Business Communication
MGT 3325 | Fall 2017
Tuesday & Thursday at 11:00 a.m. & 12:30 p.m.
Ward Edwards |Room 3612

Instructor: Cameron W. Piercy, Ph.D. | **Office:** DOC 401-E | **O:** 660-543-4014 |**E:** cpiercy@ucmo.edu |
Office Hours: Mon.-Thurs., 2:00 – 3:15, and by appointment

REQUIRED MATERIALS:
The following items are required materials for this course:
- o Guffey, M. E. & Loewy, D. (2018). *Business Communication: Process & Product* (9th Ed.). Stamford, CT: Cengage Learning. ISBN: 9781305523487
- o Access to Cengage's MindTap learning software (usually purchased with the textbook)
- o Ability to access and use Blackboard: http://ucmo.blackboard.com Assignments must be produced on a computer using appropriate formatting
- o Assignments must be produced on a computer using appropriate formatting. Students already have a paid subscription to Microsoft Office 365 (available at office.ucmo.edu).

SUPPLEMENTARY MATERIALS:
- o APA Style Guide (e.g., Purdue Owl)

COURSE DESCRIPTION:
Business Communication will provide students with communication principles, concepts, and techniques which are essential components for effective organizational behavior in oral and written communication situations. Communication strategies utilizing principles of psychology and appropriate methodology will be emphasized.

PREREQUISITE: None
Expectations: This class is a 3000-level course and not a remedial grammar course. The course is designed for students who have achieved mastery levels in English and communication courses. Students are encouraged to visit the Writing Center located in the Student Success Center on the third floor of the JCK Library (543-4061). Each student is responsible for obtaining the necessary grammar skills.

COURSE GOALS AND OBJECTIVES:
The goal of this course is to teach students to analyze typical business communication situations using problem-solving techniques and critical thinking skills and then prepare effective responses for business messages and reports. The main thrust of the course is to assist students in improving their written and oral communication skills. Approximately 70 percent of the course will be dedicated to improving students' abilities to plan and strategically write letters, e-mail, memos, proposals, and reports. Improvement of oral and interpersonal communication skills comprise 30 percent of the course.

Both listening and speaking skills will be developed through formal and informal presentations, class discussions, and group work. The written and oral applications will include special business and management topics relating to the following: legal/ethical issues, global perspectives, modern technology, and management issues. This course, as one of its objectives, plays a significant role in the curriculum development of prospective teachers (the Curriculum and Teaching Strategies component of STEP).

BSBA LEARNING OUTCOMES: The BSBA Outcomes covered in MGT 3325 (Business Communication)
Communicating:
- o Speaking: Presentation and reception of feedback using oral and nonverbal communication to achieve meaning between speaker and audience
- o Writing: Construction of text and graphics to frame and initiate ideas and information between writer and audience.

Note: Please review the *HCBA Code of Conduct at https://www.ucmo.edu/acct/documents/SOBACodeofConduct.pdf

MANAGEMENT OUTCOMES:
The following are required outcomes for Management courses.
- o Become more effective decision makers
- o Organize activities to implement decisions
- o Deliver effective oral presentations & written communications
- o Lead others effectively
- o Develop skills and attitudes required for life-long learning and serving other

STUDENT OUTCOMES (CONTENT)
1. Identify issues involved in communicating at work.
2. Describe team development, team roles, methods for dealing with conflict, and methods for reaching group decisions.
3. Describe the importance of listening in the workplace, the listening process, and techniques for improving workplace listening.
4. Define nonverbal communication and identify how it can be used positively in one's career.
5. Identify and define issues in communicating across cultures.
6. Outline the business-communication process and techniques for effective business communication.
7. Identify effective and ineffective components of routine email messages and letters, persuasive messages, and negative messages.
8. Identify effective techniques for writing formal and informal reports and proposals.
9. Describe the elements of effective business presentations.
10. List the components of effective resumes and letters of application.

STUDENT OUTCOMES (SKILLS)
1. Demonstrate ability to analyze audiences by assessing a variety of target recipients in different contexts and content (in terms of perception and expectations).
2. Make a presentation appropriate for business settings
3. Use correct grammar while speaking and present effectively.
4. Demonstrate proficiency in making oral presentations using effective visual aids to communicate information in a variety of contexts.
5. Writing: Use correct grammar.
6. Writing: Create a well-organized, clear, concise, complete, and correct document.
7. Writing: Use a style appropriate for common business documents.

TESTS/QUIZZES:
Tests and quizzes will be completed in class or via MindTap. MindTap is accessible through our classes' Blackboard. Students are allowed to drop 10 lowest MindTap assignment scores (out of roughly 30 assignments.)

WRITING ASSIGNMENTS:
Each student is required to submit individual writing assignments. Teams are required to submit one copy of a team assignment.
- o When submitting assignments electronically, please save your assignments as **lastname_nameofassignment.** For example: **Piercy_TargetedResume.**
- o Written assignments **must be in .docx or .pdf format, unless specified by the instructions**. Other formats (e.g., .pages, .rtf, .wps) will not be graded.
- o All assignments and are due via BlackBoard before class time on the date provided in the Course Schedule.
- o LATE WORK WILL NOT BE ACCEPTED. Any work submitted past the due date will not receive credit.

ASSIGNMENTS
Detailed explanations of assignments are available in your course packet on Blackboard.

Assignment	Points Value	Points Earned
Group Proposal	50	
Group Presentation	25	
Case Studies (4 X 25 pts.)	100	
Resume & Cover Letter	50	
Resume Pitch	25	
Formal Recommendation Report	150	
Formal Report Presentation	50	
Participation	100	
MindTap (20 x 10 pts.)	200	
Midterm	125	
Final	125	
TOTAL	**1000**	*content subject to change based on class needs

Grade	Percentage	Points Required*

A	90 – 100%	895-1000
B	80 – 89%	795-899
C	70 – 79%	695-799
D	60 – 69%	595-699
F	< 60%	595 and Below

assignment's instructions.

Grading Rubrics

Rubrics are provided for assessing your written work, presentations, and your performance as a team member (a peer evaluation). These guidelines are posted in the Course Packet on Blackboard and also include each