Course Syllabus

Business Communications MGMT 3510
Section M51-Online; Spring 2016; Jan 19 – May 5, 2015

Instructor Contact Information:
Dewey Hemphill, Adjunct Faculty
Phone: 901-603-2552 (Voicemail Only)
Email: D.Hemphill@memphis.edu

The best, fastest, and preferred way to contact me is by sending an email FROM YOUR University email account TO MY University email account. I will respond to emails within 24 hours under normal circumstances. If you have not received an email response by the end of 24 hours, check to see if you sent your email FROM YOUR university email account TO MY university email account. Send your email again, if need be.

Email Requirements:
The Family Educational Rights and Privacy Act (FERPA) protects a student’s academic and other educational records from unauthorized access. This protection extends to email correspondence between a student and the University of Memphis faculty and staff.

To provide reasonable assurance that emails are from the student, all university- and class-related emails must originate from the student’s memphis.edu email account. Additionally, all university or class related emails must be sent to the student’s memphis.edu email account.

This means that I will not acknowledge emails sent from your personal or work email accounts, and I will not send emails to your personal or work email accounts. In addition, I do not monitor or reply to emails sent from eCourseware.

COURSE OVERVIEW

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. Pre-Requisite: MIS 2749, or equivalent.
Required Text and Resource Information:

New textbook purchase is required to obtain CourseMate Access Code and use of CourseKey. **CourseMate is required for this course**

CourseKey: CM-9781305403185-0000138

To Access CourseMate and Enroll in the Course Resources:
1. Log into the course in eCourseware through your myMEMPHIS portal.
2. Click on the **Content** link below the course banner at the top of the page.
3. Click the **Getting Started** section under the Table of Contents on the left side of the page.
4. Open and read these two documents contained under Getting Started in the course Content:
   a. **Getting Started with CourseMate**
   b. **How to Login to CourseMate**

Course Goals:
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.

*Note: This is a writing-intensive course!*

*If you are not confident in your writing skills, please take advantage of the U of M writing tutoring options. Your text also offers support through the style cards in the appendix.*

Course 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.
Fogelman College: BBA Degree Learning Outcomes:
The learning outcomes for the Bachelor of Business Administration program are located at [http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf](http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf). Notice that the Goals listed in this document 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.

**Course Topics:**
- Communication Model & Process
- Interpersonal Communication
- Verbal & Nonverbal Communication
- Routine Messages
- Unfavorable Messages
- Persuasive Messages
- Resumes & Application Letters
- Interviewing
- Group Communication
- Planning & Preparing Messages
- Communicating Electronically
- Report Process & Research Methods
- Managing Data & Using Graphics
- Delivering Presentations
- Employment Search Strategies

**Assignments:**
All required assignments must be uploaded, posted, or completed in eCourseware or CourseMate before the assignment’s due date and time. All times are Central Time (CT).

_Do not wait until the last minute to submit assignments. System issues can occur and may cause you to miss submitting your assignments before the deadline._

_Do plan ahead and submit well in advance of the closing of the assignment._

Students should use multiple backup systems (flash drives, emails, or online storage means) for saving their files. I will **NOT** accept emailed assignments; all submissions must be made through eCourseware or CourseMate.

No exceptions or extensions for late work unless a legitimate emergency exists. Students are responsible for adhering to the course policies and course commitment.

Class work will be graded on the basis of form, neatness, correctness, professionalism, and accuracy. All assignment feedback and points grade will be given electronically through eCourseware gradebook.

If you have a valid emergency and miss a major assignment, please contact me to discuss your circumstances. Simply missing the deadline is not a valid emergency!

**Exams & Quizzes**
No more than one (1) of the four (4) major exams offered can be missed. If more than one major exam is missed, a “0” will be given for the second, third, and fourth major exam not
taken. Major exams are administered online in eCourseware.

For those students who wish to take the OPTIONAL Final major exam, the highest three (3) scores of the four (4) exams will be averaged into your course grade.

**NOTE: If you miss one of the three major exams, you are required to take the OPTIONAL final exam. If you take less than three (3) major exams, you will earn a grade of zero (0) for each of the three major exams you did not take.**

**NO PROVISIONS ARE MADE FOR MISSED EXAMS OR QUIZZES.**

Course Grades:  **>> All grades are recorded in eCourseware <<**
The final grade is determined by the number of points earned on 1) all required assignments, 2) major exams, and 3) chapter quizzes. Grades are posted in eCourseware and a final course grade is posted on myMEMPHIS.

### Final Course Grade Composition

<table>
<thead>
<tr>
<th>Course Activities</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Exams (3 out of 4 major exams are required)</td>
<td>30%</td>
</tr>
<tr>
<td>Assignments &amp; Chapter Quizzes</td>
<td>70%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Final course grades are based on the following earned grade points:

- 90-100% of total points...........A
- 80-89% of total points...........B
- 70-79% of total points...........C
- 60-69% of total points...........D
- Below 60% of total points .......F

### ADMINISTRATIVE COURSE REQUIREMENTS

**Email Guidelines:**

- Students must use their UM email account when sending emails.
  - Do not email me through eCourseware;
  - I do not monitor or reply to eCourseware emails.
- Remember, without facial expressions some comments may be taken the wrong way; therefore, be careful of your words and tone.
- Use standard fonts for all work and email messages.
- DO NOT email assignments unless we have first discussed an exception to do so.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided.
- Use proper and correct grammar, spelling, and sentence format.
- Provide your full name in the close of the message!
- Send your emails to D.Hemphill@memphis.edu
Discussion Groups Guidelines:
- Review the discussion threads thoroughly before entering the discussion.
- Try to maintain threads by using the “Reply” button rather than starting a new topic.
- Be respectful of others by not making insulting or inflammatory statements.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive, thoughtful, original, and constructive in group discussions.
- Respond to discussion assignments in a timely manner.

