Course Syllabus
Business Communication, MGMT 3510
Spring Semester 2016
Section 007: Monday Evening 5:00 PM- 8:00 PM
Main Campus, RM

PROFESSOR: Ricks Mason
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AREA: Management
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Office Hours: By Appt.


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:  

Attendance-Participation : 25%  
Written Assignments, Reports, Presentations : 25%  
Exams : 50%  

Grading Scale:  
90-100% = A  
80-89% = B  
70-79% = C  
60-69% = D  
Below = F  

Assignments. Access to information to complete each assignment along with grading sheets that list requirements will be provided as needed. Due dates are listed on the class schedule. All assignments must be keyed. Assignments with a “rewrite” option will be identified.

NOTE: Review/familiarize yourself with the Homework Guide located on the umdrive for this class.

Any assignment evaluation criterion 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. DO NOT put assignments under the door or mailbox. 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 (prior approval required) through appropriate communication mediums. Early assignments or those submitted outside of class MUST be received by the professor before the scheduled class time.

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 ONE semester after the end of the course. Please retrieve any of your materials by that deadline.

Exams/Mid-Term & Final: Exams will generally consist of multiple-choice, short answer, essay, and completion questions as well as application exercises. The final exam will cover second half of class.

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. Absences do not absolve him/her of this responsibility. It is the student’s responsibility to keep informed concerning all assignments made and information presented in class, but not by contacting the professor for information about what was missed during class or requesting that the professor review material missed during the student’s absence. 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 professor 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. Please take a look, in particular, at the sections about “Student Code of Conduct and Responsibilities,” and “Disruptive Behaviors” (UM Student Code of Conduct) “as well as the section on Academic Dishonesty (http://saweb.memphis.edu/judicialaffairs/dishonesty/definitions.htm).” 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 and is a basis for ejection from the class.
Communication Protocol. See the professor during office hours rather than publicly discussing any personal situation during class or in the 15 minute interval between classes.

Electronic Devices. The professor reserves the right to prohibit the use of electronic devices during class. All electronic devices must be put in silent mode during class.

ADA Statement. To receive disability related accommodations and services, students must first register with Student Disability Services and provide current and appropriate medical and/or psycho-educational documentation which identifies the specific nature and extent of a qualifying disability, including the functional limitations currently imposed by the disability (http://www.memphis.edu/sds/index.php).

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 responsible for ensuring that 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.

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

Education and Writing Assistance (Free):
Educational Support Program (ESP)-provides academic counseling, contact information is http://www.memphis.edu/esp/supplemental.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)
Writing and online tutoring (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
How To Avoid Plagiarism.
APA format websites:
http://owl.english.purdue.edu/handouts/research/r_apa.html#Your or
http://www.docstyles.com/apacrib.htm

Study efficiencies/time management-Mitchell Hall, Room 207
Tentative Course & Assignment Schedule:

(Changes to course schedule will be announced in class; it is the student’s responsibility to get changes to the schedule from class announcements)

Spring 2016

January 25- Introduction, Class Expectations, Lecture: Chapters 1, 2, Intro Assignment

February 1- Intro Assignment due, Lecture: Chapters 3,4, Good News Letter Overview

February 8- Good News Letter due, Lecture: Chapters 5,6 Bad News Letter Overview

February 15- Bad News Letter due, Lecture: Chapters 7, 8 Mid-Term Review

February 22- Mid-Term Exam

February 29- Lecture: Chapters 9, 10 Social Media Paper Overview & Assignment

March 7- Spring Break

March 14- Social Media Paper Due, Lecture: Chapters 13, 14 Focus 2 Assessments and Targeted job Interview Overview, Resume & Cover letter overview

March 21- Targeted job opportunity, Focus 2 Assessments, Resume & Cover Letter due, References, Follow up- Thank you letter overview, Lecture: Chapters 11 & 12, Individual Presentation overview & Schedule

March 28- References and Follow up Thank you letter due, Individual Presentations begin, remaining presentation schedule
April 4- Individual Presentations continued, Group Presentation schedule and preparation time

April 11- First Group Presentations

April 18- Second Group Presentations

April 25 (Last Day of Class)- Grades Returned, Finals Review

Final Exam: TBA
Assignment Description

Intro Writing Assignment: This assignment is used to help me determine your current level of writing skills.
(1) Develop your own professional letterhead (use this letter head for all assignments you turn in)
(2) Write 3 to 4 paragraph description of yourself (date & inside address) including your classification, major, career interests, your assessment of your communication skills, career goals and any pertinent information (assignments should be typed and proofed). See chapters 6&7 for help on format.

