Communicating in Business
MGMT 3315
Summer II 2013

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

WebPages:        faculty.tamucc.edu/bblanco

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:


Suggested Materials:


Guffey On-Line workbook: www.meguffey.com
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)
      Group Grade    100
      Individual Grade 100

   Peer Evaluation (Sheet)
   Power Point

In-Class Writing:
   “Resume” (T)    100
   “Routine/Goodwill Letters” (T)    50
   “Persuasive Letter & Memo” (T)    50
   “Negative Message Letters” (T)    50
   “E-Mail Memo”    50
   “Surveys” (T) (Survey Monkey)    50

Oral Presentation & Speaking:
   Oral Presentation (Business Etiquette)    100
   Final Group Presentation (PPT)
      Group Grade    50
      Individual Grade 50

Homework/In-class assignments    50
   Attendance    (40)

TOTAL    1000
   (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%.
Make-Up Exam Policy: Make-up exam will be allowed only if the instructor is notified of the excused absence before the exam. Regardless of the excuse, any make-up exam must be taken NO LATER than 1 week after the student returns. Make-up exams and quizzes can ONLY be given when a student presents a verifiable, documented excuse for an absence. Any other reason, including work schedules, will not be accepted. I reserve the right to not let any student make up any exam, quiz, or class work. If an exam is not made-up, then the student will receive a grade of zero for that test or assignment.

Cellphone Policy: Instant messaging, text messaging, and telephone, during class is strictly prohibited. Each student has a responsibility to other students. When cell phones ring or students leave class to respond, it disrupts the class. Therefore, the professor prohibits the use by students of cell phones during scheduled classes. All such devices must be turned off, kept out of view, and not be taken out during class. Exceptions to this policy may be granted at the discretion of the instructor. Where emergency or employment situations require access to electronic communication services, arrangements may be made in advance with the instructor. In the event the student is caught using an electronic devise of any nature during class the student will be asked to leave the classroom and will receive a zero for that portion of the coursework. Use of electronic communication devices during examinations or other graded activities may constitute grounds for disciplinary action. Consequences for failing to comply may result in one or more of the following: verbal warning, written warning, a request to leave the class, and/or deduction in points for grades.

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.) 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.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
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| July 8th   | Introductions/ Syllabus  
Chapter 4 – Preparing To Write Business Messages  
Chapter 14 – Speaking Skills |
| July 10th  | Chapter 15 – Employment Communication  
Chapter 16 – Resumes (Due date) |
| July 15th  | Chapter 13 – Proposals And Formal Reports  
Discuss Oral Presentation #1 – Library Book  
Assign dates / Resumes due |
| July 17th  | Chapter 11 – Primary/Secondary Information  
Assign Groups – Discuss Group Project / topics / dates due  
Electronic Databases / Internet  
Chapter 11 – Paraphrasing |
| July 22nd  | EXAM # 1  
APA Formatting  
Chapter 11 – Formal Written Report  
Topics Due |
| July 26th  | Oral Presentations |
| July 29th  | Chapter 5 – Paragraphs  
Chapter 8 – Routine Letters And Goodwill Messages  
Chapter 12 – Headings  
Chapter 14 – Power Point Skills  
Lab – Routine Letter And Goodwill Message |
| July 31st  | Chapter 9 – Persuasive And Sales Messages  
Chapter 10 - Negative Messages  
Lab – Persuasive Letter / Negative letter |
| August 5th | Chapter 11 Graphics (Exercise)  
Lab – E-Mail Assignment (in-class) |
| August 7th | Exam # 2  
Final Reports Due – flash drive / peer evaluations / PP |
Peer Evaluation Sheet

Evaluator’s Name ___________________ Group # __________________ Date _____________

You are asked to rate the contribution of yourself and each of the other members in your group on the class project. This evaluation should take into account a number of factors such as a member’s willingness to accommodate the schedule of the other group members, attendance at group meetings, thoroughness of research, contribution of critical discussion and ideas and to what extent they did their share or more than their share of the work.

Please give each group member a score from 0% to 100%. A score of 100% indicates an excellent contribution on the part of the group member. One person (who has performed exceptionally) in each group may receive a score about 100%. Each group member’s average percentage will be multiplied by the group project score to determine each group member’s project score.

There is space provided for comments. Low and high percentages must be justified. This evaluation process is confidential.

Group Member 1      Score
Comments:

Group Member 2      Score
Comments:

Group Member 3      Score
Comments:

Group Member 4      Score
Comments:

Group Member 5      Score
Comments: