Communicating in Business

Fall 2011

MGMT 3315.001

INSTRUCTOR: Benjamin L. Blanco

CLASS: OCNR 117 W 7:00-9:30 PM

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OFFICE LOCATION: OCNR 376

OFFICE HOURS: By Appointment

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Course description:

A study of the fundamentals of effective communication in business and administration. Emphasis is placed on the application of modern techniques to business writing including memos, letters and reports, and oral reporting.

Prerequisites: MISY 2305 and junior standing or above.

Required Materials:


Guffey On-Line workbook: www.meguffey.com

Creating Magic, Lee Cockerell, 2009

Readings on Library Reserve: Texas A&M-CC University Library

PERFORMANCE EVALUATION AND GRADING

Exams:
- Exam # 1: 100
- Exam # 2: 100

Formal Written Report:
- Formal Written Report (T): 150
- Peer Evaluation (Sheet)
- Power Point

In-Class Writing:
- “E-Mail Memo”: 50
- “Resume” (T): 50
- “Routine/Goodwill Letters” (T): 50
- “Persuasive Letter & Memo” (T): 50
- “Negative Message Letters” (T): 50
- “Surveys” (T): 50

Oral Presentation & Speaking:
- Oral Presentation (Business Etiquette): 100
- Final Group Presentation (PPT): 100

Homework/In-class assignments: 50

TOTAL: 900

(T) = Typewritten

A letter grade will be determined based on the percentage earned of total points possible, as follows: A, 90-100%; B, 80-89%; C, 70-79%; D, 60-69%; F, 0-59%.

Exams. Exams will consist of both objective questions and written responses (i.e., short essay questions, business letters or memos, etc.). Exams missed because of excused absences (i.e., documented medical emergencies, official university-sponsored travel, etc.) made be made up. If exam 1 is missed, it must be made up within 5 schools days (including Fridays) except with approval in advance from the instructor. Exam #2 must
be made up within 1 school day (including Fridays) except with approval in advance from the instructor. A made-up exam will be included within the “Make-up & Submission of Late Assignments” total discussed in greater depth later.

**Written Report.** The written report assignment will be discussed in detail in class. The discussion will be supplemented with a written assignment sheet providing additional information.

**Oral Presentation:** The oral presentation assignment will be discussed in detail in class. The discussion will be supplemented with a written assignment sheet providing additional information. If Oral Presentation 1 is missed, it must be made up within 5 school days (including Fridays) except with approval in advance from the instructor. A made-up oral presentation will be included within the “Make-up & Submission of Late Assignments” total discussed in greater depth later.

**Computer Skills Needed:**

- Campus computer account and knowledge of how to operate computers and printers in the Business Computer Lab
- Ability to send and receive e-mail from Business Computer Lab
- Ability to use on-line library databases and Internet WebPages
- Ability to create and print tables & non-table visuals aids similar to those on page 438 in Microsoft Word
- Ability to create and deliver a PowerPoint presentation

**Academic Integrity/Plagiarism:** University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)
**Dropping a Class:** I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. **November 4, 2011** is the last day to drop a class with an automatic grade of “W” this term.

**Grade Appeals:** As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at [http://www.tamucc.edu/provost/university_rules/index.html](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

**Disabilities Accommodations:** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an
accommodation, please call or visit Disability Services at (361) 825-5816 in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
August 24  Introduction/Syllabus
Chapter 4 – Preparing to Write Business Messages
Chapter 14 – Speaking Skills

August 31  Chapter 15 - Employment Communication
Chapter 15 - Resumes

September 7  Chapter 13 – Proposals & Formal Reports
Discuss Oral Presentation #1 – Library Book
Assign Dates
Resumes Due

September 14  Chapter 11 – Primary/Secondary Information
Chapter 11 – Formal Written Report
Assign Groups – Discuss Group Project/Dates Due
Sheet – “Presentation Pyramid”/Topics
Surveys

September 21  Chapter 11 – Paraphrasing
APA Formatting

September 28  Oral Presentations

October 5  Oral Presentations

October 12  Exam #1
Chapter 5 – Paragraphs/Chapter 12 – Headings
Chapter 7 – PowerPoint Skills

October 19  Chapter 8 – Routine Letters & Goodwill Message
Lab – Routine Letter & Goodwill Message

October 26  Chapter 10 Persuasive & Sales Messages - Lab

November 2  Chapter 9 – Negative Messages - Lab

November 9  Chapter 11 Graphics
Chapter 11 Graphics (Exercise)

November 16  Chapter 7 – Routine E-mail Messages and Memos

November 23  Group Presentations
November 30  Group Presentations

December 7  Reading Day

December 14  Final  7:15-9:45 PM