

MGMT 332: Business Communications

Fall 2018

Section: 01 CRN: 21682

Class Time and Location: MWF: 1:00-1:50

Professor: Alexis Carrico

Office Hours: MWF: 8:15am -8:45am, 12:00pm- 12:50pm and 2:00-2:20pm

Tuesday and Thursdays before 2PM by appointment only

Whenever possible, please schedule appointment to make the best use of everyone's time

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Course Prerequisites

Junior standing (60 hours).

Course Description (Per Course Catalogue)

This course develops an understanding of the theory of human communication so that one can apply it in an organizational setting requiring both oral and written expression of properly identified and presented decisions. The course content will include intrapersonal, interpersonal and organizational communication theory; principles of human behavior and their application to business communication; and principles involved in the writing of various letters, memos and reports.

Course Summary

This course provides theoretical and applied approaches to develop your interpersonal, written, and oral communication skills for a business setting. It involves developing and enhancing your competencies in holding productive professional conversations, collaborating in teams, writing effective business messages, developing influential reports, and speaking and presenting in workplace settings.

Learning Objectives

- Understand and build credibility as a communicator
- Learn and apply the theory and principles of interpersonal business communication, including listening, communicating in teams, and holding difficult conversations
- Develop business messages by analyzing audiences, developing strong ideas, and structuring messages well
- Compose effective correspondence, including routine messages, persuasive messages, and bad-news messages
- Leverage social media to reach intended audiences
- Communicate controversial topics and communicate during challenging times
- Persuade through communications
- Develop and deliver compelling presentations

- Analyze situations and audiences to make choices about the most effective way to deliver messages
- Provide feedback, accept feedback, and use feedback to improve communication skills
- Learn how to plan and conduct effective meetings

Required Textbook/E-Book

Author: Peter W. Cardon
 Title: *Business Communication: Developing Leaders for a Networked World* (3e)
 Publisher: McGraw-Hill
 Year: 2015
 ISBN: 0073403288

*Students must purchase McGraw Hill Connect access for the book listed above including e-book. The hard-copy textbook is optional. The cost for Connect access and the e-book is \$90. **Connect MUST be accessed through the McGraw Hill Connect Module in OAKS.** See tutorial for guidance:*

<https://www.youtube.com/watch?v=uzZ5qRuVtcQ>

Equipment

There will be two instances where you will need to record presentations which could be as long as 5 minutes in length. For those times, please make sure you have a laptop, phone, iPad, etc. that can record both audio and video. Also, ensure it has enough memory/space to capture a long video.

Assignment Summaries (Further details provided on Oaks)

You will complete the following assignments during the semester.

- **Homework Assignments:** Homework assignments are intended to prepare you for class and ensure application of course materials. They are pass/fail in nature; worth 1-2% of your grade each and also impact class participation. Assignments that are thorough (follow instructions) and thoughtful (exemplify curiosity, creativity, and effort) will receive full credit.
- **Oral presentations:** Two presentations including one business informative presentation (5 mins) and one business persuasive presentation (10 mins) worth 10% each will be completed in a team. Each of your presentations will be recorded.
- **Written Communications:** One written assignment about an informative business topic of your choice including a draft (submission considered in participation grade) and final version (15% of grade)
- **Class Participation:** This is a communications class so participation is heavily weighted. During class, we will utilize live exercises, impromptu speaking discussion, and extemporaneous speaking. I expect you to communicate thoughtfully and often during class. The participation grade will be broken down into 1st half and 2nd half participation which includes attendance, participation, engagement, preparedness (including understanding of reading assignments) and listening (20%).

- **Personal Reflection:** A personal analysis will be submitted in lieu of an exam. This analysis should review your work this semester and develop a plan of action moving forward (15%).
- **Grammar Quiz:** Because we want to set a level playing field before grading you on written composition, we will review business grammar and conduct a take-home, open-book grammar quiz early in the semester (5%).

Assignment Weights as Part of Final Grade

Assignments/Work	Percentage of Final Grade
Homework: Connect Cases/LearnsMarts/Assignments (Pass/Fail)	23% (1-2% each)
Oral Presentations (2- 1 individual and 1 group)	20% (10% each)
Graded Written Assignment (business memo) (1)	15%
Grammar Quiz (1)	7%
Class Participation (Midterm and 2 nd -Half Grades (2))	15% (7.5% each)
Personal Reflection (In Lieu of an Exam)	20%
Total	100%

Grades will be posted and available in OAKS grade application throughout the duration of the course.
Note- Connect grades will not be posted until 2 weeks into the course.

Grading Scale

Grade	Percentage	Grade	Percentage	Grade	Percentage	Grade	Percentage
A	93% to 100%	B+	87% to 90%	C+	77% to 80%	D+	67% to 70%
A-	90% to 93%	B	83% to 87%	C	73% to 77%	D	63% to 67%
		B-	80% to 83%	C-	70% to 73%	D-	60% to 63%
						F	Under 60%

Attendance and Punctuality

In this class, you are awarded Paid Time Off (PTO), as you would be in the business world. PTO can be used for anything from sick time, to vacation, to mental health days, to time away for interviews, etc.

You will receive three (3) PTO days. Classes missed in excess of three for any reason (including being sick) will impact your participation grade- so plan wisely and conserve PTO days in the event that you need a day off later. Exceptions will only be made for sicknesses or mental health issues that exceed three days and have an absence memo.

For every absence in excess of three, your participation will be directly impacted. I intend to treat students like I would colleagues and employees and attendance impacts job performance. Extra credit may be awarded for perfect attendance.

My intent is to have several external speakers join us during class. I expect that you will treat them with respect and start class on time.

Late Work

As with any job, turning in assignments late is not acceptable. Late assignments will receive a 50% deduction per day (assignments qualify as "late" after class begins). Note- late submissions of connect content will not be accepted.

Communication

You are responsible for checking your university email accounts regularly. I plan to communicate primarily via email including links to videos and articles information about assignments. You may email me at my CofC email above.

Accommodations

If you are a student with a disability and need accommodations, I welcome and encourage you to meet with me to discuss arrangements for the accommodations. It is important to make this request as soon as possible so that we will have time to make any necessary arrangements. The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me via email as soon as possible and for contacting me one week before accommodation is needed.

Academic Honor Code:

The academic honor code forbids lying, cheating, and plagiarism. Plagiarism is defined as presenting the work of others as your own and copying sources without citation. Plagiarism or cheating on an exam will result in an XF grade for the course. Students can find the complete Honor Code and all related processes in the Student Handbook at <http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php>

My responsibilities

- Prepare for each class with thoughtful content.
- Prepare you with real-life scenarios enabling you to effectively communicate in business.
- Ensure I am adding value and not just reading from the slides.

Your responsibilities

- Listen to all announcements and assignments made in class, on OAKS, and in emails. Absence from class does not excuse you from this responsibility.
- Check your CofC email daily.
- Be prepared for class – read the assigned material and complete homework ahead of time so we can have meaningful discussions.
- Leave your phones in your bags during class- unless they are being used for class purposes. Excessive and non-class-related/emergency use of phones will impact your participation grade.
- Ask questions with enough time for me to respond and you to act accordingly.
- Save copies of all of your work to a secure location.

My intent to treat each of you as an adult, a colleague. As such, I require standards of professionalism that are highly consistent with the "business world." You are expected to handle yourselves professionally throughout the class, which includes arriving to class early/on time, being ready to learn when class begins, and being courteous and attentive to me and your peers. It also includes being prepared for class (e.g., reading the required material), and being engaged, active participants in the classroom experience.

School of Business Goals

- **Communication skills:** Students will have to effectively discuss and present business cases and strategic management exercise, both at the group and the class level.
- **Quantitative fluency:** Students will have to apply the course techniques and tools to the strategic decision making process so as to display logical reasoning and data analysis skills.
- **Global and civic responsibility:** Students will have to identify and define how to address social, ethical, environmental and economic challenges at local, national and international levels in the context of the cases discussed in class and more generally in the process of strategic decision making.
- **Intellectual innovation and creativity:** Students will have to demonstrate problem-solving abilities and creativity in both formulating and implementing strategy.
- **Synthesis:** Students will have to integrate concepts presented throughout the semester to inform a cogent argument in their analysis of cases and application of course concepts

Schedule

This is a tentative schedule. Especially with external speakers, there may have to be adjustments.

In addition to the topics below, I may add/modify the topics based on trends or events in the industry.

Details on the homework are listed in the calendar on Oaks. I have also saved all of the external articles as PDFs on Oaks.

Date	Topic	Assignments & Readings Due BEFORE Class	Assignment Weight
Wednesday , August 22	Introductions/Course Overview	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A
Friday, August 24	<ul style="list-style-type: none"> Chapter 1- Establishing credibility- Part 1 Intro to credibility Assignment 	<ul style="list-style-type: none"> Read Chapter 1 Complete Connect Case Chapter 1-Credibility for an Entry-Level Professional 	<ul style="list-style-type: none"> 1% + Participation
Monday, August 27	<ul style="list-style-type: none"> Discuss Credibility Assignment Credibility- Part 2 	<ul style="list-style-type: none"> Complete mentor credibility assignment and submit to Dropbox. 	<ul style="list-style-type: none"> 2% + Participation
Wednesday , August 29	<ul style="list-style-type: none"> Chapter 2- Interpersonal Communications Listening self- assessment exercise Intro to listening journal 	<ul style="list-style-type: none"> Read chapter 2 	
Friday, August 31	<ul style="list-style-type: none"> Discuss listening journal Interpersonal communications Part 2 	<ul style="list-style-type: none"> Complete listening journal and submit to dropbox 	<ul style="list-style-type: none"> 2% + Participation
Monday, September 3 rd	<ul style="list-style-type: none"> Chapter 6- Improve readability with style and design- part 1 Introduce Manager Memo Assignment 	<ul style="list-style-type: none"> Read chapter 6 and Appendix A 	
Wednesday , September 5 th	<ul style="list-style-type: none"> Biz punctuation, number usage, and grammar (appendix A) Biz Grammar Game/Prep for Biz Grammar quiz 	<ul style="list-style-type: none"> Complete Connect Chapter 6 Learnsmart 	<ul style="list-style-type: none"> 1% + Participation

Friday, September 7th	<ul style="list-style-type: none"> • Biz grammar in-class quiz • Chapter 5- Part 1 Effective Messages 	<ul style="list-style-type: none"> • Study for quiz • Read chapter 5 	<ul style="list-style-type: none"> • 7% of grade
Monday, September 10th	<ul style="list-style-type: none"> • Business trends memo peer reviews 	<ul style="list-style-type: none"> • Complete business trend DRAFT and submit to dropbox, print, and bring to class 	<ul style="list-style-type: none"> • 1%+ Participation
Wednesday , September 12th	<ul style="list-style-type: none"> • Chapter 7- Email and other traditional tools for business communications • Email group activity (MIT) • Intro to customer escalation assignment • Prep class for speakers 	<ul style="list-style-type: none"> • Read chapter 7 	
Friday, September 14th	<ul style="list-style-type: none"> • Class Speaker- Janice Macratchie- <i>Formerly of Ford Motor Company</i> 	<ul style="list-style-type: none"> • Complete Customer Escalation Assignment and submit to dropbox 	<ul style="list-style-type: none"> • 2% + Participation
Monday, September 17th	<ul style="list-style-type: none"> • Class Speaker- Justin Altum- Vice President at <i>Maslansky and Company</i> 	<ul style="list-style-type: none"> • Complete Business Trends Memo Final Draft and submit to dropbox • Review Justin's bio at the following link http://www.maslansky.com/who-we-are#JustinAltum and prep questions 	<ul style="list-style-type: none"> • 10% of grade
Wednesday , September 19th	<ul style="list-style-type: none"> • Debrief on speaker visits • Chapter 4- Communicating across cultures part 1 • Cross-culture video 	<ul style="list-style-type: none"> • Read chapter 4 	
Friday, September 21st	<ul style="list-style-type: none"> • Chapter 4- Communicating across cultures Part 2 • Cultural IQ "Quiz" and Simulation 	<ul style="list-style-type: none"> • Complete Chapter 4 case- Going on a business trip to China 	<ul style="list-style-type: none"> • 1% + Participation

