The University of Memphis

Business Communication, MGMT 3510
Fall 2017
CRN 80783 Section 002
FCBE Room 259 M.W. 12:40pm.-2:05pm.

Professor's contact information: Gilda G. Lewis
gglewis@memphis.edu
Contact: By email or appointment

Coordinator, Business Communication:
Dr. Barbara D. Davis, Room 328 Fogelman, 678-3932,
bddavis@memphis.edu

Course Management information: Ecourseware. Please check Ecourseware weekly for updates on assignments, interesting points about Business Communication and grades. There are e-text Management books on Ecourseware for your use. Please do not send messages on Ecourseware email, please use gglewis@memphis.edu.

Textbook Information:
Essentials of Business Communication
10th Edition South- Western Cengage Learning
New textbook is required in order to facilitate the entire learning experience of
To access CourseMate and enroll in this course, please go to:
http://login . cengagebrain.com/course/

Course Key MTPPLJ3PFX5L

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. 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.

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 write a variety of business messages that display appropriate tones and demonstrate the use of correct appearance in
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.

BBA Degree Program Learning Outcomes
The learning outcomes for this degree program are located on the following URL.

http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

Note: Goals indicate Learning Outcomes for the degree program. The objectives under each learning outcome indicates what must be done to reach the learning outcome. Faculty members in the Fogelman College developed these learning outcomes and periodically assess students to determine the level that the learning outcomes are being met.

Academic Course Requirements:

Student Responsibility
You are responsible for all work covered in class regardless of your attendance record. You are responsible for any and all reading and writing assignments. You are responsible for presenting assignments on time. You are responsible for all material covered in the text. All written assignments are to be typed (1.5 spaces) and submitted into the drop box on the date assigned. This syllabus is not to be considered as a contract. It is merely a guide to assist students in planning and preparing for class. With reasonable notice the syllabus is subject to change.

ADA
Any student who anticipates physical or academic barriers based on the impact of a disability is encouraged to speak with me privately. Students with disabilities should also contact Disability Resources for Students (DRS) at 110 Wilder Tower, 901-678-2880. DRS coordinates access and accommodations for students with disabilities.

Grading:

Exam 1 100 points
Exam 2 100 points
Class participation
Attendance 100 points
Elevator Speech 50 points
Textbook Exercises 100 points
Written Assignments 300 points
Presentation/Research 300 points
Final Exam 100 points

Total 1150 points

Grade for Course: Based on the percentage of total course points attained by the student.
A 90 - 100%
B 80 - 89%
C 70 - 79%
D 60 - 69%
F Below 60%

Grade for Course:

Student assignments: Written assignments are an important component of this class. Assignments are to be submitted into the appropriate drop box by due date. Assignments should be proof read and proper formatting is required.

Textbook Assignment

Textbook assignments are worth 100 points. New textbook required.

Examinations: Two examinations and a final are given in this course. Exams are designed to check knowledge of specific concepts as well as comprehensive understanding of principles and interrelationships. Essay questions and all written reports will be graded on the basis of how logically supportive the response is to the matter described.

Make-up/Missed Test

Exams will be taken on E-Courseware. If for any reason, you have a problem with an e-courseware exam, you must notify the instructor ASAP. If you miss the deadline for an exam, the instructor will determine if you are allowed to make up the exam with a letter grade reduction.

Attendance: This course demands regular attendance and participation. You will be held accountable for attendance and points will be deducted from your grade for unexcused absences, Class Attendance and participation: 100 points toward the final grade will be determined by attendance/class participation

Written Assignments worth 300 points of grade

a. Informational/routine message
b. Unpleasant/bad news message
c. Persuasive message (letter of application can substitute for this message)
d. Employment communication (letter of application and resume minimum requirements)
e. Student individual oral presentations (formal and informal)
f. Business etiquette and team communication activity (Networking Component)

Research Project

Research activity, which demonstrates use of gathering, organizing, evaluating, and synthesizing information into report format using graphics as well as APA style documentation (Team Project)
Team work is emphasized and the team’s grade is equally distributed. Presentation of project requires business dress.

Administrative Course Requirements:

**Prerequisites:** Students must have earned a minimum of 45 credit hours and have met specific course prerequisites with a minimum grade of “C” to be eligible for all 3000 and 4000 level courses. In addition to these requirements, students seeking a degree in the Fogelman College of Business and Economics must have (1) completed all required lower division business courses with a minimum grade of “C” in each; (2) minimum of 2.25 GPA (2.5 for accounting majors) in all required lower division business courses and MATH 1830 or 1910, and (3) 45 hours of course work including MATH 1830 or 1910, COMM 2381 and 9 hours of English (See B.B.A. Degree Requirements-General Requirements). Non-Business majors must have junior or senior standing and have met specific prerequisites of courses. Students are responsible for ensuring that requirements are met; otherwise, administrative drop actions may be implemented.

