Course Syllabus
MGMT 3510-001 – Business Communication
Fall Semester, 2017
3 Credit Hours

Last updated: 7/23/2017

Instructor: Laura Alderson
Phone: 901.730.6637
E-mail: laura.alderson@memphis.edu
Office: 238 FCBE (during fall and spring semesters)
Office Hours: Th 10:00 a.m. – 12:00 p.m., or by appointment
SkypeID: laura_alderson
Course Management: eCourseware (opens in new window)

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. NOTE: THIS IS A WRITING & ASSIGNMENT INTENSIVE COURSE.

Required Textbook Bundle

-OR-


**MindTap online resources are required for this course. A NEW textbook purchase is required in order to obtain the MindTap Access Code. A used or borrowed book will not work.**

MindTap Access Code and CourseKey are needed for access to required online activities.
CourseKey: MTPN-777P-MT3T
Student Registration URL: https://login.cengagebrain.com/course/MTPN777PMT3T
Recommended Books (not required)


Location of Course Materials

eCourseware: All course content files and tests can be found in eCourseware by logging into this course at  [https://elearn.memphis.edu/d2l/home](https://elearn.memphis.edu/d2l/home)

Learning Objectives

Upon completion of this course, students are expected to be able to:

1. Understand and discuss the communication process;
2. Plan, organize, evaluate, 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 persuasively deliver an effective oral presentation using visual slides;
5. Gather, organize, synthesize, and evaluate data to write business reports in a persuasive manner;
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; professional image), which promote success in business.

Course Topics

- Communication Model & Process
- Cultural Communication
- Delivering Presentations
- Digital Media
- Employment Search & Resumes
- Interviewing & Follow Up
- Persuasive Messages
- Planning/Organizing/Revising Messages
- Professionalism at Work
- Research Methods & Report Process
- Routine Messages
- Unfavorable Messages
- Verbal & Non Verbal Communication
- Visual Aids & Graphics
Academic Course Requirement
The following minimum assignments for this course include:
1. Informational/routine/ unfavorable/persuasive messages;
2. Grammar and punctuation;
3. MindTap online chapter activities;
4. Employment communication assignments;
5. Individual oral presentation using appropriate technology and software;
6. Research activity demonstrating use of gathering, organizing, evaluating, and synthesizing information into report format using APA style documentation;

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 the 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.

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA degree program.

- BBA Program Outcomes
  http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

Course Methodology

Online Course Activities: Most assignment and all test activities are conducted online in eCourseware so, much of the learning will be self-managed and self-paced. Students will be expected to login to eCourseware to complete course activities and to obtain course news updates in addition to face-to-face class attendance.

Classroom (Face-to-Face): This course meets every Monday, Wednesday, and Friday. In this course, students are expected to attend class for possible in-class team activities involving communication role-play or scenario activities related to concepts covered in weekly chapters. Instructor lectures, guest lecturers, student-lead instruction, and multi-media clips may also be a part of course methodology.
Professor’s Expectations

In general, students should assist the instructor in creating a positive, supportive environment for learning by being 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 weekly course NEWS updates;
- Keeping up with deadlines through the course schedule in eCourseware under Getting Started module and in course calendar system;
- Carefully reading the syllabus, assignments, and course content before asking the 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’s Writing Center in the McWherter Library and completed well in advance of assignment due dates;
- Treating all members of the course professionally and with kindness and respect;
- Adhering to the University’s Code of Student Rights and Responsibilities found in Student Conduct Handbook (opens in new window) and the Fogelman College of Business & Economics Standards for Academic Integrity (http://www.memphis.edu/fcbe/students/integrity.php) Cheating/Unethical acts/plagiarism/dishonest behavior of any form will NOT be tolerated by the Instructor.

Student’s Expectations

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails and text messages within one business day unless otherwise notified, and timely feedback on all work. Additionally, it is my nature to treat all members of the course equally and with respect.

Email Guidelines

- Always include a subject line with specific concise topic and “3510—& section number”
- Remember without facial expressions some comments may be taken the wrong way thus, be careful of your words and tone
- Use standard fonts
- Do not send large attachments without permission
- 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!
- Students must use their UM email account
Discussion Group 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

Technology and Software Requirements

• Please use Chrome or Firefox browsers for best experience for eCourseware and MindTap. Note: Internet Explorer must NOT be used at all.
• The minimum hardware requirements for eCourseware compatibility can be found at UM Technical Requirements for online courses (Opens in new window)
• 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. If you do not have MS Word, then you can use free software from Microsoft’s OneDrive, the University, or save your documents as a rich text file (rtf).
• Students are strongly encouraged to backup their electronic files using an 8MB or larger USB Flash Drive and a cloud storage website system, such as UMDrive, Dropbox, or Google Drive.

Technical Support

For technical difficulties with eCourseware, first use the UMhelpdesk by calling 901.678.8888 or submitting a service ticket at https://bmcservicedesk.na24.visual.force.com/apex/selfservicenew#/support/catalog/common

Grading and Evaluation Criteria

The final grade is determined by the number of points earned on 1) all required assignments, 2) MindTap activities, and 3) tests. The total points earned will be divided by the total points possible for a final percentage. Grades will be posted in eCourseware and a final grade posted in MyMemphis portal. NOTE: There is no guarantee that the Instructor will round-up total points at the end of the semester. For example, if a student has an 89.99 average, then the course grade will be a “B.”

Final Course Grades

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100% of Points</td>
<td>A</td>
</tr>
<tr>
<td>80-89.9% of Points</td>
<td>B</td>
</tr>
<tr>
<td>Points Range</td>
<td>Assigned Grade</td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>70-79.9% of Points</td>
<td>C</td>
</tr>
<tr>
<td>60-69.9% of Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 60% of Points</td>
<td>F</td>
</tr>
</tbody>
</table>

**Summary of Graded Activities**

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

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests (3 @ 30pts each), 21%</td>
<td>90</td>
</tr>
<tr>
<td>Optional Final to replace lowest Test</td>
<td>(30)</td>
</tr>
<tr>
<td>Required Assignments, 79%</td>
<td>340</td>
</tr>
<tr>
<td>Total, 100%</td>
<td>430</td>
</tr>
</tbody>
</table>

**List and Schedule of Formal Assessed Activities**

Course assignments, activities, tests, and due dates are listed in the course schedule location of the “Getting Started” module within eCourseware. Additionally, due dates will be listed on the left-hand side within eCourseware under “Semester Calendar.”

**MindTap Activities**

Cengage Publisher’s MindTap is this course’s textbook website resource that contains various quizzes, videos, flashcards, textbook eBook, and assignment activities aimed to help students experience a robust and engaging learning experience of course concepts. The website can be accessed through eCourseware and the link to the website is located within the Assignments module within eCourseware. Please note that after purchasing the new textbook, students will receive the ACCESS CODE needed to register in order to access online MindTap activities. NOTE: Students will need both ACCESS CODE and COURSE KEY to access the online MindTap activities.

Fourteen (14) chapter quiz and assignment activities are available for students to take within the MindTap website. Students are required to earn 30 points total as part of their course grade. Each chapter has a 3-points total derived from a chapter quiz (1 point) and chapter assignment section (2 points). Thus, there are 42 possible points (14 chapters @ 3 points each), but students only have to earn 30 points. Thus, you may skip or omit four (4) MindTap chapter quizzes without penalty or go through as many chapter quizzes and activities until 30 points is earned. I’ve created it this way to build in flexibility. Note that if you earn beyond 30 points, only 30 points will count. However, I’d encourage you to take advantage of all chapter quizzes and activities in order to fully engage and learn the chapter content. Details of specific instructions and due dates are located in eCourseware under the Assignments module.

**Tests**

Tests include three (3) eCourseware multiple-choice tests at 30 points each and timed for 40 minutes. Tests will cover textbook, slides, and MindTap material for designated chapters. Test 1 (Chapters 1-5), Test 2 (Chapters 6-10), and Test 3 (Chapters 12-14). A final comprehensive exam
is optional and will replace a lower test grade if it is higher. Tests and final exams are located under Quizzes in eCourseware. Due dates are located in the Getting Started module in eCourseware within the Course Schedule file. Please note that Tests and final exam are NOT open book, and use of any materials including instructor solution manuals, textbook testbanks, instructor’s guides, textbooks, or Internet searches is a violation of the UM Academic Integrity Policy. Please plan accordingly.

Final Exam Schedule

The final exam is to be taken within eCourseware in the “Quizzes” location. Please note that the final exam for this course is optional and if taken, will replace the lowest test grade, if the final exam grade is higher. Please see course schedule located in the “Getting Started” module within eCourseware for date window in which it should be taken.

Course Policies

E-MAIL

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

Course Absence

NO PROVISION IS MADE FOR MAKING UP ASSIGNMENTS OR QUIZZES except for University-approved reasons (University-sponsored trips, athletic events, or conferences) or for exceptional reasons approved by the Instructor. Those students who have extracurricular arrangements that will conflict with the course MUST make arrangements with the Instructor in advance before due dates of assignments and quizzes. Additionally, personal or work commitment conflicts are not excused absences. Official documentation is required as proof. Please contact your Instructor immediately should you have unexpected situations arise. Attendance reporting will be submitted to the University after the first two weeks of class.

Adding / Dropping

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

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 (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College’s Website on Academic Integrity (opens in new window).
Turnitin Statement

“Your written work may be submitted to http://www.Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you WILL be required to submit your research work electronically and be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the Instructor may be penalized or may not be accepted at all.” (University of Memphis, Office of Legal Counsel, October 17, 2005)

Classroom or Online Behavior

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 (opens in new window).

Late Assignments

Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus, the course schedule (for due dates), and Assignments module for all formally assessed work details and instructions. Only one late assignment is allowed in this course without penalty. Note that his does not include tests. Any addition late assignment will receive a 10% deduction penalty per day, with the seventh day receiving a “0.” Note: Late assignments will be graded later in the semester; other assignments turned in by due date will receive priority grading.

Extra Credit

There are extra credit opportunities offered in this course. A list with instructions for the bonus assignments are located under the Assignments module. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

Reporting Illness or Absence

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:
(1) Extreme emergency and (2) Instructor contacted prior to the due date.

Inclement Weather

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as Live Safe App (download here: http://www.memphis.edu/police/pdf/uofm-livesafe-overview-letter.pdf) for emergency alerts messaging service to students, faculty and staff. This optional
service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather.

**Syllabus Changes**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

**Electronic Devices**

*Laptops, electronic tablets, smartphones, and other Internet-ready electronic devices:* The class will regularly participate in team activities and thus, students will benefit from the use of Internet-ready, electronic devices and are encouraged to utilize the devices in the course. **Respectful Class Conduct for Campus Classes:** When in-class research activities are not being conducted, students are to maintain proper respect for the Instructor and class members by refraining from surfing the Web, texting, listening to video or music, or participating in other disruptive and non-related class activities on the Internet. Additionally, electronic phone devices should be put in the “silent” mode during class time. Leaving the classroom to accept phone calls is also unacceptable. Moreover, any student found playing games, listening to music, or surfing the Web on the electronic devices will be asked to stop and will be asked to leave the classroom, if the conduct continues. See UM policy: http://saweb.memphis.edu/judicialaffairs/.

**Minor Children**

In order to protect minor children (under the age of 18), The University of Memphis has a policy Minor Children UM Policy (opens in new window) that states that no minor child will be allowed on campus in the workplace, in the classroom, or on campus in unsupervised circumstances. For possible childcare openings on the UM Campus, please check with The Child Development Center Evening Program for children 30 months through 12 years at 901.678.5059 for more information.

**Student Services**

Please access the FCBE Student Services (opens in new window) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance
Resources, Education and Writing Assistance

APA format websites

- APA (opens in new window)
- Purdue University Style Help (opens in new window) or Docstyles (opens in new window)

Career Services

- UM Career Services (opens in new window)

Educational Support Program (ESP)

- provides academic counseling, contact information is ESP (opens in new window)

Professional Development Center Programs

- FCBE Professional Development Center (opens in new window)

The Business Learning Center

- Room 256, FCBE, provides tutoring in accounting, statistics, finance, management, and marketing.

Writing assistance

- Available in Patterson, Room 225 only. Contact number is 901.678.3912.

The Center for Writing and Communication (CWC):

- CWC (opens in new window), First Floor Ned R. McWherter Library

Tutoring

- General Tutoring (opens in new window)
- Writing and Online Tutoring (opens in new window)

University of Memphis plagiarism policy and helpful tutorials

- UM Policy on Plagiarism (opens in new window)
- FCBE Detail on Plagiarism (opens in new window)

Study efficiencies/time management

- Mitchell Hall, Room 207