Good News/Routine Letter: You will be given a topic in class and or ecourseware and write a one page letter on your letterhead with a minimum of 3 paragraphs. See Chapter 6 for help on format.

Bad News Letter: This letter is based on the content in Chapter 7. Read the chapter carefully before you draft this letter. You will be given a topic in class and or in ecourseware. Utilize same format as in the good news letter (letter head and minimum of 3 paragraphs).

Social Media Paper: This paper will include a 3-5 page paper on the “Pros and Cons of using Social Media during Your Job Search”. Requirements: 3-5 appropriate sources (not your text), use APA for in-text citations and include a Reference page. APA should be used for the paper format (1 inch margins all around, 12 point type, double spaced, and an appropriate cover page (cover page does not count toward 3-5 pg minimum). Sources for this paper should be professional journal articles, search carefully for appropriate articles. See chapters 9, 10 and 11 for this assignment. Do not use Wikipedia for this report. Sources should be relevant and written within the last 5 years. Graphs and or charts should be utilized within the text of the report. Cut and pasted graphs or charts will not be accepted (See chapter on graphs and charts).

Career Plan Assignment: This project includes aspects of all that you will learn in this course: writing skills, research skills and career awareness. Text resources for this project are chapters 4, 8, 13 and 14. The career plan assignment is divided into 4 categories (Career plan I-IV) with each plan being due at different times throughout semester (see syllabus).

Career Plan I/Targeted Job Opportunity: research your “ideal” career position either online at monster.com or another online source. Print out the copy of job as well as the job requirements, skills, experience or any other pertinent information. Consider these requirements when you develop your resume’.

Career Plan II/Focus 2 Assessments-Career Overview: To assist you in developing your career plan, it is good to take some assessments that help to identify your strengths, skills and interests. Go to www.memphis.edu/career
services and take **FOCUS 2** career assessments. Print these out and include them when you turn in the career plan III assignment.

**Career Plan III/Resume & Cover Letter:** Using the job posting above, develop a professional resume on resume paper accompanied by a cover letter (written in persuasive form). See chapters 8 & 13 as a reference for each. Microsoft formats will not be accepted. Use the same letterhead you developed for other writing assignments. See the FCBE resume’ formats in the FCBE Career Corner for formatting your resume (www.memphis.edu/fcbe/career).

**Career Plan IV/List of References & Thank You Letter:** Identify 3-5 “real” references you would like to use in a career search. Using a separate page from letterhead, list your references vertically *(see your text for format and style)* citing the contacts name, title, organization name, mailing address, email and relationship of source to you. On your letterhead, thank your potential employer for allowing you the opportunity visit and interview for the position. Use the same employer you started with in career plan.

**Individual Presentation:** Oral and written communication skills are among the top five skills requested by today’s employers. Business professionals need to be able to communicate well to diverse audiences and various environments. Each student will: (1) Sign up for a topic in class and choose a presentation date (2) Prepare a 5-7 minute power point presentation- 10 slide minimum (3) appropriate animation, audio visuals and other aides should be utilized (4) An outline of your presentation as well as hard copy of presentation are due on your presentation date (5) Business Professional dress required for presentation (6) Remember to proof all slides and remember slides are there as support not a script to be read.

**Team Presentation:** Today’s work environment is largely team based. Successful business professionals learn how to achieve results by working with others. Teams will be composed of 3 to 4 members and the number of teams will be dictated by final class enrollment. Each group will: (1) Select a topic as a team from the professor’s list (2) Gather team members name and contact information (3) Develop a presentation outline (4) A minimum of 12 power point slides (5) Presentation should be 7-10 minutes in length with each member presenting (6) Each team should be professionally dressed (7) Outlines and hard copies of presentation will be due on presentation date (8) Team presentations should be practiced and will be graded on practice preparation, creativity, animation, audiovisuals and other presentation aides studied in the chapters.