Monday, September 24 th	<ul style="list-style-type: none"> Chapter 16- Employment Communications 	<ul style="list-style-type: none"> Read chapter 16 	
Wednesday, September 26 th	<ul style="list-style-type: none"> Class Speaker: Cory Werkheiser Developing your online brand Creating Cover Letter 		
Friday, September 28 th	<ul style="list-style-type: none"> Debrief Speaker Cover Letter Peer Reviews 	<ul style="list-style-type: none"> Cover letter assignment due to dropbox; bring printout to class 	<ul style="list-style-type: none"> 2% + Participation
Monday, October 1 st	<ul style="list-style-type: none"> Career Fair Prep: Mastering your elevator pitch & elevator pitch "Speed dating" 	<ul style="list-style-type: none"> Research companies at career fair Connect with Professor Carrico via Linked in 	<ul style="list-style-type: none"> 2%
Wednesday, October 3 rd	<ul style="list-style-type: none"> College of Charleston career fair: 12-3PM Sign in and attend career fair in lieu of class 	<ul style="list-style-type: none"> Prep elevator pitch Prepare for the career fair Sign in at career fair 	<ul style="list-style-type: none"> Attendance at career fair will impact participation grade
Friday, October 5 th	<ul style="list-style-type: none"> Debrief Career Fair experience Intro to presentation assignments 	<ul style="list-style-type: none"> Career fair/Elevator Pitch Write up due to Oaks 	<ul style="list-style-type: none"> 2% + Participation
Monday, October 8 th	<ul style="list-style-type: none"> Class Speaker- Dr. Deb McGee- Communications Associate Professor and Director of Speaking Lab 	<ul style="list-style-type: none"> Review Informative Presentation content on Oaks 	
Wednesday, October 10 th	<ul style="list-style-type: none"> Informative Presentation Working session "Speed Dating" 	<ul style="list-style-type: none"> Input your informative presentation topic to google shared drive (link to be emailed) Come prepared with topic of informative presentation and structure 	
Friday, October 12 th	<ul style="list-style-type: none"> Informative Biz Presentations- Group 1 	<ul style="list-style-type: none"> Upload informative presentation deck to Oaks dropbox, bring electronic copy to class 	<ul style="list-style-type: none"> 10% of grade

		<ul style="list-style-type: none"> • Ensure your cell phone or recording device has sufficient memory to record your presentation 	
Monday, October 15 th	<ul style="list-style-type: none"> • Informative Biz Presentations- Group 2 	<ul style="list-style-type: none"> • Upload informative presentation deck to Oaks dropbox, bring electronic copy to class • Ensure your cell phone or recording device has sufficient memory to record your presentation 	
Wednesday, October 17 th	<ul style="list-style-type: none"> • Informative Biz Presentations- Group 3 	<ul style="list-style-type: none"> • Upload informative presentation deck to Oaks dropbox, bring electronic copy to class • Ensure your cell phone or recording device has sufficient memory to record your presentation 	
Friday, October 19 th	<ul style="list-style-type: none"> • Informative Biz Presentations- Group 4 	<ul style="list-style-type: none"> • Upload informative presentation deck to Oaks dropbox, bring electronic copy to class • Ensure your cell phone or recording device has sufficient memory to record your presentation 	
Monday, October 22 nd	<ul style="list-style-type: none"> • Wrap up informative presentations • Informative presentation debrief 		
Wednesday, October 24 th	<ul style="list-style-type: none"> • Chapter 8- Social Media • Social media exercise 	<ul style="list-style-type: none"> • Informative Presentation reflection due to Oaks • Read Chapter 8 	<ul style="list-style-type: none"> • 2%
Friday, October 26 th	<ul style="list-style-type: none"> • Class Speaker- Meghan Alexander: Arm-In-Arm founder; focus- Social Media, Persuasive Presentations, Polarizing topics 	<ul style="list-style-type: none"> • Review Meghan's bio at the bottom of the page at the following link: http://arminarmsc.org/our-story/ 	<ul style="list-style-type: none"> • Participation

