Course Description: 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. [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.

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 resume;
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.

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 resume 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

Grade Components. The final grade will be determined by the number of points earned on examinations, class assignments (including oral and group presentations), and written assignments (memos, letters, and reports). Some class and written assignments will be completed during class time and without prior notice; others will be completed out of class.

The total points you earn in each grade component of the course will be divided by the total points possible for that component. The appropriate percentage will then be calculated for each component to determine your final percentage/grade. (Plus/Minus [+-] grading system will not be used in this class).
Grade Components:  
Grading Scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>Assignments/Attendance</td>
<td>25%</td>
<td>A= 90 - 100% of total points possible</td>
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<tr>
<td>Exams</td>
<td>25%</td>
<td>B= 80 - 89% of total points possible</td>
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<tr>
<td>Reports (Oral/Written/Group)</td>
<td>50%</td>
<td>C= 70 - 79% of total points possible</td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
<td>D= 60 - 69% of total points possible</td>
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Assignments. Information needed to complete each assignment will be provided as you need it. Due dates will be announced during the semester. Grading sheets, which list requirements, will be distributed as needed. All assignments must be typewritten. Assignments with a "rewrite" option will be identified.

NOTE: Any assignment evaluation criterion that is excessively violated will result in a 25 percent reduction of points from the total points possible. Assignments must be submitted in class, on the date due, during the class period, and at the time the instructor makes the request. There are NO provisions for make-up work. Credit will not be given for assignments with technology malfunction issues or for incomplete, incorrect, or plagiarized assignments. You may submit assignments early through appropriate communication mediums. Early assignments or those submitted outside of class MUST be received by the professor before the scheduled class time. Changes/revisions to PowerPoint slides may be presented in class only. You are responsible for any material/instructions, etc. presented in class.

Assignments/exams will be returned for your review. Assignments/exams physically reviewed during a class period must be returned to the instructor during the same class period. Failure to return any assignment/exam as indicated will result in that assignment/exam being disallowed for grade computation. Student work will be held for ONE semester after the end of the course. Please retrieve any materials you wish to include in your communication portfolio as soon as possible.

Exams/Final Exam. Exams will generally consist of true-false, multiple-choice, short answer, essay, and completion questions as well as application exercises. The final exam is optional, comprehensive, and scheduled for Thursday, May 6, 8:00 a.m.-10:00 a.m.

Administrative Course Requirements:

Class Attendance. Enrollment in this course obligates the student not only for prompt completion of all work assigned but also for punctual and regular attendance and for participation in any class discussion that may occur. It is the student's responsibility to keep informed concerning all assignments made. Absences do not absolve him/her of this responsibility. If you are absent during a scheduled EXAM, the FINAL EXAM will substitute for the missed exam. You can only use the FINAL EXAM to replace ONE Exam grade.

Absence from more than 10 percent of the scheduled class sessions is considered excessive. If you must exceed this 10 percent maximum, withdrawing from the course should be considered. All absences are counted; therefore, the instructor does not grant excused absences. Credit for class attendance requires that you arrive on time and stay (in class) the entire period.

Posting of Grades. No grades will be posted. Keep an accurate record of your progress in this course.

Academic Integrity and Student Conduct. Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs (http://saweb.memphis.edu/judicialaffairs). Please take a look, in particular, at the sections about "Academic Dishonesty," "Student Code of Conduct and Responsibilities," and "Disruptive Behaviors." I will expect students to be aware of these guidelines and to conduct themselves accordingly. Conduct which is considered disruptive as well as equated to a class absence includes (but is not limited to) arriving late for class, leaving early, leaving and returning during the class period, having telephones or pagers which ring or beep in class, and bringing children or other nonenrolled guests to class.
Note: The need to tape record class lectures will only be considered for students with written documentation from Student Disability Services verifying a disability requiring a need for taped lectures.

**Prerequisites.** To be enrolled in any 3000-4000 level business course students seeking a degree in the Fogelman College must: (1) have completed all required lower division Business Administration courses with a minimum grade of "C" (2.0) in each. (2) Have a minimum quality point average of 2.25 (ACCT major 2.5) in all required lower division business courses and Math 1312. (3) Have accumulated 55 hours of course work including the required 9 semester hours of English. Non-Business majors must have junior or senior standing and have met specific prerequisites of courses. Students are solely responsible for ensuring that these requirements are met; otherwise, administrative drop actions may be implemented.

**Note From Faculty Director of Undergraduate Programs.** Admission into this class is by permit only. Students who are enrolled in the class (on the last day to add classes) will only be given a permit for the class for the next semester one week before the semester begins. Permits will be granted at this time only if space is still available.

**Education and Writing Assistance (Free):**

Educational Support Program (ESP)-provides academic counseling, contact information is www.people.memphis.edu/~aetcpu/html/esp.HTM

The Business Learning Center (Room 256, FCBE)-provides tutoring in accounting, statistics, finance, management, and marketing. Writing assistance is also available in Patterson, Room 225 only. Contact number is 901.678.3912.

Tutoring: General tutoring (www.memphis.edu/tutoring); Writing (www.memphis.edu/onlinetutoring)

University of Memphis plagiarism tutorial located at: http://exlibris.memphis.edu/help/plagiarism/

APA format websites - http://owl.english.purdue.edu/handouts/research/r_apa.html#Your or http://www.docstyles.com/apacrib.htm

www.memphis.edu/onlinetutoring

Study efficiencies/time management-Mitchell Hall, Room 207