Communicating in Business

Fall 2012

MGMT 3315.003

INSTRUCTOR: Dr. Benjamin L. Blanco

CLASS: OCNR 145    MW 2:00-3:15 PM

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PHONE: (361) 825-2490

OFFICE LOCATION: OCNR 376

OFFICE HOURS: By Appointment

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:


Guffey On-Line workbook: www.meguffey.com

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) (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%.

Make-Up Exams: 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.

Laptop Policy: “Appropriate Classroom Laptop and PDA Use...Although having a laptop in class opens up new learning possibilities for students, sometimes students utilize it in ways that are inappropriate. Please refrain from instant messaging, e-mailing, surfing the Internet, playing games, writing papers, doing homework, etc. during class time. Acceptable uses include taking notes, following along with the instructor on PowerPoint, with demonstrations, and other whole class activities, as well as working on assigned in-class activities, projects, and discussions that require laptop use. All other uses are prohibited. It is easy for your laptop to become a distraction to you and to those around you. Inappropriate uses will be noted and may affect your final grade.” If you are caught surfing the Internet without permission (or playing games) you will not be allowed to bring the laptop to class for the remainder of the course. As a courtesy to your instructor and your classmates, only use your laptop computer for classroom related activities during class.

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 2, 2012 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. 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 Corpus Christi Hall 116.

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.
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<thead>
<tr>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>August 22</td>
<td>Introduction/Syllabus</td>
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<td>August 27</td>
<td>Chapter 14 – Speaking Skills</td>
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<td>Chapter 4 – Preparing to Write Business Messages</td>
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<td>August 29</td>
<td>Chapter 15 - Resumes</td>
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<td>September 3</td>
<td>Labor Day</td>
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<td>September 5</td>
<td>Resumes Due</td>
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<td>Chapter 15 - Employment Communication</td>
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<td>September 10</td>
<td>Chapter 13 – Proposals &amp; Formal Reports</td>
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<td>Discuss Oral Presentation #1 – Library Book</td>
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<td>Assign Dates</td>
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<td>September 12</td>
<td>Chapter 11 – Primary/Secondary Information</td>
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<td>Surveys (Due date)</td>
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<td>September 17</td>
<td>Assign Groups – Discuss Group Project/Due Dates</td>
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<td>Sheets – “Presentation Pyramid”/Topics</td>
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<td>September 19</td>
<td>Chapter 11 – Paraphrasing</td>
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<td>APA Formatting</td>
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<td>September 24</td>
<td>Oral Presentations</td>
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<td>September 26</td>
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<td>October 1</td>
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<td>October 15</td>
<td>Chapter 8 – Routing Letters &amp; Goodwill Message</td>
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<td>October 17</td>
<td>Lab – Routine Letter &amp; Goodwill Message</td>
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<td>October 22</td>
<td>Chapter 10 – Persuasive &amp; Sales Message</td>
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October 24  Lab – Persuasive and Sales Message
October 29  Exam I
October 31  Chapter 5 – Paragraphs/Chapter 12 – Headings
November 5  Chapter 9 – Negative Messages
November 7  Lab
November 12  Chapter 11 - Graphics
November 14  Chapter 11 – Graphics (Exercise)
November 19  Chapter 7 – Routine E-mail Messages & Memos
November 21  Group Presentations
November 26  Group Presentations
November 28  Group Presentations
December 3  Exam #2
December 5  Reading Day
December 10  Final  1:45-4:15 PM
Reports Due
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: