Course Syllabus
Business Communication – MGMT 3510-M51
Fall 2020
3 Credit Hours
Last Updated: August 2020

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Office Hours: By Appointment
Course Management and Materials: 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.

Prerequisites/Co-Requisites:
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. Students wishing to enroll in this course must have successfully passed MIS 2749, or an equivalent. PLEASE NOTE: This is a writing intensive course!

Required Texts (and Related Materials):
Course Key: MTPN9QRNCQC5 Student Registration URL: Cengage Course Website
-OR-
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 via its website or in the UofM bookstore. 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.

Important Note: A NEW textbook must be purchased to access the publisher’s online materials. Register the ACCESS code included in the book, then input your COURSEKEY (MTPN9QRNCQ5C5) for this section of the course. Used books will require that you purchase a separate ACCESS code, which costs as much as a new book.

Location of Course Materials:
All course content files and tests can be found in eCourseware. Online homework assignments can be found in the publisher’s online MindTap website.

Course 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.

By successfully completing this course, students will be able to:
- Understand and discuss the communication process
- Plan, organize, and develop a variety of business messages that display appropriate tones and demonstrate the use of correct appearance of business documents
- Discuss and use listening, oral, and nonverbal communication skills
- Prepare and deliver an effective oral presentation using Microsoft PowerPoint
- Gather, organize, and evaluate data to write business reports
- Prepare employment communication messages, including a letter of application and resume
- Understand, discuss, and participate in effective team, interpersonal, and intercultural communication
- 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 topics and minimum assignments are included in all sections of MGMT 3510:
- Textbook online graded homework assignments (MindTap)
- Business Message (Routine/informational message)
- Two Weeks’ Notice (Negative/bad news message)
- Reference Request Letter (Persuasive message)
- Resume (Employment communication)
- Research Executive Summary (Research activity which demonstrates use of gathering, organizing, evaluating, and synthesizing information into report format using graphics as well as APA style documentation – Required: minimum 5 double spaced pages for body of research paper and 3 sources.)
- Audio/oral presentation
- Business etiquette (See Etiquette under Resources) and team communication activity

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. The Fogelman College 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.

**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 the [Professional Development Center’s website](#). Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.

**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 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 (Anna.Grisham@memphis.edu) 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](#) and the Fogelman College of Business & Economics [Standards for Academic Integrity](#). Cheating/Unethical acts/plagiarism/dishonest behavior of any form will NOT be tolerated!

**Student’s Expectations:**
In my role as your instructor, there are certain things you can expect from me including: a 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 “MGMT 3510-M51.”
- Remember that 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 UofM 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: Please DO NOT use Internet Explorer, as it tends to malfunction.
• The minimum hardware requirements for eCourseware compatibility can be found at UM Technical Requirements for online courses.
• 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 MSWord, then you can use free software from Microsoft’s OneDrive, the University, or you can save your documents as a rich text file (although, this is discouraged).
• Students are strongly encouraged to back up 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.

Grading and Evaluation Criteria
The final grade will be determined by the number of points earned on 1) examinations, 2) written assignments, and 3) online MindTap homework assignments. 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: I reserve the right to curve the final grade structure so that students may benefit. Grade adjustments MAY be considered for students on the cusp of a letter grade based on the students’ engagement and work quality throughout the semester. However, this is not guaranteed!

Grading Scale
Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100 Points</td>
<td>A</td>
</tr>
<tr>
<td>80-89 Points</td>
<td>B</td>
</tr>
<tr>
<td>Point Range</td>
<td>Assigned Grade</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
</tr>
<tr>
<td>70-79 Points</td>
<td>C</td>
</tr>
<tr>
<td>60-69 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 60 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

NOTE: (Plus/Minus [+/-] grading system will not be used in this class).

Your overall grade for the semester is based on how well you perform on the grade components listed in the table below:

**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 (4 @ 25 pts each) 25%</td>
<td>100</td>
</tr>
<tr>
<td>Optional Final to replace lowest test grade</td>
<td>(25)</td>
</tr>
<tr>
<td>Required Assignments 75%</td>
<td>300</td>
</tr>
<tr>
<td>Total 100%</td>
<td>400</td>
</tr>
</tbody>
</table>

**List of Formal Assessed Assignments**

**Schedule of Formal Assessed Assignments:**
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.”

**Tests:**
Tests include four (4) eCourseware multiple-choice tests at 25 points each. You will have fifty (50) minutes to complete each test. Tests will cover textbook, slides, and MindTap material for designated chapters. The tests and corresponding chapters are as follows:

- Test 1 (Chapters 1 – 4)
- Test 2 (Chapters 5 – 8)
- Test 3 (Chapters 9 – 11)
- Test 4 (Chapters 12 – 14)

A final comprehensive exam is OPTIONAL and it will replace a lower test grade if it is higher. If you happen to miss one of the mandatory tests listed above due to illness, work conflicts, travel, etc., you can replace your current “0” by taking the comprehensive final exam.

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 test banks, instructor’s guides, textbooks, or Internet searches is a violation of the UofM Academic Integrity Policy. Please plan accordingly.

**Online MindTap Homework Assignments:**
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 (MTPN9RNCQC5) to access the online MindTap activities.

Fourteen (14) chapter homework assignments are available for students to take within the MindTap website. Each chapter has a homework assignment that has, on average, six to seven (6-7) questions. Each question counts for ONE point. Over the course of the semester, you are required to earn a TOTAL of seventy (70) points. There are 87 questions/points available if you were to complete all of the chapter homework assignments. Again, I am only requiring that you earn a total of 70 points. I have created it this way in order to build in flexibility. However, students are encouraged to take advantage of all chapter quizzes and activities in order to fully engage and learn the chapter content. Therefore, I recommend that you attempt all the assignments to ensure maximum learning potential! Note: If you earn above the required 70 points, only 70 points will count. Completing additional questions does not count as extra credit.

