MGMT 3510 Course Syllabus (Updated 8/10/20)
M52

Business Communication, MGMT 3510, Fall 2020

Instructor: Dr. Martha Robinson  
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Office Hours: Thursday, 10:00 -4:00, other hours by appointment

This is course is completely online, all work including quizzes/exams will be completed online. There is no need or requirement for a proctor for your exams. You may communicate with me via email, or schedule an appointment with me by telephone, Skype or Blue Jeans.

Course Management and Materials: eLearn Website (new browser)

Dr. Barbara D. Davis, MGMT 3510 Course Coordinator

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):


You are required to purchase a new textbook. To purchase Guffey & Loewy textbook only, use ISBN 9781305699748. Course Link URL: https://www.cengage.com/dashboard/#/course-c

You are encouraged to practice, review for exams in MindTap if you purchase a new text.

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: 9780357700006. 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 provided by your instructor 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.

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 quizzes, language reviews, or textbook online assignments
- Informational/routine message
- Unpleasant/bad news message
- Persuasive message (letter of application can substitute for this message)
- Employment communication (letter of application and resume minimum requirements)
- Student individual oral presentations (formal and informal)
- Research activity which demonstrates use of gathering, organizing, evaluating, and synthesizing information into report format using graphics as well as APA style documentation – Require minimum 5 DS pages for body of research paper and 3 sources.
- Business etiquette (See Etiquette under Resources) and team communication activity

**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](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.

**Grading and Evaluation Criteria:**
The final grade will be determined by the number of points earned on examinations, class assignments (including oral and group presentations), and written assignments (memos, letters, and reports). Some class and written assignments will be completed during class time and without prior notice; others will be completed out of class.

**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>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>
Summary of Graded Activities

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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Introductions</td>
<td>10</td>
</tr>
<tr>
<td>Team Commitment Statement</td>
<td>10</td>
</tr>
<tr>
<td>Academic Integrity Acknowledgement</td>
<td>20</td>
</tr>
<tr>
<td>Quizzes 4 @ 30</td>
<td>120</td>
</tr>
<tr>
<td>Discussion Forums 3 @ 20 pts. Each)</td>
<td>60</td>
</tr>
<tr>
<td>Written Assignments (5 at 20 pts each)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Final Research Project</strong></td>
<td><strong>200</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>520 pts</strong></td>
</tr>
</tbody>
</table>

The total points you earn in each grade component of the course will be divided by the total points possible for that component. The appropriate percentage will then be calculated for each component to determine your final percentage/grade. (Plus/Minus [ +/- ] grading system will not be used in this class).

**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.

**Assignments:**

Access to information to complete each assignment along with grading sheets that list requirements will be provided as needed. Due dates are listed on the class schedule. All assignments must be keyed and submitted in Word. Please do not submit your work in a PDF
format. Software requirements are Microsoft Office Word or Adobe Acrobat Reader and Microsoft PowerPoint only. If you don’t have MS Word, save your documents as a rich text file (rtf).

IMPORTANT NOTE:

Review/familiarize yourself with the Homework Guide for this class. Follow directions and proofread your work. Following basic directions and proofreading are required for your work to be graded. Proofreading what you write includes, but is not limited to, correct spelling, proper grammar/English usage, and correct sentence and paragraph construction. There are NO provisions for make-up work. Credit will not be given for assignments with technology malfunction issues or for incomplete, incorrect, or plagiarized 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. If an emergency should arise, the schedule of (deductible) points outlined in the Homework Guide will be applied to late assignments.

You may submit assignments early through appropriate communication mediums. Early assignments MUST be received by the professor before the scheduled due date. Assignments will be returned to the drop box for your review.

Exams/Final Exam:

Exams (graded Elearn Exams posted under the will generally consist of multiple-choice, short answer, essay, and completion questions as well as application exercises. The final exam is optional and comprehensive.

Quizzes:

There are four quizzes (one from each unit in the textbook) to be taken during the semester on the posted under the Quiz tab in eLearn. See the “due dates” electronic calendar in eCourseware and on the Class Schedule.

Administrative Course Requirements:

Class Participation

Enrollment in this course obligates the student not only for prompt completion of all work assigned but also for punctual and regular participation in any online class discussion that may occur. It is the student’s responsibility to keep informed concerning all assignments made and information presented in class by checking the electronic course calendar/course updates posted in the course news section in eLearn and seeking information from team members, but not by contacting the professor for information about what was missed during class or requesting that the professor review material missed during the student’s absence. If you miss the deadline for a graded quiz or a scheduled EXAM, the Optional FINAL EXAM will substitute for the missed exam. You can only use the Optional FINAL EXAM to replace ONE Exam.
Grades will be posted to the eCourseware site; however, you should keep an accurate record of your progress in this course.

**Student Accommodations and CONID-19 Protocols:**

Student Accommodations Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. ([https://www.memphis.edu/drs/index.php](https://www.memphis.edu/drs/index.php))

Academic Integrity Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. ([https://www.memphis.edu/osa/students/academic-misconduct.php](https://www.memphis.edu/osa/students/academic-misconduct.php))

**COVID-19 Health and Safety Policy** - Masks and Social Distancing All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students. **These policies are in force for all in-person interactions, including but not limited to, appoints with the professor during office hours, testing, etc.**

**Student Health:** Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu. Student Resources Students who need additional resources can visit the Dean of Students Office website at https://www.memphis.edu/deanofstudents/crisis/index.php. For courses that may return to face-to-face instruction (fully on-ground or hybrid) if conditions permit:

**Student Health:** Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at https://www.memphis.edu/health/. Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

**Student Accommodations:** If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. ([https://www.memphis.edu/drs/index.php](https://www.memphis.edu/drs/index.php))

**Student Resources:** Students who need additional resources can contact the Dean of Students Office at https://www.memphis.edu/deanofstudents/crisis/index.php.
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 “Student Code of Conduct and Responsibilities,” and “Disruptive Behaviors,” (new browser) as well as the section on “Academic Dishonesty,” (new browser) and "Academic Integrity" (new browser). I will expect students to be aware of these guidelines and to conduct themselves accordingly. Conduct which is considered disruptive as well as equated to a class absence and is a basis for ejection from the class includes (but is not limited to) arriving late for class, leaving early, leaving and returning during the class period, having telephones or pagers which ring or beep in class, using electronic devices (texting, surfing web, etc.) in class, and bringing children or other non-enrolled guests to class.