Monday, October 29 th	<ul style="list-style-type: none"> • Debrief class speaker • Discuss polarizing communication • Intro to persuasive presentation teams & topic selection 		
Wednesday , October 31 st	<ul style="list-style-type: none"> • Chapter 3- Team communications • Team Communications facilitation (MOBTS) 	<ul style="list-style-type: none"> • Read Chapter 3 • Complete chapter 3 case: Running meetings and asking questions 	<ul style="list-style-type: none"> • 1%
Friday, November 2 nd	<ul style="list-style-type: none"> • Chapter 10- Persuasive communications • Best persuasive presentation 	<ul style="list-style-type: none"> • Input your persuasive presentation topic to google shared drive (link to be emailed) • Read chapter 10 	
Monday, November 5 th	FALL BREAK- NO CLASS		
Wednesday , November 7 th	<ul style="list-style-type: none"> • Persuasive Communications team working session 		
Friday, November 9 th	<ul style="list-style-type: none"> • Persuasive Communications Team Presentations- Group 1 	<ul style="list-style-type: none"> • Upload persuasive presentation deck to Oaks (1 per team) dropbox, bring electronic copy to class • Ensure your cell phone or recording device has sufficient memory to record your presentation 	<ul style="list-style-type: none"> • 10% of grade
Monday, November 12 th	<ul style="list-style-type: none"> • Persuasive Communications Team Presentations- Group 2 	<ul style="list-style-type: none"> • Upload persuasive presentation deck to Oaks (1 per team) dropbox, bring electronic copy to class • Ensure your cell phone or recording device has sufficient memory to record your presentation 	
Wednesday , November 14 th	<ul style="list-style-type: none"> • Persuasive Communications Team Presentations- Group 3 	<ul style="list-style-type: none"> • Upload persuasive presentation deck to Oaks (1 per team) 	

		<ul style="list-style-type: none"> dropbox, bring electronic copy to class • Ensure your cell phone or recording device has sufficient memory to record your presentation 	
Friday, November 16 th	<ul style="list-style-type: none"> • Wrap up Persuasive Presentations • Giving effective feedback lecture • 	<ul style="list-style-type: none"> • Upload persuasive presentation deck to Oaks (1 per team) dropbox, bring electronic copy to class • Ensure your cell phone or recording device has sufficient memory to record your presentation 	
Monday, November 19 th	<ul style="list-style-type: none"> • Feedback exercise 	<ul style="list-style-type: none"> • Complete Feedback Assignment. Email your feedback recipients with a copy to me. 	<ul style="list-style-type: none"> • 2%
Wednesday -Friday November 21 st -23 rd	THANKSGIVING-NO CLASS		
Monday, November 26 th	<ul style="list-style-type: none"> • Storytelling with Data ONLINE CLASS DO NOT COME TO CLASSROOM- SEE ASSIGNMENTS 	<ul style="list-style-type: none"> • Review storytelling with data on-line lecture • Review storytelling with data video from Tableau: https://www.youtube.com/watch?v=IIMHicxQ0LY • Review storytelling with data examples 	
Wednesday, November 28 th	<ul style="list-style-type: none"> • Guest Speaker- Dorie Wallace- VP Customer Success at Blackbaud 	<ul style="list-style-type: none"> • Review Dorie's bio: http://www.blackbaudknowhow.com/author/dorie-wallace 	
Friday, November 30 th	<ul style="list-style-type: none"> • Debrief on Dorie's visit • Review storytelling with data assignment • Instructor evaluations 	<ul style="list-style-type: none"> • Complete storytelling with data assignment and upload to oaks. Print and bring to class 	<ul style="list-style-type: none"> • 2%
Monday, December 3 rd	Mystery class-based upon class vote		
	Personal Reflection Due In Lieu of an Exam		<ul style="list-style-type: none"> • 20%

