



UNIVERSITY OF CENTRAL ARKANSAS

COLLEGE OF BUSINESS

Ms. MARSHA CARSON

MGMT 2301 (10:00 (3A) MWF) BUSINESS COMMUNICATIONS

SYLLABUS – FALL 2014

Department of Marketing & Management

Vision

Our vision is to be recognized as the business college of choice for undergraduate and Masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

3. Diversity.

- 3.1. Value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MGMT 2301
Course Name:	Business Communications
CRN:	10667
Semester:	Fall 2014
Location:	COB 311
Class Hours:	10:00-10:50 (3A)

Instructor Information

Name:	Ms. Marsha Carson
Office Location:	COB 312C
Work Email:	marshac@uca.edu
Phone:	450-5324
Office Hours:	MWF 8:00-9:00; MW 2:45-3:15; F 12:00-3:00; & TTH 8:00-9:30; other times by appointment

Prerequisites:

none

Textbook and Instructional Materials Required:

Essentials of Business Communication, 9th edition by Mary Ellen Guffey and Dana Loewy, Southwestern Publishing Co. **IMPORTANT NOTE:** This is a softback book, NOT the on-line e-book that Dr. Gatlin is using for her on-line class. Be sure to check the CRN class number before buying.

Course Description:

This is a required course of all business majors in the business foundation. The course examines principles of effective communication and provides practice in effectively writing business documents and job seeking materials; presenting various types of oral communications; and developing electronic communications.

Students will share and explore many aspects of communications, including business correspondence, electronic correspondence, job seeking, business reports, international communications, and speaking and interacting in teams. *Comments and interaction are always welcome! Some of the most enjoyable and beneficial learning experiences come from exchanging information and ideas with others. Students are invited and encouraged to participate and share information. Remember that ideas will die unless they are expressed!*

Course Objectives:

1. Demonstrate the ability to use clear business English, a positive tone to emphasize reader benefits, and effectively utilize correspondence, technology, and social media.
2. Develop an awareness of the global environment in which corporations conduct business.
3. Demonstrate the ability to communicate effectively one on one, in groups, and at meetings.
4. Develop skills for making effective oral presentations.
5. Develop teaming and collaboration skills.
6. Develop skills in the job application process.

Course Delivery Method:

Lecture, videos, in-class exercises, occasional speakers

Optional student website: www.cengagebrain.com

All students with new books have access to chapter review quizzes (which may help you prepare for exams), PowerPoint slides, and a wide assortment of learning resources which students may find helpful. **All students with used books** may purchase access to this website.

Grading:

Grades may be accessed through Blackboard.

Your **GRADE IS SIMPLY AVERAGED**---divide total points made by total possible points. No grades will be "given", dropped, or curved.

Keep ALL papers returned in case a question arises about your grade. Credit will not be given for an assignment if it has been lost and not recorded.

A total of **15 EXTRA CREDIT POINTS** may be earned during the semester.

Examples of extra credit include:

- Hear identified guest speakers or attend meetings or Career Fair or Dress for Success or other on-campus approved activities as notified by instructor (5 pts. each).
- Be a conversation partner or befriend an exchange student or international student throughout the semester & write a paper on the experience at the end of the semester (2-3 pgs=10 pts.)
- Bring an example of something to class to share relating to Business Communications; or share a VERY brief clip from You Tube with explanation of what it is and its relevance (5 pts.)
- Turn in an article or business document with a critique or explanation of what it is and its relevance to Business Communications (5 pts.)

EXTRA CREDIT WILL NOT BE ACCEPTED AFTER THANKSGIVING (no exceptions)

Extra credit should be done throughout the semester as “backup/insurance” in case you need additional points at the end of the semester.

Grades will be assigned according to the following scale:

- A. = 90-100%
- B. = 80-89%
- C. = 70-79%
- D. = 60-69%
- F. < 60%

TENTATIVE Assignments and Point Values (subject to change):

Various components of your grade are weighted approximately as follows:

- 3 (possibly 4) Tests (100-120 pts. each)
- Resume, Cover Letter & References (100 pts.)
- Group Professional Oral Presentation (100 pts.)
- International Student Info. Exchange (20 pts.)
- Other assignments TBA as time allows*

Description of Major Deliverables/Course Requirements:

TENTATIVE CHAPTER/TEST SCHEDULE

- (TEST #1) Ch. 1 (com. process/listening/non-verbal/intercultural), Ch. 11 (teams/meetings/ethics/etiquette) & Ch. 12 (bus. presentations)
- (TEST #2) Ch. 13 & Ch. 14 (job seeking)
- (TEST #3) Ch. 2, 3, 4 (effective writing)

Material that is presented from sources other than the text may be included in the tests.

Course Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

Policies and Procedures:

Attendance and Drop Policies:

After 3 unexcused absences, your grade will be lowered one letter grade.

After 4 unexcused absences, you may be dropped from the class.

Excused absences must be approved by the instructor.

Tardiness: After roll is taken, if you are **tardy**, you will be counted absent unless you inform your instructor at the end of the class period that same day to have the absence removed.

Assignment Submission:

- In-class and outside-of-class assignments will be assigned as time constraints allow.
- Assignments and work done in class must be turned in when directed by the instructor to be accepted.
- Assignments should reflect the same professional quality of work you would produce on the job. Assignments should be proofread, error free, and in an appropriate assigned format. Presentation quality of assignments, including grammar, proofreading, spelling, and appearance, as well as content will be graded. **If your writing and proofreading skills are weak, it is very important to get someone to help you proofread. All students' work will be graded the same.** Remember that Writing Lab services are available to all students.
- Points will be deducted for work turned in late unless your instructor approves a legitimate reason for an excused absence. It is your responsibility to find out what you missed if absent to turn in homework on time following the absence.

Makeup Exams:

- You will not be allowed to make up in-class quizzes missed.
- **TESTS:** If you are absent, you must discuss it with your professor (me) before or immediately following the absence or NO CONSIDERATION for makeup testing will be given.

Classroom Policies:

Each student will be expected to contribute to group work and class discussions. Group projects will be assigned during the semester which require students to work in groups regardless of schedules. In the business world, teamwork is essential, so each student will be expected to practice conflict management to work out schedules and personality conflicts with group members.

Classroom Policies continued:

E-MAIL. Check your UCA e-mail accounts periodically for announcements that might be sent to the class or to you individually.

Students are encouraged to exchange phone numbers and e-mails with two other students in class so you can contact someone quickly if necessary.

IF YOU BRING A **COMPUTER** TO CLASS, YOU **MUST SIT ON THE BACK ROW** to avoid distraction to others.

EAR PLUGS/HEADPHONES MUST BE REMOVED IN CLASS.

TEXTING IS NOT ALLOWED IN CLASS.

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

Emergency Procedures Summary (EPS):

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:

References (if assigned/used) must be documented in APA format.

Accreditation & Assurance of Learning:

Learning Goal(s) Assessed in this Class

☐ There is no formal assessment activity scheduled in this class.

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Learning Goal(s):

Students will be able to deliver professional quality oral presentations.

Learning Objective(s):

To develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups through oral presentations/communication.

To use appropriate conventions and strategies in oral communications for various audiences and purposes.

Measure: N/A

Benchmark: N/A