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).

Communication Protocol.

See the professor during office hours rather than publicly discussing any personal situation on team discussion boards.

Electronic Devices.

The professor reserves the right to prohibit the use of electronic devices during class. All electronic devices must be put in silent mode during class.

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 online (opens in new browser). DRS coordinates access and accommodations for students with disabilities.
Crisis Management.

The U of M Office of Crisis Management (new browser), 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 (new browser) to receive 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 UM help desk (opens in new browser).

Resources, Education and Writing Assistance (FREE):

APA format websites:

Purdue Online Writing Lab - General (new browser) or
Purdue Online Writing Lab - Headings and Seriation (new browser)

Alphanumeric Outline Example:

Purdue APA Outline Example (new browser)

Career Corner:

University Career Coaching (new browser)

Career Services:

University Career Services (new browser)

Educational Support Program (ESP)-provides academic counseling:

ESP Supplemental Instruction (new browser)

Professional Development Center Programs:

Fogelman Professional Development Center (new browser)

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.

The Center for Writing and Communication:

CWC (new browser), First Floor Ned R. McWherter Library

Tutoring:

General tutoring (new browser)
Writing and online tutoring (new browser)
University of Memphis/Fogelman College plagiarism policy and helpful tutorials:
- Plagiarism Explained (new browser)
- Understanding Plagiarism (new browser)
- Plagiarism U of M Misconduct (new browser)

Study efficiencies/time management-Mitchell Hall, Room 207

**Etiquette:**

**Spring and Fall semesters only.** 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:**

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 LiveSafe (new browser), an emergency alert text 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. Additional information on LiveSafe (new browser).

**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.
# Course Schedule MGMT 3510

(Last updated, 8/10/20)

Dr. Martha Robinson, Instructor

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
<th>Due date</th>
</tr>
</thead>
</table>
| **Module 1**<br>Week 1<br>8/17 – 8/23 | 1. Review Getting Started Section  
2. Complete Introductory Discussion Post  
3. What is my responsibility as a student to help keep academic integrity high at the University of Memphis?  
4. Read Chapters 1 & 2 | 8/8/19 |
| **Module 2**<br>Week 2<br>8/24 – 8/30 | 1. Read Guffey Chapters 3 & 4  
2. Assignment 1: Routine Letter  
3. Self-Concept Discussion  
4. Complete “Moon Team Discussion), found under the Communication tab. | 8/30 |
| **Module 3**<br>Week 3<br>8/31 – 9/6 | 1. Research Topic due  
2. Review and Practice in Cengage  
3. Exam 1 (Chapters 1 – 4) | 9/7 Labor Day Holiday |
| **Module 4**<br>Week 4<br>9/8 – 9/13 | 1. Review Chapters 5-8 (textbook) and Practice in Cengage  
2. Research Topic Due | 9/9 @ 11:59 Submit to the drop box |
| Module 5 | | |
| Module 5 | 1. Exam 2 (Chapters 5 – 8)  
2. Assignment 3: Persuasive Message |
| Module 6 | 1. Continue research  
2. Review and Practice in Cengage  
3. Submit outline for research paper and preliminary literature review |
| Module 7 | Assignment 4: Bad News Message  
Discussion: Given our current social climate, select 1 of the two issues below: (1). Issues related to COVID-19, or (2). The social Equality Protests, and discuss how would you reframe your communications to communicate your views/position effectively to all parties? |
| Module 8 | Career Readiness Module  
Review Career/Employment Communication, Guest Lecturer  
1. Resume Assignment  
2. Cover Letter Assignment |
| Module 9 | Review Chapters 9 – 12  
Exam 3: (chapters 9-12) |
<p>| Module 10 | Discussion: How has Zoom revolutionized business communication today? What are future implications for communicating in a global business environment? |
| Module 11 | Review Chapter 13 -14: |</p>
<table>
<thead>
<tr>
<th>Week 11</th>
<th>10/26 – 11/1</th>
<th>Guest Lecture: Lecture Crisis Communication Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 12</td>
<td>Week 12</td>
<td>Exam 4: (Chapters 13-14)</td>
</tr>
<tr>
<td>11/2 – 11/8</td>
<td>Continue Team Research</td>
<td>October 7</td>
</tr>
<tr>
<td>Module 13</td>
<td>Week 13</td>
<td>Team Research Project Due</td>
</tr>
<tr>
<td>11/9 – 11/15</td>
<td>Optional Final Exam</td>
<td>11/15 @ 11:59 PM. Submit to the dropbox</td>
</tr>
<tr>
<td>11/17</td>
<td>Last Day of Class</td>
<td></td>
</tr>
</tbody>
</table>

NOTE: This schedule is tentative. The instructor reserves the right to make changes. All schedule changes will be announced in class. Absence from class does not absolve the student from being responsible for obtaining this information. **Scheduling changes will be updated on the electronic course calendar posted on the course homepage in eLearn/eCourseware.**