Course Syllabus
MGMT 3510-M53 – Business Communication
Fall Semester, 2016
3.0 Credit Hours

(Last updated: 8/16/16)

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LinkedIn: Martha D. Robinson (search)

Office Hours: The standard means for communicating with the instructor is via course email and during office hours throughout the semester. However, phone calls can be scheduled on Tuesdays, Thursdays, and from 10:00 – 12:30 PM (Central Time), additional appointments are available by appointment.

Course Management System: (elearn/eCourseware, Coursemate)

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


Student Registration
URL: https://login.cengagebrain.com/course/4LPP-TRFP-LJS6

CourseKey: CM-4LPP-TRFP-LJS6

NOTE: A NEW copy of the textbook must be purchased to access the publisher’s online materials. Register the ACCESS code included in the book then input your COURSEKEY (see above) provided by your instructor for this section of the course. Used books will require that you purchase a separate ACCESS code, which costs as much as a new book.

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. COURSE 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 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.

BBA Degree Program Learning Outcomes

The learning outcomes for this degree program are located on the following URL. Notice that Goals indicate Learning Outcomes for the degree program. The objectives under each learning outcome indicate 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. URL: http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

Academic Course Requirements:

Final Course Grades

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Percentage Earned</th>
<th>Assigned Grade</th>
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<tbody>
<tr>
<td>92-100 Points</td>
<td>A</td>
</tr>
<tr>
<td>84-91 Points</td>
<td>B</td>
</tr>
<tr>
<td>75-83 Points</td>
<td>C</td>
</tr>
<tr>
<td>65-74 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 65 Points</td>
<td>F</td>
</tr>
</tbody>
</table>
Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, quizzes and projects. A detailed description of each of the assessed activities can be found after the scoring summary table below.

**Summary of Graded Activities**

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Topics (2 @ 30 pts each)</td>
<td>60</td>
</tr>
<tr>
<td>Team Case Assignment 3 @ 100 pts. each</td>
<td>300</td>
</tr>
<tr>
<td>Quizzes 4 @ 30</td>
<td>120</td>
</tr>
<tr>
<td>Homework Written Assignments (Coursemate) (4 @ 10 pts each)</td>
<td>40</td>
</tr>
<tr>
<td>Team Crisis Communication Case Assignment</td>
<td>100</td>
</tr>
<tr>
<td>Written Assignments (5 at 20 pts each)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Final Research Project</strong></td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>820 pts</strong></td>
</tr>
</tbody>
</table>

The following topics and minimum assignments **must be** included in all sections of MGMT 3510:
- a. Textbook online graded quizzes, language reviews, and/or selected assignments (Instructors must assign and grade student work from publisher’s website, i.e., Coursemate)
- b. Informational/routine message
- c. Unpleasant/bad news message
- d. Persuasive message (letter of application can substitute for this message)
- e. Employment communication (letter of application and resume minimum requirements)
- f. Student individual oral presentations (formal and informal)
- g. Research activity which demonstrates use of gathering, organizing, evaluating, and synthesizing information into report format using graphics as well as APA style documentation
- h. Business etiquette ([See Etiquette under Resources](#)) and team communication activity

**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.
**Class Attendance:**  Formal attendance will be taken during each class meeting; students are expected to fully participate in discussions and class activities. You are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

**Academic Integrity:**  The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity.

http://www.memphis.edu/studentconduct/academic-misconduct/index.php

http://libguides.memphis.edu/academicintegrity

http://www.memphis.edu/studentconduct/academic-misconduct/resources.php

**Student Conduct:**  All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College's Netiquette website.

http://www.memphis.edu/studentconduct/pdfs/csrr.pdf

**Posting of Grades:**  Grades will be posted in elearn.

**ADA Statement.**  To receive disability related accommodations and services, students must first register with Disability Resources for Students (DRS), 110 Wilder Tower, 678-2880. DRS coordinates accommodations for students with documented disabilities (http://www.memphis.edu/drs/index.php).

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

APA format websites:
http://www.apastyle.org/
https://owl.english.purdue.edu/owl/resource/560/01/ or
https://owl.english.purdue.edu/owl/resource/560/16/

Alphanumeric Outline Example:
https://owl.english.purdue.edu/media/pdf/20081113013048_544.pdf

Career Corner:
http://www.memphis.edu/professional/academics/career_corner.php
Career Services:
http://www.memphis.edu/careerservices/

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

Professional Development Center Programs:
http://www.memphis.edu/professional/

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: 901.678.3912.

The Center for Writing and Communication: Basement Wilder Student Center.

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

University of Memphis/Fogelman College plagiarism policy and helpful tutorials:
Plagiarism
http://www.memphis.edu/fcbe/pdfs/students/fcbe_plagiarism_library.pdf
http://www.memphis.edu/fcbe/students/plagiarism.php
http://web0.memphis.edu/history/misconduct_plagiarism.htm

Etiquette:

MGMT 3510 Students participate in a Dining Etiquette experience. Students will receive instruction
in dining and business etiquette prior to the event (detailed instructions will be given in class and
posted in elearn).

NOTE: This schedule is tentative. The instructor reserves the right to make changes. All schedule
changes will be announced in class. Absence from class does not absolve the student from being
responsible for obtaining this information.