Written Communication Rubric

Content	Weak, nonexistent, or flawed.	Includes a few factual errors or does not answer all the questions; the ideas lack support.	Factually correct, supports ideas well, and demonstrates clear understanding of the material.	Addresses the topics professionally; develops and supports ideas using compelling examples and creative details. Presents new concepts demonstrating a mastery of the content.
Succinctness	Too long by including unnecessary information or gives a perspective of adding content to fill the pages or distract the reader. OR too short and does not fully answer the question. If I were the decision-maker, it does the paper provide me exactly enough content to make a decision?	Could be lengthened or shortened to better convey the message; length makes it hard to follow because it is choppy or contains so much information that the primary message is clouded	Enough content to answer the question fully but feels rushed	Provides enough content to get the message across and supports the findings, with no superfluous content
Audience	No awareness or understanding of the audience's perspective	Little consideration for the reader's perspective	Displays thoughtfulness about the nature of the audience	Reads as if it was written for the specified audience and answers questions readers would have
Grammar (Spelling, punctuation, paragraph syntax, etc.)	Many and repeated grammar mistakes that distract the reader from understanding the content	Multiple grammar mistakes and would benefit from additional revisions to improve	Few errors and does not impact the reader from understanding the content.	Virtually error free
Format	Difficult to read; graphs, charts, and pictures are of poor quality. Handwritten.	Can be read well either online or printed, but not both; font isn't professional (i.e., Comic Sans) or	Easy to read and consume in printed and online format; any charts, etc. are relevant,	Eye catching and marketing-ready

		doesn't match throughout	appropriately placed, and of high quality	
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Content inspired by and borrowed from San Diego State University and California State University, Fullerton

Oral Communication Rubric

Content	Weak, nonexistent, or flawed.	Includes a few factual errors or does not answer all the questions; the ideas lack support.	Factually correct, supports ideas well, and demonstrates clear understanding of the material.	Addresses the topics professionally; develops and supports ideas using compelling examples and creative details. Presents new concepts demonstrating a mastery of the content.
Audience	No awareness or understanding of the audience's perspective; ignores or does not answer audience questions; rude to the audience.	Little consideration for the listener and does not handle questions well.	Displays thought about the nature of the audience and manages questions relatively well.	Connects with the audience, answers questions the audience would have, manages the room, and handles live questions well
Body Language	Poor eye contact, shifting, excessive fidgeting, comes off as fearful, no gestures	Gestures seem contrived, little eye contact, few gestures, shows lack of ease	Good posture and natural body language; solid eye contact, minor fidgeting	Displays a high level of confidence, engages the audience, seems natural and spontaneous
Voice and Language	Whispers or yells, monotonous, excessive use of fillers (i.e., um), lack of enthusiasm, inappropriate word choice	Exhibits more than one but a distracting amount of the issues from the 'poor' column	Easily understood; appropriate tone and pace; few fillers, solid display of enthusiasm	Engaging, enthusiastic, uses varying tones, appropriate word choice and lack of fillers
Style	Rambles, rushes, has poor transitions, does not open or close the presentation well, and/or has poor grammar	Exhibits more than one but a distracting amount of the issues from the 'poor' column	Some minor format issues but overall is easy and enjoyable to listen to	Flows nicely, spends an appropriate amount of time on the content, and is error free; conference ready

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