**Academic Integrity:** Cheating and plagiarism are unacceptable in an academic environment and will not be tolerated. University regulation provides for the assignment of a failing grade for anyone found guilty of such misconduct. Please familiarize yourself with the academic policy used at the University of Memphis. [http://www.memphis.edu/studentconduct/misconduct_process.htm](http://www.memphis.edu/studentconduct/misconduct_process.htm)

**Student Conduct:** This is a professional educational environment. Students may not eat in class. Professional decorum is expected during class and during discussions. Respect for all students and staff is required in this class. Grades will be affected by unprofessional conduct. [http://www.memphis.edu/studentconduct/studenthandbook.htm](http://www.memphis.edu/studentconduct/studenthandbook.htm)

**Posting of Grades:** E-Courseware will be used to compile grades. Assignments are expected to be placed in the appropriate drop box on the date assigned. The assignments are intended to assist you learning the materials for this class. Please be aware of the weekly assignments that are required in the companion website.

**Fall 2017 Calendar**

**All POT**
- Registration Period Begins: Apr 3, 2017 / Mon
- Commencement: Check Commencement website.

**Full POT**
- First Day of Classes: Aug 28, 2017 / Mon
- Labor Day: Sep 4, 2017 / Mon
- Fall Break: Oct 14-17, 2017 / Sat-Tue
- Thanksgiving Holidays: Nov 22-26, 2017 / Wed-Sun
- Last Day of Classes: Dec 6, 2017 / Wed
- Study Day: Dec 7, 2017 / Thu
- Exams: Dec 8-14, 2017 / Fri-Thur
<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Course Chapter 1 Business Communication in the Digital Age</td>
<td>Short essay “Who I am and what are my expectations for my life”</td>
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<tr>
<td>Week 2</td>
<td>Chapter 11 Professionalism at work, Business Etiquette, Ethics Team work.</td>
<td>Elevator speech</td>
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<td>Week 3</td>
<td>Chapter 2 Planning Business Messages</td>
<td>Teams Assigned</td>
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<td>Week 4</td>
<td>Chapter 3 Organizing and Drafting Written Messages Chapter 4 Revising Business Messages</td>
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<td>Week 5</td>
<td>Exam 1 E courseware Chapters 1-2-3-4-11-Chapter 13 The Job Search and Resumes Chapter 14 Interviewing for a Job and Preparing Employment Messages</td>
<td>Monday Begin work on Resume Subject to change due to Campus wide job fair</td>
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<tr>
<td>Week 6</td>
<td>Chapter 14 Interviewing for a Job and Preparing Employment Messages</td>
<td>Resume draft submitted in E courseware drop box</td>
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<td>Week 7</td>
<td>Chapter 5 Short Workplace messages</td>
<td>Research topic chosen Topic approved by Instructor</td>
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<tr>
<td>Week 8</td>
<td>Chapter 6 Positive Messages</td>
<td>Good Work, Commendation due,</td>
</tr>
<tr>
<td>Week 9</td>
<td>Chapter 7 Negative Messages</td>
<td>Bad News message due</td>
</tr>
<tr>
<td>Week 10</td>
<td>Exam 2 Ecourseware Chapters 13-14-5-6-7 Chapter 8 Delivering Persuasive message</td>
<td>Monday</td>
</tr>
</tbody>
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Week 11 | Chapter 9 Informal Reports | Sales message due
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Week 12 | Chapter 10 Proposals and Formal Reports |  
Week 13 | Chapter 12 Business Presentations |  
Week 14 | Organizing Reports |  
Week 15 | Presentations | Paper and Team Presentations due
Week 16 | Presentations | Paper and Team Presentations due

Final per scheduled

**Resources, Education and Writing Assistance (FREE):**

APA format websites:
[https://owl.english.purdue.edu/owl/resource/560/01/](https://owl.english.purdue.edu/owl/resource/560/01/) or
[http://www.docstyles.com/apacrib.htm](http://www.docstyles.com/apacrib.htm)

Alphanumeric Outline Example:
[https://owl.english.purdue.edu/media/pdf/20081113013048_544.pdf](https://owl.english.purdue.edu/media/pdf/20081113013048_544.pdf)

Career Corner:

Career Services:
[http://www.memphis.edu/careerservices/](http://www.memphis.edu/careerservices/)

Educational Support Program (ESP)-provides academic counseling, contact information is
[http://www.memphis.edu/esp/supplemental.php](http://www.memphis.edu/esp/supplemental.php)

Professional Development Center Programs:
[http://www.memphis.edu/professional/index.php](http://www.memphis.edu/professional/index.php)

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](http://www.memphis.edu/tutoring))
Writing and online tutoring ([www.memphis.edu/onlinetutoring](http://www.memphis.edu/onlinetutoring))

University of Memphis plagiarism policy and helpful tutorials:
[UM Policy on Plagiarism](http://www.memphis.edu/instructionalsvcs/instruct.php#plagiarism),
[http://cassian.memphis.edu/history/mcrouse/lit.html](http://cassian.memphis.edu/history/mcrouse/lit.html)
[How To Avoid Plagiarism](http://www.memphis.edu/instructionalsvcs/instruct.php#plagiarism)

Study efficiencies/time management-Mitchell Hall, Room 207