MGMT 3510-001—Business Communication—REMOTE [online]  
M/W 9:10 – 10:05 a.m. [Zoom]  
Fall 2020 – 3 Credit Hours

Last updated: 8/8/2020

**Instructor:** Dr. Laura Alderson, PHR  
**Office:** 238 FCBE  
**Phone/Text:** +1.901.730.6637  
**Virtual Office Hours:** by appointment—phone or Zoom

**E-mail:** laura.alderson@memphis.edu  
[Do not use eCourseware email]

**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**


***MindTap is REQUIRED*** for this course, thus students MUST register and/or purchase access to MindTap ONLY through the URL link located in eCourseware (D2L) within the Textbook Access module on or after August 17, 2020. ***NOTE: a used textbook without MindTap access will not work for this class.***

**Recommended Books (not required)**


Location of Course Materials

eCourseware (D2L): All course content files and tests can be found in eCourseware by logging into this course at  http://elearn.memphis.edu

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

<table>
<thead>
<tr>
<th>Communication Model &amp; Process</th>
<th>Planning/Organizing/Revising Messages</th>
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</thead>
<tbody>
<tr>
<td>Cultural Communication</td>
<td>Professionalism at Work</td>
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<tr>
<td>Delivering Presentations</td>
<td>Research Methods &amp; Report Process</td>
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<tr>
<td>Digital Media</td>
<td>Routine Messages</td>
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<tr>
<td>Employment Search &amp; Resumes</td>
<td>Unfavorable Messages</td>
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<tr>
<td>Interviewing &amp; Follow Up</td>
<td>Verbal &amp; Non Verbal Communication</td>
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<tr>
<td>Persuasive Messages</td>
<td>Visual Aids, Graphics, &amp; Data Visualization</td>
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<tr>
<td>Diversity &amp; Inclusion</td>
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Academic Course Requirements
The following minimum assignments for this course include:
- Informational/routine/ unfavorable/persuasive messages;
- Grammar and punctuation;
- Textbook online chapter activities/quizzes;
- Employment communication assignments;
- Audio/oral presentation using appropriate technology and software;
- Research activity demonstrating use of gathering, organizing, evaluating, and synthesizing information into report format using APA style documentation
- Business etiquette communication activity

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**

The Fogelman College of Business and Economics has established the following learning goals for all students successfully completing the BBA degree:

- Graduates will be effective communicators;
- Graduates will demonstrate critical thinking skills;
- Graduates will be knowledgeable about ethical factors in the business environment;
- Graduates will be knowledgeable about the global business environment;
- Graduates will be proficient users of business presentation and analysis technology.

https://www.memphis.edu/fcbeassessment/bba-degrees/bba-learning-outcomes.php

**Course Methodology**

**Remote Online Course:** This is a remote online course that will be managed both synchronously (all meet at the same time on Zoom) and asynchronously (online, self-paced/self-managed with weekly deadlines). A course schedule will be available under the Course Start module and will list days that we will meet on Zoom and list the weekly required course activities/deadlines. Additionally, students will be expected to login to eCourseware at least three times a week for course news updates, required participation in discussion board assignments, possible team activities, tests, MindTap Access, or other required activities assigned by the Instructor.

***Classes will begin on Monday, August 17, 2020, and our first class will meet over Zoom at 9:10 a.m. A Zoom URL link and password will be posted in eCourseware and emailed prior to August 17.***

**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 D2L at least three times a week for participation activities and obtaining weekly course NEWS updates;
- Keeping up with deadlines through the course schedule in D2L under Course Start 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 D2L 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 McWherter Library or through the Virtual Tutoring link located within D2L, and complete all assignments 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](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, students can expect a well-organized and engaging learning experience, response to emails and text messages within one business day unless otherwise notified, and timely and thorough 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 “MGMT3510—001”
- 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 Google **Chrome** or Mozilla **FireFox** browsers for best experience for D2L and MindTap. **Internet Explorer** must NOT be used at all.
- The minimum hardware requirements for D2L compatibility can be found at [UM Technical Requirements for online courses (Opens in new window)](http://www.memphis.edu/fcbe/students/integrity.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. 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 a secured cloud storage website system such as OneDrive, 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 UM Technical Requirements for online courses (Opens in new window)

To optimize your Web browser for best performance DO THIS:
1) Clear cache and cookies within your browser. Instructions are located:
   Chrome: https://support.google.com/accounts/answer/32050?co=GENIE.Platform%3DDesktop&hl=en
   Firefox: https://support.mozilla.org/en-US/kb/how-clear-firefox-cache

2) Allowing Pop-Ups: Make sure all pop-up blockers are turned off. Instructions are located:
   Chrome: https://support.google.com/chrome/answer/95472?hl=en&co=GENIE.Platform=Desktop
   Firefox: https://support.mozilla.org/en-US/kb/pop-blocker-settings-exceptions-troubleshooting#w_pop-up-blocker-settings

Grading and Evaluation Criteria

The final grade is determined by the number of points earned on 1) all required assignments, 2) all required 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 D2L 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>
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<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>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 (2 @ 25pts each), 15%</td>
<td>50</td>
</tr>
<tr>
<td>Optional Final to replace lowest Test</td>
<td>(25)</td>
</tr>
<tr>
<td>Required Assignments, 85%</td>
<td>285</td>
</tr>
<tr>
<td><strong>Total, 100%</strong></td>
<td><strong>335</strong></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 Course Start module within D2L. Additionally, due dates will be listed on the right-hand side within D2L under Semester Calendar. URL links and assignment files are located under D2L course Assignments module.

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 management concepts. The website URL link can be accessed within D2L under the Textbook Access module. Students are encouraged to utilize all resources to learn chapter content.

Details of required MindTap assignments and quizzes are located in D2L under the Assignments module.

Research Project

Students are required to research a chosen business-related topic (topic list is in D2L under Assignments module) and complete an executive summary and online oral presentation from the researched topic. Additionally, students are required to incorporate proper APA citation protocol for both the executive summary and presentation slides. Note that failure to properly cite sources is a plagiarism violation and will result in a “0” without allowance to redo or edit the assignment. Furthermore, the executive summary will be evaluated by the Turnitin plagiarism software feature within the D2L system. Specific instructions on requirements are in both the Executive Summary and Presentation assignment files and will be fully covered in class. Also see Academic Integrity and Turnitin sections and the APA website links within this syllabus.

Tests

Tests include two (2) 25-point D2L tests with format including 25 multiple-choice, true/false, fill-in-blank, matching, and short discussion/writing questions, and timed for 40 minutes. Tests will cover material from textbook, slides, MindTap (quizzes, assignments, grammar, and writing content), video and article content, and lecture material for designated chapters. Test 1 includes (Chapters 1-7) and Test 2 includes (Chapters 8-14). The final comprehensive exam is optional and will replace a lower test grade if it is higher. Taking the optional final will not hurt your grade. Tests and final exams are located under Quizzes in D2L. Due dates are located in the Quizzes tab, Course Calendar (right-hand side of homepage), and Course Start module in D2L within the Syllabus file. Please note that Tests and final exam are NOT open book, and use of any materials DURING the TAKING OF ANY TESTS/EXAMS including instructor solution manuals, textbook test banks, instructor’s guides, textbooks, or Internet searches and answer-key websites (e.g., Quizlet, Course Hero) is a violation of the UM Academic Integrity Policy. Please plan, prepare, and study accordingly.

Final Exam Schedule

The final exam for this class will be scheduled according to the Registrar’s academic calendar website (opens in new window).
Course Policies

COVID-19 Information
Student Health: Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

FCBE College COVID-19 Protocol Information and Updates [check regularly for changes/updates]:
https://www.memphis.edu/fcbe/faculty/covid_19_notice.php

Campus and Community Resources:
https://www.memphis.edu/deanofstudents/crisis/index.php

University Protocol and Policies
https://www.memphis.edu/coronavirusupdates/

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.

Attendance: Students should login to the eCourseware system at least three times a week. Attendance and participation in weekly course activities is necessary for course success! Assignments, discussion postings, quizzes, projects, possible team activities are a part of the normal course week so, students MUST spend time in eCourseware participating in these activities. Additionally, students should attend synchronous scheduled Zoom class meetings for both participative course discussion and scheduled presentations. The course schedule will list all Zoom class meeting days.

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 and is subject to verification. 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 http://www.memphis.edu/registrar/students/selfserv/lookup-search.php
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 Accountability 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 [will be] submitted to [the Turnitin system in eCourseware], 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 with a 5% penalty, NOT including Tests and the MindTap activities. Any addition (second or more) late assignments will receive a 25% deduction penalty per day, with the fourth day receiving a “0.” There will be NO allowance of late assignments after late assignment date deadline. Please plan accordingly.

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 tests. Technical difficulties due to Internet interruptions, computer or software issues, or other technical situations will not be acceptable, unless it is a campus-wide issue and only then, will instructor make exceptions. If students are having computer or software issues, please check with the UM Help Desk for advice and help. Please plan ahead of time and due dates. 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 (2) Instructor contacted prior to the due date, and (3) appropriate documentation is provided.
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 news area.

Office for Institutional Equity

The University is committed to ensuring equality in education and eliminating any and all acts of sexual misconduct from its campus. Sexual misconduct includes sexual harassment, sexual assault, dating violence, domestic violence and stalking. If you or someone you know has been harassed or assaulted, you can make a report to the Office for Institutional Equity at oie@memphis.edu or 901.678.2713. Please note that if you make a report to me, I am required to report it. If you want to make a confidential report you can contact the University Counseling Center, 214 Wilder Tower, 901.678.2068.

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.

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