Business Communication, MGMT 3510, Section 501, Spring 2010

The University of Memphis, Millington Campus  
MW  5:30 p.m. – 8:30 p.m.

Professor’s contact information:  Dr. Bobbie Krapels  
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Fax:  624-5529 (call me to shut off answering machine before sending a fax)

Course Management information:   All class materials will be posted to UMdrive


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.  
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.  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:

Grade Components:  Approximately   Grading Scale:

<table>
<thead>
<tr>
<th>Activities</th>
<th>Points</th>
<th>Grade</th>
<th>Percentage Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework/report</td>
<td>250</td>
<td>A</td>
<td>90% or more</td>
</tr>
<tr>
<td>Exams</td>
<td>300</td>
<td>B</td>
<td>80%-89.9%</td>
</tr>
<tr>
<td>Presentations/briefings</td>
<td>250</td>
<td>C</td>
<td>70%-79.9%</td>
</tr>
<tr>
<td>In-class written work</td>
<td>100</td>
<td>D</td>
<td>60%-69.9%</td>
</tr>
<tr>
<td>Total Points</td>
<td>900</td>
<td>F</td>
<td>below 60%</td>
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All MGMT 3510 sections must include the following minimum assignments:

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
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

Assignments will discussed in class and most will have an evaluation form provided on the UM drive course site for students to review to insure their work fits instructor expectations.  All written assignments are due at the beginning of the class on the required due date.  Late written assignments will be accepted via email on the due date ONLY if arrangements with the instructor are made prior to the day of class.  Oral presentations and briefings must be given on the assigned date for credit to be received.  Time constraints do not allow for
rescheduling; therefore, a zero will result if absent. Students who are late or miss class are responsible for all notes, discussion, and announced schedule or assignment changes.

Two tests will be given as well as a cumulative final exam. If you have taken the two tests and your grades are acceptable, you may sign a form at the end of class Monday, Mar 1, telling me you accept those two grades and will not take the final. If you missed one of the two tests or want to attempt to raise your grade by taking the final and exchanging your lower test score for your final exam score, you will sign the form letting me know you want to take the final exam. Each student MUST HAVE two scores (completed two tests or completed one test and the final exam). Regularly scheduled tests and the cumulative final exam will include Agree/Disagree, multiple choice, short answer/essay, and application documents (brief case solutions similar to your homework and in-class written documents). Tests or exams will be given at the beginning of class on the date scheduled. With the two tests other material will be discussed or presentations scheduled for the remainder of the class.

Administrative Course Requirements:

Students will sign a class listing each class period. In-class oral (briefings, presentations) or written (tests, quizzes, or case writings) cannot be made up if missed; therefore, to receive an A or B, students must attend class. In the event of an emergency, documentation will be required (example: copy of an accident report or of hospital admission form) prior to any discussion of extra credit.

ATTENTION: Please review both the Academic Dishonesty section and the Examples of Disruptive Classroom Behaviors at http://saweb.memphis.edu/judicialaffairs/. Specific situations will be discussed the first day of class with a handout for each student.

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