Communicating in Business  
MGMT 3315  
Summer II 2012  

INSTRUCTOR:  Dr. Benjamin L. Blanco

CLASS:  OCNR 115  MW 6:00-9:45 PM

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OFFICE HOURS:  By Appointment

OFFICE LOCATION:  OCNR 376

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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


Readings on Library Reserve: Texas A&M University-Corpus Christi Library
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

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) (Survey Monkey) 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%.
**Grade Appeals:** As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes 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 Appeals Procedures. These documents are accessible through the University Rules Website 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.

**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.) may be made up. If Exam 1 is missed, it must be made up within 5 school 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.
MGMT 3315
TENTATIVE Class Schedule

July 9<sup>th</sup>  
Introductions/ Syllabus  
Chapter 4 – Preparing To Write Business Messages  
Chapter 14 – Speaking Skills

July 11<sup>th</sup>  
Chapter 15 – Employment Communication  
Chapter 16 – Resumes (Due date)

July 16<sup>th</sup>  
Chapter 13 – Proposals And Formal Reports  
Discuss Oral Presentation #1 – Library Book  
Assign dates / Resumes due

July 18<sup>th</sup>  
Chapter 11 – Primary/Secondary Information / surveys (Due date)  
Assign Groups – Discuss Group Project / topics / dates due  
Electronic Databases / Internet  
Chapter 11 – Paraphrasing

July 23<sup>rd</sup>  
EXAM # 1  
APA Formatting  
Chapter 11 – Formal Written Report  
Topics Due

July 25<sup>th</sup>  
Oral Presentations

July 30<sup>th</sup>  
Chapter 5 – Paragraphs  
Chapter 8 – Routine Letters And Goodwill Messages  
Chapter 12 – Headings  
Chapter 14 – Power Point Skills  
Video – Routine Letters  
Lab – Routine Letter And Goodwill Message

August 1<sup>st</sup>  
Chapter 9 – Persuasive And Sales Messages  
Chapter 10 - Negative Messages  
Lab – Persuasive Letter / Negative letter  
Surveys Due
August 6th  Chapter 11 Graphics (Exercise)
              Lab – E-Mail Assignment (in-class)

August 8th  Exam # 2
              Final Reports Due – flash drive / peer evaluations / PPT