**Instructor:** Ms. Michelle K. Malsbury, BSBM, MM

**Contact Information:** [mkmlsbry@memphis.edu](mailto:mkmlsbry@memphis.edu)

**Office Hours:** virtual and by appointment, please use contact information provided above

**Classroom:** Room 265 Fogelman Business Admin Building

**Class:** Business Communications, MGMT 3510, Section 005

**Required Text:**

Lehman, C. and Dufrene, D. (2011-12). *BCOM3*. Mason, OH: South-Western Cengage Learning. ISBN: 978-0-538753-3-57. Textbook online resources (flashcards, glossary, prepcards, review cards, and quizzes) are only available with new textbooks that contain an access code card.

**Recommended Books:**

1. Clark, J. and Clark, L. (2009). *A Handbook for Office Professionals: How12.* South-Western Cengage Learning.
2. Sabin, W. (2010). *The Gregg Reference Manual .*(11th Edition). McGraw-Hill Publishers.
3. Strunk, W. and White, E.B. *The Elements of Style.* (any edition). McMillan Publishing, NY
4. VandenBos, G. (Ed.) (2010). *Publication Manual of the APA-American Psychological Association.* (Sixth Edition). APA, Washington, DC
5. Yate, M. (2010). *Knock ‘em dead: The ultimate job seekers guide.* Adams Media Corp.

**Recommended Websites for APA format required in this course for research papers:**

<http://owLenglish.purdue.edu/handouts/research/r_apa.thml#Your> or <http://www.docstyles.com/apacrib.htm>

**Course Description:**

Communication theory as applied to business and other professions. Emphasis is placed on learning what comprises effective writing, presentation or written and oral case solutions, letters, memoranda, reports, and employment applications. Other topics to be discussed are: selection and use of resources and references in research, business ethics, technology, and intercultural communication. **Please note that this is a very writing, speaking, and assignment intensive course.**

**Course Objectives:**

Students will demonstrate a good understanding of theory surrounding effective communication and be able to aptly apply those principles to solving management problems, specifically with regard to written business messages. This Is not an English Composition course, however, it is expected that all homework and research papers be checked for grammar, spelling, and adherence to APA format. **Upon completion of this course students should be expected to be able to:**

1. Understand and discuss the communication process.
2. Plan, organize, evaluate, and develop various business messages. Emphasis is placed on use of tone and audience, as well as, the proper appearance of such documents. \*
3. Understand and discuss active listening, oral and nonverbal communication skills.
4. Prepare and persuasively deliver an effective Powerpoint presentation**. \***
5. Gather, organize, synthesize, and evaluate data used to create business reports in a persuasive fashion. \*
6. Prepare employment communication messages, including resumes and cover letters.
7. Understand and discuss effective team, interpersonal, and intercultural communication skills.
8. Use critical thinking, apply ethical approaches toward problem solving of business communication issues, and exhibit desirable work traits (proper business etiquette) that help support business success. \*

\*AACSB compliant

**Academic Course Requirements:**

The following minimum assignments are required in all sections of MGMT 3510:

1. Informal business letter.
2. Bad/good news letter.
3. Persuasive letter.
4. Cover letter and resume.
5. Resignation/referral letters.
6. Oral Green Team Powerpoint presentation.
7. APA Green research paper that demonstrates understanding of: gathering, organizing, evaluating, and synthesizing information into report format. Must be APA compliant.
8. Business etiquette and team communication activities.

**Technology and Software Requirements:**

1. Microsoft Office Word
2. Adobe Reader
3. Microsoft Powerpoint
4. 8MB USB flash drive for storage of presentation materials. This can be purchased from any retail store that carries electronic devices.

**Prerequisites:**

Enrollment in 3000-4000 level courses at the University of Memphis, Fogelman College of Business, require that students have previously completed:

1. All lower division Business Administration courses with a minimum GPA (Grade Point Average) of C or 2.0 in each.
2. Have a minimum quality GPA of 2.25 (ACCT majors minimum GPA of 2.5) in all lower division business and math (1312) courses.
3. Have accumulat4ed 55 hours of course work, including nine (9) hours of English.
4. Non-Business majors must have junior or senior status and must have met all prerequisites for this course.
5. Students are solely responsible for ensuring these basic requirements are met. If not, drop action may be implemented.

**Note from Faculty Director of Undergraduate Programs:**

Admission to this class is by permit only. Students who are enrolled in this class (on the last day to add classes) will be given a permit for the class next semester, one week prior to classes beginning. Permits will only be granted if space is available.

**Communication Guidelines:**

Please contact the instructor at [mkmlsbry@memphis.edu](mailto:mkmlsbry@memphis.edu) or before or after class. Professor Malsbury will make every attempt to respond to emails within 48 hours and to arrange timely discussions with students enrolled in her Business Communications classes at the University of Memphis.

**Attendance:**

Please note this is a very writing-oriented and application-oriented course. Attendance is required and will be recorded. Attendance and class participation will factor into end of the course grades. It is the student’s responsibility to obtain any class information when absent. Students are encouraged to follow the syllabus for information on assignments and reading required for this course. Once class begins no student will be allowed to leave except for scheduled breaks (Two fifteen minute breaks will be given for the Monday evening course. Attendance will be recorded after each segment/break.)

Cell phones and computers are not allowed during class unless approved beforehand for group/individual assignment presentations. Cell phones and computers may be subject to gathering up at the beginning of class and disbursement back to students afterward if anyone is found to be violating this policy.

Excessive tardiness or absences will not be tolerated and any student who is habitual on either may be removed from the course. (For more on this topic please see the U of M Student Rights and Responsibilities at <http://www.saweb.memphis.edu/judicialaffairs/pdf/csrr.pdf> )

Assignments not turned in before or on their due dates will not be accepted. The only exceptions to this rule are: University-approved/sponsored trips, athletic events, or conferences. Work or personal conflicts are not considered exceptions to this rule and will be counted as absences that factor into grades for this course. Anyone who misses more than 10% of this course is highly advised to withdraw or risk possible failure.

**Participation:**

Students are required to participate in this course. There will be individual and group assignments that will factor into end of the course grades. Teams will be assigned by Professor Malsbury during the first week and will remain the same through the end of this course. Teams may select their own means of communication outside of this course, i.e. email, chats, Skype…

**Email Communication Guidelines:**

Always include a subject line along with course number, 3510, and section numbers when corresponding. Use appropriate working and tone. Use standard fonts and do not send large attachments unless invited to do so by the professor. Always be respectful, never use foul, inflammatory, or vulgar language.

**Group/Team Communication Guidelines:**

Everyone is required to participate and meet the deadlines in their groups/teams. Always be respectful of your other group members. Do not use hostile or inflammatory language when communicating. Be cooperative, positive, and supportive with team leaders/members. Always complete assignments on or before their due dates.

**Course Grades:**

Final grades are determined by points earned from the following:

1. Attendance and participation, individual and group.
2. All required assignments, including quizzes, activities (group and individual), and exams. All assignments are required to adhere to APA format. For more on this please see recommended books on page one of this syllabus.

Points will be allocated as follows:

90-100% A

80-89% B

70-79% C

60-69% D

Below 60% is considered failing.

Points will be allocated as follows:

1. Homework assignments: 11 (sample e-mail, good/neutral letter, bad news letter, persuasive message, Green technology research paper, five slide powerpoint presentation on Green topic as group, cover letter, resume, follow-up letter, resignation letter, and referral letter) at 30 points each, overall total of 330 points
2. Participation/discussion questions in class - 100 points
3. Attendance – 100 points
4. Exams and/or quizzes: 3 overall at 100 points each, 50 questions each, for 300 points total

Total possible point value is 830. Exams may be a mix of questions ranging from multiple choice to true/false, to discussion/essay. Scan-tron sheets will be provided for all exams. Students are required to bring two number two pencils with them to class on exam days.

Academic dishonesty, plagiarism, using another’s work as your own, or non-compliance to any of the requirements listed above may result in expulsion from the University or failure of this class. Plagiarism is the “intentional use of someone else’s exact words without quotation marks and appropriate credit, or the use of someone else’s unique ideas without acknowledgment.” (Alred, G., 2000) Students are encouraged to complete the University of Memphis plagiarism tutorial at <http://www.exlibris.memphis.edu/help/plagiarism>. All students are required to submit research papers to [www.turnitin.com](http://www.turnitin.com) as part of their overall course grade. Instructions on where to go and how to do so are located in the eCourseware section of this course.

**Student Academic Services:**

Students requiring or requesting special academic assistance should do so from the ESP, Educational Support Program and are encouraged to discuss same with their professor. These services are free and can help students improve their grades and apply critical thinking skills toward better learning. The Business Learning Center is located at room 256 and provides counseling for accounting, statistics, finance, management, and marketing. The phone number to schedule appointments is 901-678-3912. Hours are from 8 am until 7 pm, Monday through Thursday. Writing assistance can be found in room 225 Patterson or by calling 901-678-3912. Time management and study skills tutoring can be found at Mitchell Hall, room 207.

**ADA Compliance Statement:**

Fogelman College of Business and Economics at the University of Memphis is committed to providing equal opportunity and access to all academically qualified students with disabilities and is compliant with Section 504 of the Rehabilitation Act/Americans with Disabilities Act. Students requiring special accommodation or services should first register with the Student Disability Services Office, SDSO, and provide current and appropriate documentation which identifies the specific nature and extent of a qualifying disability. SDSO’s web site can be accessed at <http://www.people.memphis.edu/-sds/> or via phone at 901-678-2880.

**Tentative Course Schedule: MGMT 3510-005.** This course/assignment schedule is tentative and subject to revision and change as necessary. Any and all changes will be announced in class and through the eCourseware system news feed. Students are required to keep abreast of all changes and submit assignments accordingly. Assignments are to be submitted via the dropboxes set up in eCourseware.

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| **Month/Date** | **Reading/eCourseware** | **Assignments/Due Dates** |
| August 29th, Monday | Course Introduction/Requirements  Dropbox information  Etiquette Dinner instructions | Team assignments and break into teams to write a team introduction to the class: include your strengths and weaknesses |
| September 5th, Monday | Chapter 1-Estabilshing a Framework for Business Communication  Also be familiar with the dropbox assignment requirements | 1. As a team write a short message from the Memphis Tourist Development council regarding things to do and places to see in Memphis, present in class |
| September 12th, Monday | Chapter 2- Focusing on Interpersonal Communication | As a team write a short public service message and present in class; accident, special event, construction detours, weather bulletin, educational opportunity, etc.  I |
| September 19th, Monday | Chapter 3-Focusing on Group Communication  4 C’s Speaker | 4 C’s handout: communications, critical thinking, creativity, and emotional control  As a team write a short employment ad and present in class |
| **September 26th, Monday** | Chapter 3, begin Chapter 4- Planning Written and Spoken Messages | As a team write an agenda for a meeting of your choice and present in class  Individual assignment- write a routine business e-mail and submit to dropbox, 30 points |
| **October 3rd, Monday** | Chapter 5- Communicating Electronically  Review for exam 1 | Study for Exam 1 |
| **October 10th, Monday** | Exam 1-covers chapters 1 thru 5: 100 points total | Review Exam 1 results |

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| **Month/Date** | **Reading/eCourseware** | **Assignments/Due Dates** |
| **October 17th, Monday** | Chapter 6-Delivering good and neutral messages | Write a neutral or good news message as a team and present in class  Write a neutral or good message as individual assignment and place in dropboxes, 30 points |
| **October 24th, Monday** | Chapter 7- Delivering bad news messages | 1. Write a bad news message as a team and present in class 2. Write a bad news message as an individual assignment and place in the dropbox, 30 points |
| October 31st, Monday | Chapter 8- Delivering Persuasive Messages | Write a persuasive message as a team and present in class  Write a persuasive message as an individual and place in the dropbox, 30 points |
| **Monday, November 7th** | Read Chapter 9- Understanding the report process and research methods  Read Chapter 10- Managing Data and Using Graphics | Write the various forms of research and reports as a team and present in class.  Use any graphic/chart to depict data, your team choice, and present in class. i.e. pie, line, scatter, bar, etc.  Review for Exam 2 |
| **Monday, November 14th** | Exam 2 covering chapters 6 thru 10  Review for Exam 2 |  |
| **Monday, November 21st** | Read Chapter 11- Organizing and Preparing Reports and Proposals | Review from Exam 2  Write a 2-3 page report on a Green technology or topic: use three references and APA format. References can be 1 online and two articles from peer reviewed resources. Place in dropbox. 30 points. |
| **Monday, November 28th** | Read Chapter 12 and 13- Designing and Delivering Business Presentations  Communication for Employment | As a team select a Green topic to present in class.  Individual assignment – write resume, cover letter and submit to dropboxes. 60 points. |
| **Monday, December 3rd** | Read Chapter 14- Interviewing for a job and preparing employment messages  Review for Exam 3 | Practice interviewing as teams and present four interview questions from the employer and potential employee as a team in class.  Individual assignment – write a follow up, resignation, and referral letter and submit to dropboxes. 90 points. |
| **Monday, December 12th** | Review for Exam 3  Exam three covers chapters 11 thru 14 |  |
| **Have a super Christmas Break** |  |  |
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