The University of Memphis

Business Communication, MGMT 3510
Fall 2018
CRN 80783  Section 003
FCBE Room 259 M.W.  2:20pm.-3:45pm.

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:  Ecourserware. Please check Ecourserware weekly for updates on assignments, interesting points about Business Communication and grades. There are e-text Management books on Ecourserware for your use.

Textbook Information:  
_Essentials of Business Communication_
Mary Ellen Duffey & Dana Lowey 10th edition

Course Key Student Registration URL:  Cengage Course Website

Cengage Unlimited (a new purchase option) offers access to Cengage’s digital eBooks for ALL courses you may be taking that requires Cengage textbooks and products for $119.99 per term (extended subscriptions also available). Purchase access to Cengage Unlimited in the bookstore (https://www.bkstr.com/memphisstore/home/en) or at https://www.cengage.com/unlimited using ISBN. To access CourseMate and enroll in this course, please go to:
Other options with a Cengage Unlimited purchase include: rental print textbooks for an extra $7.99 with free shipping as well as an option to purchase books to keep for an additional cost.

New textbook is required in order to facilitate the entire learning experience of this course.  Course Link URL:  https://www.cengage.com/dashboard/#/course-confirmation/MTPNCR0PV6TK/initial-course-confirmation

To access CourseMate and enroll in this course, please go to:
https://login.cengagebrain.com/course/

Course Key:  MTPN-CR0P-V6TKISBN

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 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.
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.

**FCBE Academic Internship Credit:** In FCBE, all majors offer an academic internship course option as a substitution for a required elective in a student’s major. To apply for academic credit, students must obtain an internship highly related to their major, register prior to the start of their internship and have their internship approved by departmental internship faculty. To review the requirements for applying for academic credit, visit http://www.memphis.edu/professional/internships/academic_credit.php. Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.

**Academic Course Requirements:**

<table>
<thead>
<tr>
<th>Student</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>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</td>
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</tbody>
</table>
material covered in the text. All written assignments are to be typed (1.5 spaces) and submitted into the dropbox 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
- Textbook Exercises 100 points
- Written Assignments 300 points
- Presentation/Research 300 points
- Final Exam 100 points

**Total** 1100 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%

**Student assignments:** Written assignments are an important component of this class. Assignments must be submitted by due date into appropriate drop box. Assignments should be proofread and proper formatting is 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:** 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. Resume
- g. Cover Letter
- h. Who I Am

**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. Student’s should follow directions regarding components of the research project. 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

**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. Grade will be affected by unprofessional conduct.  
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 dropbox on the date assigned. There will be assignments that 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 Calendar

### Full Part of Term

- First Day of Classes: August 27, 2018 / Monday
- Labor Day: September 3, 2018 / Monday
- Fall Break: October 13-16, 2018 / Saturday - Tuesday
- Thanksgiving Holidays: November 21-25, 2018 / Wednesday - Sunday
- Last Day of Classes: December 5, 2018 / Wednesday
- Study Day: December 6, 2018 / Thursday
- Exams: December 7-13, 2018 / Friday - Thursday

<table>
<thead>
<tr>
<th>Class Schedule</th>
<th>Chapter</th>
<th>Assignments</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>Introduction to Course</td>
<td>Weekly assignment in CourseSmart (every week) Short essay “Who I am and what are my expectations for my life”</td>
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<tr>
<td></td>
<td>Chapter 1 Establishing a</td>
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<td>Framework for Business</td>
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<td>Communication</td>
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<td><strong>Week 2</strong></td>
<td>Chapter 2 Focusing on</td>
<td>Networking assignment</td>
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<td>Interpersonal and Group</td>
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<td>Communication</td>
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<tr>
<td><strong>Week 3</strong></td>
<td>Chapter 3 Planning Spoken</td>
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<td></td>
<td>and Written Messages</td>
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<td><strong>Week 4</strong></td>
<td>Chapter 4 Preparing Written</td>
<td>Begin work on Resume</td>
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<td>Messages</td>
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<td>Chapter 13 Preparing</td>
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<td>Resumes and Application</td>
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<td>Messages</td>
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<td><strong>Week 5</strong></td>
<td>Exam 1 E courseware</td>
<td>Monday</td>
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<td></td>
<td>Chapters 1-2-3-4-13</td>
<td>Resume completed submitted in Ecoursecare drop box</td>
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<td>Chapter 14 Interviewing for</td>
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<td>a Job and Preparing</td>
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<td>Employment Messages</td>
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<tr>
<td><strong>Week 6</strong></td>
<td>Chapter 14 Interviewing for</td>
<td>Cover letter due Teams Assigned</td>
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<td>a Job and Preparing</td>
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<td>Employment Messages</td>
<td>Research topic chosen Topic approved by Instructor</td>
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<td><strong>Week 7</strong></td>
<td>Chapter 5 Communicating</td>
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<tr>
<td>Week</td>
<td>Chapter/Section</td>
<td>Tasks/Notes</td>
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<td>9</td>
<td>Week 9</td>
<td>Chapter 6 Delivering Good and Neutral Messages</td>
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<td>sales objectives, Denying employee requests due</td>
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<td>10</td>
<td>Week 10</td>
<td>Chapter 7 Delivering Bad News</td>
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<td>Bad News message due</td>
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<td>11</td>
<td>Week 11</td>
<td>Exam 2 Ecourseware Chapters 14-5-6-7</td>
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<td>Chapter 8 Delivering Persuasive message</td>
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<td>12</td>
<td>Week 12</td>
<td>Chapter 9 Understanding the Report Process and</td>
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<td>Research Methods</td>
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<td>13</td>
<td>Week 13</td>
<td>Chapter 10 Managing Data and Using Data in</td>
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<td>Presentations</td>
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<td>14</td>
<td>Week 14</td>
<td>Chapter 11 Chapter 12 Designing and Delivering</td>
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<td>Business Presentations and Preparing</td>
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<td>Organizing Reports</td>
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<td>15</td>
<td>Week 15</td>
<td>Presentations</td>
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<tr>
<td>16</td>
<td>Week 16</td>
<td>Presentations</td>
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**Final Per Schedule**

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

APA format websites:
- [http://www.apastyle.org/](http://www.apastyle.org/)
- [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) 
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.

Study efficiencies/time management-Mitchell Hall, Room 207