MGMT 332: Business Communications
Spring Semester 2017
Section: 01    CRN: 21866
Class Time and Location: Tuesdays 5:30-8:30; ECTR 115

Professor: Dorie Wallace
Office: ACC 215J
Office Hours: Before and after class and by appointment
Email: wallacedc1@cofc.edu
Twitter: @DorieWa

Course Prerequisites
MGMT 301 (Management & Org Behavior), Junior standing (60 hours). If you have questions about your eligibility, please see an academic advisor.

Course Description
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 during challenging times
- Write substantiated and persuasive business reports based on primary and secondary research
- Develop and deliver compelling presentations
- Analyze situations and audiences to make choices about the most effective way to deliver messages
- Develop effective communication skills on impromptu oral presentations
- Provide feedback, accept feedback, and use feedback to improve communication skills
- Learn how to plan and conduct effective meetings

Required Textbook
Author: Peter W. Cardon
Title: Business Communication: Developing Leaders for a Networked World (2e)
Publisher: McGraw-Hill
Year: 2015
ISBN-10: 0073403288

Class Schedule
Each class will consist of an external speaker or an interactive session, extemporaneous presentations, and lectures. We will take a 15 minute break each class.
**Assignment Summaries**

You will complete the following assignments during the semester.

- **Written Communications:** 2-4 written assignments including blogs, performance reviews, and business messages (routine, persuasive, bad-news, crisis, etc.)
- **Oral presentations:** 2 5-8 minute presentations.
- **Quizzes & Tests:** 2 tests and a TBD number of quizzes.
- **Case Work:** 2-4 case studies evaluating external communications and applying what we have learned in class to improve those communications.
- **Class Participation.** This is a communications class so participation is heavily weighted. During class, we will utilize live exercises, discussion, and extemporaneous speaking. I expect you to communicate thoughtfully and often during class.

**Assignment Weights as Part of Final Grade**

<table>
<thead>
<tr>
<th>Assignments/Work</th>
<th>Percentage of Final Grade</th>
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<tbody>
<tr>
<td>Written Communications</td>
<td>20%</td>
</tr>
<tr>
<td>Oral Presentations</td>
<td>20%</td>
</tr>
<tr>
<td>Quizzes and Tests</td>
<td>20%</td>
</tr>
<tr>
<td>Case Work</td>
<td>20%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Grade</th>
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<th>Grade</th>
<th>Percentage</th>
<th>Grade</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>93% to 100%</td>
<td>B+</td>
<td>87% to 90%</td>
<td>C+</td>
<td>77% to 80%</td>
<td>D+</td>
<td>67% to 70%</td>
</tr>
<tr>
<td>A-</td>
<td>90% to 93%</td>
<td>B</td>
<td>83% to 87%</td>
<td>C</td>
<td>73% to 77%</td>
<td>D</td>
<td>63% to 67%</td>
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<tr>
<td></td>
<td></td>
<td>B-</td>
<td>80% to 83%</td>
<td>C-</td>
<td>70% to 73%</td>
<td>D-</td>
<td>60% to 63%</td>
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<td></td>
<td>F</td>
<td>Under 60%</td>
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**Attendance and Punctuality**

You are expected to attend all scheduled class sessions and to be in your seat, ready to go, at the start of class. For every absence over 2 times, you will you will receive an automatic five point deduction from the final grade. I intend to treat students like I would colleagues and employees and attendance impacts job performance.

My intent is to have several external speakers join us during class. I expect that we will treat them with respect and start class on time. If you are late to class and our guest is already speaking, do not interrupt them. You will be expected to wait until they are finished to enter the classroom and miss the content. You may enter the classroom after they have finished. It will be up to you connect with your classmates to get the content from the speakers.

**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 a business setting.
- Ensure I am adding value and not just reading from the slides.
- Respond to all emails within 24 hours, unless I have an auto-reply turned on indicating I am unavailable.
- Turn my phone off during class.

**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 ahead of time so we can have meaningful discussions.
- Turn your phones off during class.
- 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 “real 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

This entire document is subject to change.
Schedule
This is a tentative schedule. We will attempt to cover 2-3 topics/chapters each class. Especially with external speakers, there may have to be adjustments. In addition, as an adjunct professor, I have a full-time job and may have emergencies that prevent me from attending. I will certainly do everything I can to avoid missing class.

In addition to the topics below, I may add/modify the topics based on trends or events in the industry. In addition, for the April 25th class, our last official class, I would like to get your input on the topics we should cover. Before each class, read the chapters on the topics we will cover during that class.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>January 17</td>
<td>1. Class overview&lt;br&gt;2. Credibility (Chapter 1)</td>
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<tr>
<td>January 24</td>
<td>1. Interpersonal Communications (Chapter 2)&lt;br&gt;2. Difficult Conversations (Chapter 3)</td>
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<td>January 31</td>
<td>1. Branding&lt;br&gt;2. Effective Business Messages (Chapter 5)</td>
<td>External Speaker</td>
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<td>February 7</td>
<td>1. Planning Presentations (Chapter 14)&lt;br&gt;2. Delivering Presentations (Chapter 15)</td>
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<tr>
<td>February 14</td>
<td>1. Routine Business Messages (Chapter 9)&lt;br&gt;2. Escalated Customers</td>
<td>Make arrangements to celebrate Valentine’s Day another day!</td>
</tr>
<tr>
<td>February 21</td>
<td>1. Written Communication&lt;br&gt;2. Readability (Chapter 6)</td>
<td>External Speaker</td>
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<tr>
<td>February 28</td>
<td>1. Test #1&lt;br&gt;2. Persuasive Messages</td>
<td>Test #1&lt;br&gt;External Speaker</td>
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<tr>
<td>March 7</td>
<td>No Class – Spring Break</td>
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<tr>
<td>March 14</td>
<td>1. Persuasive Messages (Chapter 10)&lt;br&gt;2. Bad news messages (Chapter 11)</td>
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<tr>
<td>March 21</td>
<td>1. Social Media Communications (Chapter 8)&lt;br&gt;2. Email Communications (Chapter 7)</td>
<td>External Speaker</td>
</tr>
<tr>
<td>March 28</td>
<td>1. Communicating during challenging times (Bonus Chapter)&lt;br&gt;2. Inspiring a Team</td>
<td>External Speaker</td>
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<tr>
<td>April 4</td>
<td>1. Business Proposals</td>
<td></td>
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<tr>
<td>April 11</td>
<td>1. Change Management</td>
<td>External Speaker</td>
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<tr>
<td>April 28</td>
<td>1. Leading a Meeting&lt;br&gt;2. Virtual Meetings</td>
<td></td>
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<tr>
<td>April 25</td>
<td>1. Managing Up&lt;br&gt;2. Class choice</td>
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<tr>
<td>May 2</td>
<td>Final Exam Time</td>
<td>Test #2, not cumulative</td>
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