 4  Chapter 9, Written Message Revision

Wk 5  Tue, Feb 9  Test 1: Ch 1-4, 9  Thu, Feb 11  Chapter 10, Report Process and Research Methods

Wk 6  Tue, Feb 16  Chapter 11, Data and Graphics  Thu, Feb 18  Business Communication; Case 1 due

Wk 7  Tue, Feb 23  Intercultural Business Communication  Thu, Feb 25  Chapter 12, Report and Proposal Organization and Preparation

Wk 8  Tue, Mar 2  Chapter 13, Business Presentation Preparation  Thu, Mar 4  Speakers; Case 2 due

Mon, Mar 8-Sun, Mar 14  Spring Break

Wk 8  Tue, Mar 16  Test 2: Ch 10-13, Business Communication, Intercultural Business Communication  Thu, Mar 18  Chapter 5, Electronic Communication

Wk 9  Tue, Mar 23  Chapter 6, Good- and Neutral-News Messages  Thu, Mar 25  Chapter 7, Bad-News Messages

Wk 10  Tue, Mar 30  Chapter 8, Persuasive Messages; Case 3 due  Thu, Apr 1  Chapter 14, Résumés

Wk 11  Tue, Apr 6  Chapter 14 cont.  Thu, Apr 8  Chapter 15, Interviews and Other Employment Messages

Wk 12  Tue, Apr 13  Chapter 15 cont.; Case 4 due  Thu, Apr 15  Test 3: Ch 5-8, 14-15

Wk 13  Tue, Apr 20  Presentations*  Thu, Apr 22  Presentations*

Wk 14  Tue, Apr 27  Presentations*  Wed, Apr 28  Last Day of Class  Thu, Apr 30  Study Day

Wk 15  Tue, May 4  Final exam: Chapters 1-14, BC, & IBC, 10:30 a.m. (9:40 class) or 1:00 p.m. (2:40 class)  Thu, May 6  Final exam: Chapters 1-14, BC, & IBC, 10:30 a.m. (1:00 class)  Sat, May 3  Commencement

*Only students who submitted a written abstract of at least two (2) single-spaced pages (with appropriate font style and size) on the topic selected and submitted by class time on the date specified in the schedule will be eligible to make the oral report.

NO PROVISION IS MADE FOR MAKING UP ASSIGNMENTS OR EXAMS.
MGMT3510, Business Communication, Learning Objectives

Describe the communication process, including verbal/nonverbal mediums
* List barriers to effective communication; describe their impact on effective communication
* Identify ethical/legal considerations in business communication
* Describe characteristics of groups/teams; summarize benefits/problems associated with group/team work
* Describe technological tools used for oral/written communication; apply/use ethical and legal principles
* Summarize guidelines for effective writing

Oral Communication and Listening
* Summarize guidelines for speaking effectively; demonstrate this knowledge by making an oral presentation
* Explain oral communication skills needed for different types of presentations, i.e., interviews, meetings, etc.
* Summarize guidelines for effective listening; explain the relationship between speaking/listening
* Identify barriers to effective listening; describe ways to improve listening skills

Reports
* Identify/discuss characteristics of effective informal/formal business reports
* Demonstrate knowledge of correct formats for informal/formal business reports
* Identify/evaluate sources of information, specifically primary/secondary data
* Demonstrate knowledge of APA/MLA styles for citing/referencing sources
* Identify typical divisions of a proposal; examine similarities/differences between business reports/proposals
* Identify guidelines for constructing charts/informal/formal tables; create tables/charts using guidelines
* Compose/rewrite selected sections of business reports/proposals

Written Business Messages
* Identify guidelines for writing effective e-mail messages, memo, and letters
* Demonstrate knowledge of correct formats for letters/memos
* Describe/illustrate direct/indirect arrangements of written business messages
* Classify types of messages by routine, favorable, persuasive, negative; apply guidelines to composing messages
* Compose/rewrite favorable, persuasive, and negative e-mail messages, letters, and memos
* Assess writing style of other students through peer review of selected written business messages

Employment Communication
* Identify/describe methods of obtaining employment, including on-line sources
* Describe differences in format and content of chronological, functional, combination styles of résumés
* Explain how electronic résumés differ from traditional résumés
* Prepare/rewrite traditional and electronic résumés
* Compose/rewrite letters of application and other employment messages, such as job acceptance letters
* Identify guidelines for preparing for successful employment interviews
* Prepare questions to ask in employment interviews; plan replies to standard questions
* Differentiate between questions that are legal/appropriate and illegal/inappropriate to ask in interviews; prepare replies to illegal/inappropriate questions

Etiquette and Intercultural Understanding
* Demonstrate knowledge of proper business etiquette related to introductions/business dress
* Summarize guidelines for proper dining etiquette, telephone communication, meeting manners
* Discuss cultural values; compare U.S. values to those of selected countries
* Examine customs and etiquette of selected countries; compare them to those of the U.S.
* Compare methods of nonverbal communication of U.S. persons with those of selected countries
* Compare written communication format, content, writing style of U.S. messages with those of selected countries
* Explain importance of intercultural understanding through travel/encounters with others of other cultures