Details of specific instructions and due dates are located in eCourseware under the “Assignments” module.

Research Project:
Students are required to research a chosen business-related topic (topic list is in eCourseware under “Assignments” module) and complete a research executive summary and audio 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 eCourseware 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.

Additional Assignments:
There are additional written assignments that are required for this course (resume, reference request letter, business message, etc.). Access to information to complete each assignment, along with grading rubrics, is provided in the “Assignment” module on eCourseware. Due dates are listed on the class schedule. All assignments must be typed and submitted into the corresponding dropbox by the determined due date. No late work will be permitted. Please submit assignments in MSWord, MS PowerPoint or PDF formats. Your audio presentation URL can be uploaded as a MSWord doc.

Late Assignments:
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. Meeting deadlines is critical to success in business; therefore, I do not accept late assignments. I suggest you begin now to develop good work habits.

If a true 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.

Extra Credit:
NO extra credit opportunities will be offered throughout the semester.
Schedule of Activities:
Please refer to the “Course Schedule” posted on eCourseware for this semester’s tentative calendar.

Final Exam Schedule:
The final exam for this class will be scheduled according to the Registrar’s academic calendar website.

Course Policies

E-mail:
Email is the best way to get in contact with me, but please DO NOT use the email listed in eCourseware (I never check it). Please email, Anna.Grisham@memphis.edu. I will try to respond to your email within 24 hours Monday – Friday. It may take a little longer for me to respond on the weekends and holidays. (Bottom line: please try to email me in advance so that I have time to get back to you.)

Class Attendance for an Online Course:
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, and possible team activities are a part of the normal course week so, students MUST spend time in eCourseware participating in these activities. Furthermore, you will have weekly homework assignments in the publisher’s Online MindTap website; so, it is highly encouraged that you log into this site at least once a week to keep up.

Posting of Grades:
Grades will be posted to the eCourseware site; however, you should keep an accurate record of your progress in this course.

Etiquette:
MGMT 3510 business students are given priority for enrollment in Business Etiquette Dining Sessions. The session (2 hours) includes reception with hors d’oeuvres, 4-course meal, free etiquette handbook, and a pocket card for $10 registration. Sessions are held fall and spring semesters at the Fogelman Executive Center (Main Campus), 330 Innovation Drive. Register through the Professional Development Center (new browser).

Final Exam Schedule:
The final exam for this class will be scheduled according to the Registrar’s academic calendar website (new browser).

Inclement Weather:
Usually, inclement weather will not affect the online course schedule. Unless you receive written notification from me, please assume that all due dates will continue as scheduled.

Syllabus Changes:
A detailed class schedule is posted online as an appendix to this course syllabus. I reserve the right to make changes to the syllabus and schedule as necessary. If changes are necessitated during the term of the course, I will immediately notify you by email and by posting a notification message on eCourseware. It is your responsibility to keep up with these changes as well as any content you might have missed.
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 the Code of Student Rights & Responsibilities. I will expect you to be aware of these guidelines and to conduct yourself accordingly. Conduct which is considered unethical or disruptive is a basis for ejection from the class.

Also, please familiarize yourself with the Fogelman Standards for Academic Integrity; and especially, the section on Netiquette as it directly applies to online courses.

Cheating is disrespectful to all parties involved and I take it very seriously. I expect you to conduct yourselves as honest professionals with sound moral character!

Turnitin Statement:
The “Turnitin” technology is embedded within the elearn Courseware system dropbox option. This electronic detection method evaluates the originality of your ideas as well as the proper use and attribution of sources. 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 professor may be penalized or may not be accepted at all.” (University of Memphis, Office of Legal Counsel, October 17, 2005).

DRS Statement:
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 and by their website. DRS coordinates access and accommodations for students with disabilities.

Crisis Management:
The UofM Office of Crisis Management, 678-3692, email: be_prepared@memphis.edu, has established a comprehensive emergency and disaster preparedness program to protect its people, resources, and environment. Sign up here to receive LiveSafe Tiger Text emergency alert messages.

NOTE: Review locations of tabs and links on eCourseware as recent updates may have reconfigured the site. Every link in this syllabus is active. If you are unable to access the site by clicking on the link, please copy and paste the link into your browser and hit enter. Also, make sure your first contact concerning technical issues is directed to the UofM help desk.

COVID-19 Information:
The Fogelman College of Business and Economics is committed to the safety and health of all its students, faculty, and staff. Please visit the FCBE COVID-19 Notice web page for more information about student accommodation requests, health and safety requirements on campus, classroom conduct, and reporting a suspected COVID-19 illness.

Resources, Education and Writing Assistance (FREE):

APA Format Websites:

Purdue Online Writing Lab - General or
Purdue Online Writing Lab - Headings and Seriation
Alphanumeric Outline Example:

Purdue APA Outline Example

Career Corner:

University Career Coaching

Career Services:

University Career Services

Educational Support Program (ESP)-provides academic counseling:

ESP Supplemental Instruction

Professional Development Center Programs:

Fogelman Professional Development Center

The Business Learning Center:

Fogelman College, Room 256 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.

The Center for Writing and Communication:

CWC, First Floor Ned R. McWherter Library

Tutoring:

General tutoring
Writing and online tutoring

University of Memphis/Fogelman College plagiarism policy and helpful tutorials:

Plagiarism Explained
Understanding Plagiarism
Plagiarism U of M Misconduct

Study efficiencies/time management:

Mitchell Hall, Room 207