Class Attendance:
Enrollment in this course obligates the student not only for prompt completion of all work assigned but also for regular participation in all online forum discussion that may occur.

Students are responsible for staying informed concerning all assignments.

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) earned a minimum of 2.25 GPA (2.5 GPA for accounting majors) in all required lower division business courses and MATH 1830 or 1910, and (3) completed 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.

Professor’s Expectations
In general, students should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all online or face-to-face discussions. Student responsibilities include:
- Logging into eCourseware at least three times a week for participation activities and obtaining course NEWS weekly updates;
- Keeping up with deadlines through the course schedule in syllabus and eCourseware;
- Carefully reading syllabus, assignment, and course content before asking instructor for clarification;
- Promptly communicating with instructor for clarification on any course or personal matters;
- Utilizing university-provided email account for communication in this course rather than eCourseware email;
- Carefully proofreading all assignments, ensuring proper grammar, sentence structure, and accurate punctuation. If necessary, students should utilize free tutoring and writing help available through the University and completed well in advance of assignment due dates;
• Treating all members of the course professionally with kindness and respect;
• Adhering to the University’s Code of Student Rights and Responsibilities found in http://www.memphis.edu/studentconduct/studenthandbook.htm and the Fogelman College of Business & Economics Standards for Academic Integrity http://www.memphis.edu/fcbe/integrity/index.php. Cheating/Unethical acts/plagiarism/dishonest behavior of any form will NOT be tolerated by the Instructor.

Students’ Expectations
In my role as your instructor, there are certain things you can expect from me, including well-organized and engaging learning experiences, response to emails within 24 hours unless otherwise notified, timely feedback on all work submitted prior to the next due assignment, and being treated as a learning adult with respect, fairness, and equality.

Technology and Software Requirements
• The minimum hardware requirements for eCourseware compatibility can be found at http://www.memphis.edu/ecampus/technical.php.
• Students MUST have access to high speed Internet that is readily available.
• The software requirements are Microsoft Office Word, Adobe Acrobat Reader, and Microsoft PowerPoint. No other word processing software will be accepted. Turnitin.com will be used on all submitted assignments for grading and Microsoft Word is usually the most accepted word processing for Turnitin.com; others often pose grading problems. Assignments not submitted in Microsoft Word will not be accepted and will not be graded.

Exam Conduct:
You are on your honor! All exams are to be taken by you, the student, and without any assistance from any other person. Additionally, no notes, textbooks, other Internet access, or using any other material are allowed. The tests and quizzes are closed book exams. Please refer to the University policy on student conduct regarding cheating. See U of M Code of Student Rights and Responsibilities at http://www.memphis.edu/studentconduct/pdfs/csrr.pdf.

Technical Support:
For technical difficulties with eCourseware, first use the UM Help Desk by filling out a form located at: http://umhelpdesk.memphis.edu or calling 901.678.8888.

Online Course General Information:
Students enrolled in an online course should be aware that the same requirements for course participation, assignment completion, and study commitments exist with an online course. There is no less course work, just course work in a more flexible time format. You will need to read all of the course material, stay abreast of all course requirements, have a course-compatible computer/internet access, and complete quiz, exam, discussion board, and dropbox activities on time. Please review the eCampus guidelines for your computer prior to starting the course. Visit the college website available at http://www.memphis.edu/ecampus/index.php.
Academic Integrity:
Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs at http://saweb.memphis.edu/judicialaffairs. Please review the sections about “Academic Dishonesty,” “Student Code of Conduct and Responsibilities,” and “Disruptive Behaviors.” I expect students to be aware of these guidelines and to conduct themselves accordingly. Academic dishonesty will not be tolerated in any form—either by giving or receiving information or work that is not your own. All written assignments will be reviewed with the “Turnitin” grading software so be aware that plagiarism does affect your grade.

More specific information about the university’s Academic Misconduct Process and Procedures can be found at http://www.memphis.edu/studentconduct/pdfs/csrr.pdf.

Student Conduct:
We are here to learn and be successful in this course. Please assume professional-level conduct while participating in this class. Students are accountable for the contents of their posts and submissions, including wording, tone, and language. See U of M Code of Student Rights and Responsibilities at http://www.memphis.edu/studentconduct/pdfs/csrr.pdf.

Posting of Grades:
Grades will be posted in eCourseware. Be sure to monitor your grades frequently and assess your progress in the class. If you do not understand your grade, please contact your instructor.

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. For further details, go to http://www.memphis.edu/drs/index.php.
Resources, Education, and Writing Assistance (FREE to students):

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

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

Career Services:
- http://www.memphis.edu/careerservices/

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

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

The Center for Writing and Communication, First Floor Ned R. McWherter Library
- http://www.memphis.edu/cwc/

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

University of Memphis plagiarism policy and helpful tutorials:
- http://www.memphis.edu/fcbe/students/plagiarism.php
- http://www.memphis.edu/fcbe/pdfs/students/fcbe_plagiarism_library.pdf

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

Study efficiencies/time management (Room 207, Mitchell Hall)