"Organizations desperately need good writing skills."


Instructor: Carol Roever
Office: Administration Building, 3rd Floor, Room 309-G
E-Mail: roeverc@mwsc.edu

Times & Locations: GBA 319-01, MW 1-2:20 p.m., MC 103

Office Hours:
M  11-3 p.m.
T  9:30-10:30 in A309, 12:30-2 in MC 103
W  1-4  pm
TH 9:30-10:30 in A309, 12:30-2 in MC 103
F  By appointment

Required: Business Communication: Process and Product, M. E. Guffey, 4th edition, Audio cassette tape (either 60 or 90 minutes) and videotape

COURSE OBJECTIVES:
1. To understand and be able to explain how communication affects business outcomes.
2. To understand the principles that contribute to effective communication.
3. To review the fundamentals of correct usage of the English language.
4. To improve written and oral communication skills needed in business.
5. To learn to effectively give and receive constructive criticism.
6. To practice and/or improve listening skills.
7. To practice being an effective team member.

"Today, employers crave managers with critical soft skills. Topping the list for most American businesses are skills such as communication skills, interpersonal skills, team player skills, ethics, creativity, an ability to value diversity, responsiveness and a willingness to change."

**EVALUATED ASSIGNMENTS (97%)**

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<tr>
<th>Individual Assignments</th>
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<tr>
<td>Tests (3 @ 5%)</td>
<td>15.0</td>
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<tr>
<td>Resume and cover letter</td>
<td>13.0</td>
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<tr>
<td>Oral presentation</td>
<td>13.0</td>
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<tr>
<td>Strategic Memo</td>
<td>5.0</td>
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<tr>
<td>Stockholder Letter</td>
<td>5.0</td>
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<tr>
<td>Final Exam</td>
<td>16.0</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>67%</strong></td>
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<tr>
<th>Team Assignments</th>
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<tbody>
<tr>
<td>Tests (3 @ 2%)</td>
<td>6.0</td>
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<tr>
<td>Writing Assignment (thank you letter)</td>
<td>4.0</td>
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<tr>
<td>Portfolio Practice</td>
<td>2.0</td>
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<tr>
<td>WSJ Portfolio</td>
<td>14.0</td>
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<td><strong>Total</strong></td>
<td><strong>26%</strong></td>
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- **Evaluation by Team Members** 2%
- **Participation Evaluation by Instructor** 2%

**PARTICIPATION ASSIGNMENTS (3%)**

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<tbody>
<tr>
<td>Team Presentation</td>
<td>1.0</td>
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<tr>
<td>Individual Presentation</td>
<td>1.0</td>
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<tr>
<td>Responses to Pre &amp; Post Speech Videotapes</td>
<td>1.0</td>
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<td>3%</td>
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<td>100%</td>
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- **Mock Interview Bonus (+/- 1%)** 1.0

These assignments may be adjusted as the semester progresses.

**LISTENING/FOLLOWING DIRECTIONS on Writing Assignments**

When directions for signing your name are not followed, 1 percent will be deducted.

"'When you are a good listener, you will be a better manager and a better businessperson,'” says Roger Flax, president of Morristown, New Jersey seminar company Motivational Systems Inc./Canterbury.

"I came to see, in my time at IBM, that culture isn’t just one aspect of the game—it is the game. Successful institutions almost always develop strong cultures that reinforce those elements that made the institution great."

Lou Gerstner, page 182
Who Says Elephants Can’t Dance, 2002

Written assignments must be computer generated and turned in by you at the beginning of class on the day they are due. Assignments not turned in on time will receive a zero unless I have approved a late submission prior to the due date. If an assignment is accepted late, points amounting to at least 15% of the total points for the assignment will be deducted from the total points earned.

Oral presentations which are not presented on the scheduled date will receive a zero unless I have approved a later date prior to scheduled date of presentation. Points amounting to at least 15% of the total points for the assignment will be deducted for late presentations.

"The skills required to be a good manager have changed.....the ability to communicate has grown in importance.....Today's managers must have a whole new set of skills that revolve around juggling multiple priorities, delegating and working with teams."


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**Grading and Distribution of Grades**

Final course grades will be assigned using the following scale:

- A 90% and above
- B 82 < 90%
- C 72 < 82%
- D 63 < 72%
- F below 63%

"Contrary to popular opinion, there’s no mystery to writing well. It's a skill that just about anyone can learn."

P. O’Conner, Words Fail Me, 1999, p. 3.
Business Communications
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Attendance

Business Communications is a class where regular attendance and participation are important. Because the only way to improve communication skills is to practice, participation assignments represent three percent of the total points possible for the semester. These assignments often occur during class time and cannot be made up. In addition, group meetings will often be held during class time and your group needs your input. Make-ups for tests will be allowed only in emergencies which I have approved prior to the time of the test.

"Increasingly, says recruiting consultant Maury Hanigan, companies are looking beyond functional skills for people who are skilled communicators, quick learners, and adept at dealing with people."


Courtesy

In order to create a positive, learning environment, you are expected to behave in a mature and respectful manner. This means not interrupting or talking while someone else is speaking, not making fun of what someone else says, and not using profanity. Failure to follow these standards will affect your instructor evaluation grade and may result in your being asked to leave the class.

“Sooner or later everyone in business has to make a public address. These presentations can often make the difference between winning and losing, between success and failure.”

K. Aziz, Management Today, August 1999

Disability

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me within the first two weeks of class.
"The three most desired capabilities are communication skills, interpersonal skills, and initiative — all elements of emotional intelligence. And the higher you go up the corporate ranks, the more these things matter."


Honesty
Plagiarism or cheating will result in at least a grade of zero for the assignment involved.

“We now face the prospect of information obesity...information overload has replaced information scarcity as an important new emotional, social, and political problem.”

Final Examination

11 a.m. Class: Thursday, May 6 at 11:30 a.m. in Business Computer Lab
2 p.m. Class: Thursday, May 6 at 2 p.m. in Business Computer Lab

FINAL GRADES:
DUE TO THE PRIVACY ACT, GRADES WILL NOT BE POSTED IN THE DEPARTMENT OF BUSINESS. THE DEPARTMENT SECRETARY AND ASSISTANTS ARE NOT PERMITTED TO DISCLOSE GRADES.

"Executives must beware, for even a small error of grammar, spelling or punctuation can convey an image of a writer who is uneducated or sloppy."