

MGMT 254: Business Communication

Location:	Evening
Address:	1001 Rogers Street Columbia, MO 65216
Section:	19FALL1/MGMT/254/EVA
Semester Credit Hours:	3
Class Day(s) and Time(s):	Thursday 5:30 PM - 9:30 PM from August 26, 2019 to October 19, 2019

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📘 Course Information

Catalog Description

Development of written, oral and interpersonal skills for effective communication in the business world. Emphasis on clear, effective business correspondence, improved interpersonal skills and public speaking. Students learn appropriate real-world skills and strategies to increase their abilities to use this knowledge.

Prerequisite: ENGL 133W.

📖 Textbooks

As part of TruitionSM, students will receive their course materials automatically as described below.

📖 Guffey. (2018). *Business Communication* (9th). Cengage. eText

Bookstore Information

Visit <https://www.ccis.edu/bookstore.aspx> for details.

eText Information

If a course uses an eText, (see textbook information above) the book will be available directly in Desire2Learn (D2L) seven days before the session begins, if registered for courses prior to that date. Upon first login to VitalSource, students should

use their CougarMail email address; alternate email addresses cannot be used. More information about how to use the VitalSource platform, including offline access to eTexts, can be found in D2L.

Physical Course Materials Information

Students enrolled in courses that require physical materials will receive these materials automatically at the shipping address on file with Columbia College. Delivery date of physical materials is dependent on registration date and shipping location. Please refer to confirmation emails sent from Columbia College for more details on shipping status.

Returns: Students who drop a class are responsible for returning any physical course materials that were shipped. To initiate a return, visit [Ingram Returns](#) to generate a pre-paid return label. Materials from dropped courses must be returned within 30-days of receipt. **Failure to return physical items from a dropped course will result in a charge to the student account for all unreturned items.**

Note: Students who opt-out of having their books provided as part of [TuitionSM](#) are responsible for purchasing their own course materials.

Technology Requirements

THIS IS A TECHNOLOGY-ENRICHED COURSE WHICH COMBINES IN-SEAT INSTRUCTION WITH ONLINE LEARNING.

Participation in this course will require the basic technology for all classes at Columbia College:

- A computer with reliable internet access
- A web browser
- Acrobat Reader
- Microsoft Office or another word processor such as Open Office

For more information, see [technical requirements](#).

Course Learning Outcomes

• Write effective business memos, letters, and reports. • Create an effective job search strategy, resume, and cover letter. • Demonstrate effective interpersonal communication skills. • Prepare and deliver effective oral presentations. • Communicate orally in one-on-one, small group, and large group situations. • Apply appropriate writing techniques when communicating good news, bad news, or in persuasive messages.

Course Objectives

• To identify and use writing strategies more likely to obtain the desired reader's response. • To develop and apply an awareness and understanding of small group and cross-cultural communication determinants and issues affecting individual or organizational success. • To prepare and deliver an effective oral presentation designed to create a positive image. • To develop an effective writing and editing plan prior to beginning a writing project. • To develop communication strategies for dealing with various oral and written business communication situations.

Grading

Grading Scale

Grade	Points	Percent
A	900 - 1000	90-100%
B	800 - 899	80-89%
C	700 - 799	70-79%
D	600 - 699	60-69%
F	0 - 599	0-59%

Grade Weights

Assignment Category	Points	Percent
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Online Learning Activity	150	15%
New Behaviors: Starting Tomorrow	325	32%
Business Writings	400	40%
In-Class Discussions	125	12%
Total	1000	100%

Schedule of Due Dates

Week 1

Assignment	Points	Due
Peer Review Discussion	10	Monday, 2 September 2019 by 11:59PM
In-Class Discussion 1	15	Thursday, 29 August 2019
Starting Tomorrow Dropbox	30	Monday, 2 September 2019 by 11:59PM

Week 2

Assignment	Points	Due
Peer Review Discussion	10	Sunday, 8 September 2019 by 11:59PM
In-Class Discussion 2	15	Thursday, 5 September 2019 by 11:59PM
Starting Tomorrow Dropbox	30	Sunday, 8 September 2019 by 11:59PM

Week 3

Assignment	Points	Due
Peer Review Discussion	20	Sunday, 15 September 2019 by 11:59PM
In-Class Discussion 3	15	Thursday, 12 September 2019
Business Writing 1: Business Memo Revision (Online)	100	Sunday, 15 September 2019 by 11:59PM
Starting Tomorrow Dropbox	30	Sunday, 15 September 2019 by 11:59PM

Week 4

Assignment	Points	Due
Peer Review Discussion	20	Sunday, 22 September 2019 by 11:59PM
In-Class Discussion 4	15	Thursday, 19 September 2019
Starting Tomorrow Dropbox	30	Sunday, 22 September 2019 by 11:59PM

Week 5

Assignment	Points	Due
Peer Review Discussion	20	Sunday, 29 September 2019 by 11:59PM
In-Class Discussion 5	15	Thursday, 26 September 2019
Business Writing 2: Persuasive Email Message (Online)	100	Sunday, 29 September 2019 by 11:59PM
Starting Tomorrow Dropbox	30	Sunday, 29 September 2019 by 11:59PM

Week 6

Assignment	Points	Due
Dropbox Assignment	30	Sunday, 6 October 2019 by 11:59PM
In-Class Discussion 6	15	Thursday, 3 October 2019
Business Writing 3: Analytical Memo Report (Online)	100	Sunday, 6 October 2019 by 11:59PM

Assignment	Points	Due
Starting Tomorrow Behaviors		Sunday, 6 October 2019 by 11:59PM
Week 7		
Assignment	Points	Due
Dropbox Assignment	30	Sunday, 13 October 2019 by 11:59PM
In-Class Discussion 7	15	Thursday, 10 October 2019
Business Writing 4: Resume and Cover Letter (Online)	100	Sunday, 13 October 2019 by 11:59PM
Starting Tomorrow Behaviors	30	Sunday, 13 October 2019 by 11:59PM
Week 8		
Assignment	Points	Due
Peer Review Discussion	10	Saturday, 19 October 2019 by 11:59PM
In-Class Discussion 8	20	Thursday, 17 October 2019
Starting Tomorrow Culmination Dropbox	115	Saturday, 19 October 2019 by 11:59PM
Total Points: 1000		

Assignment Overview

Online Component Summary and Expectations

Peer Review Discussions

There will be six (6) Peer Review discussions in this course. These discussions will give students the opportunity to receive feedback from their classmates on the following products:

- Company Research
- Open Employment Cover Letter
- Chronological Resume
- Functional Resume
- Biography and Elevator Speech
- Interview Follow-up Letter

In addition to their initial post which includes the appropriate document, students should respond to at least one classmate's post and provide constructive feedback on the document provided.

Dropbox Assignments

LinkedIn Profile

There will also be two (2) Dropbox Assignments in this course. The first assignment will require students to create a LinkedIn Profile that could be used to search for a job. Students should include the following in the profile:

- Include current employer
- Relevant information demonstrating your professional self

Students should copy the LinkedIn Profile URL and paste it in a Word document. That document can then be submitted to the Dropbox folder.

If a student is uncomfortable with creating a personal account, they can create a fake account for the purpose of this course.

Competitor Research Summary

Using the company students are creating the cover letter and resumes for, students will research all information about the competitors of the company they are applying. They should research the duties and responsibilities of an equivalent position in the competitor companies.

After completing the research, students will provide a 500-word summary and submit it to the appropriate Dropbox folder.

Assignments

In-Class Discussions

It is an expectation that students enrolled in this attend class and participate. This course is very interactive and students should be prepared to discuss the material in the chapters assigned each week. While attendance is a factor, scoring for this category is more heavily weighted based on student engagement with the instructor and other students in the class each week.

Starting Tomorrow Dropbox Assignments*

At the end of every class the instructor will discuss items that were either addressed in the textbook or during lecture that he believes to be "life/career changing behaviors." Students will be expected to submit a dropbox document stating what they believe their starting tomorrow behavior is from that week's teaching. These are lessons learned that are believed to potentially change the direction/trajectory of life. While MLA is not required here, serious critical thinking is. At the end of semester, with a total of eight behaviors, students will have an action plan that will help them succeed in any endeavor, business or personal.

Business Writings*

You will prepare four business documents in this class:

1. Business memo
2. Persuasive email
3. Analytical memo report
4. Resume and cover letter

Business Writings must be posted to Dropbox weekly by the due date.

*Dropbox assignments (Starting Tomorrow and Business Writings) will be accepted past the due date however late assignments will receive a 25 point per day reduction in score.

Examinations

While there are no mid-terms, quizzes, or finals in this course, Starting Tomorrow Dropbox assignments will be heavily graded for true reflective critical thinking and the student's ability to recognize areas for personal improvement related to communication.

Course Outline

Click on each week to view details about the activities scheduled for that week.

Week 1: Laying the Foundation for Solid Communication

Peer Review Discussion

Company Research

In-Class Discussion 1

You will learn about communication foundations through self-awareness perspectives, and the theories and effects of values, mental models, and feedback. You should complete the chapter reading before class and be prepared to make connections between discussion and the reading.

Starting Tomorrow Dropbox

Week 2: Intercultural Communication

Peer Review Discussion

Open Employment Cover Letter

In-Class Discussion 2

You will learn about intercultural communication through the perspectives of cultural differences, understanding diversity, and how value differences can affect communication and forward change. You need to complete the chapter reading before class and be prepared to make connections between discussion and the reading.

Starting Tomorrow Dropbox

Week 3: The Writing Process in the Digital Age

Peer Review Discussion

Chronological Resume

In-Class Discussion 3

You will learn about the writing process through mapping and grouping tools and processes. You will discuss the concept of teams using Belbin's and Tuckman's theories. You need to complete the chapter reading before class and be prepared to make connections between discussion and the reading.

Business Writing 1: Business Memo Revision (Online)

The Business Memo exercise will help you develop a clearer introduction, body and conclusion through reorganization, grouping material, and adjusting context and tone.

Starting Tomorrow Dropbox

Week 4: Workplace Communication Part 1

Peer Review Discussion

Functional Resume

In-Class Discussion 4

You will learn the fundamentals and impact of social media. You need to complete the chapter reading before class and be prepared to make connections between discussion and the reading.

Starting Tomorrow Dropbox

Week 5: Workplace Communication Part 2

Peer Review Discussion

Biography and Elevator Speech

In-Class Discussion 5

You will learn how to use persuasive techniques with the emphasis on understanding and applying interest-based approaches. You will also learn techniques to ensure your ideas are heard, by responding to another individual in a respectful manner. You need to complete the chapter reading before class and be prepared to make connections between discussion and the reading.

Business Writing 2: Persuasive Email Message (Online)

You will layout, develop, and finalize a persuasive letter that takes into account what message you're trying to transmit, while meeting the receivers' interests.

Starting Tomorrow Dropbox

Week 6: Reports, Presentations, and Proposal Part 1

Dropbox Assignment

LinkedIn Profile

In-Class Discussion 6

You will learn how to conduct effective problem-solving techniques for the goal of reaching attainable and agreeable solutions. You need to complete the chapter reading before class and be prepared to make connections between discussion and the reading.

Business Writing 3: Analytical Memo Report (Online)

Analyze a provided report and redraft for communication effectiveness.

Starting Tomorrow Behaviors

Week 7: Reports, Presentations, and Proposal Part 2

Dropbox Assignment

Competitor Research

In-Class Discussion 7

You will learn how to research and construct a writing piece that's main goal is to persuade by uncovering the interests of another. You need to complete the chapter reading before class and be prepared to make connections between discussion and the reading.

Business Writing 4: Resume and Cover Letter (Online)

Starting Tomorrow Behaviors

Week 8: Employment Communications

Peer Review Discussion

Interview Follow-up

In-Class Discussion 8

You will discuss, evaluate and enhance or change your own personal brand. The concept and resources for effective networking will be discussed. You need to complete the chapter reading before class and be prepared to make connections between discussion and the reading.

Starting Tomorrow Culmination Dropbox

This week's Starting Tomorrow assignment will be a culmination of your seven previous Starting Tomorrow assignments. The goal is to create a personal/business achievement plan based on what you have learned.

Specific requirements for this assignment include the following:

1. Behavior: Specify at least 8 behaviors that you will implement following the closure of this course. Remember, these are 8 behaviors that you truly believe will change the trajectory of your future, either personally or professionally. These behaviors can be connected to any item we have discussed in class or covered in the text.
2. Desired Results: What do you expect to occur, achieve, or change in your life as a result of each behavior change? Provide at least one outcome for each behavior (there may be instances where the same outcome is tied to multiple behaviors).
3. Timeliness: When will you execute this behavior? Daily? Weekly? In certain situations?
4. Deadline: How long will it take for you to make these behaviors a habit so they last a lifetime? List a realistic timeline.
5. Accountability: How will you be held accountable for success in your plan? Will you have an accountability partner? Are you disciplined enough to account to yourself? How will you make sure you are actually executing the plan?
6. Success: If you were to successfully execute this plan, what is the prize? This is different than a single outcome from a single behavior. This is ultimate success achieved through successful execution of 8 life changing behaviors. It's OK to dream big here as making a life change related to 8 behaviors will have a major life impact.

+ Additional Resources

Online databases are available at library.ccis.edu. You may access them using your CougarTrack login and password when prompted.

Technical Support

If you have problems accessing the course or posting your assignments, contact your instructor, the Columbia College Technology Solutions Center, or the D2L Helpdesk for assistance. If you have technical problems with the VitalSource eText reader, please contact VitalSource. Contact information is also available within the online course environment.

- Columbia College Technology Solutions Center: CCHelpDesk@ccis.edu, 800-231-2391 ex. 4357
- D2L Helpdesk: helpdesk@d2l.com, 877-325-7778
- VitalSource: support@vitalsource.com, 1-855-200-4146

Online Tutoring

SmarterThinking is a free online tutoring service available to all Columbia College students. SmarterThinking provides real-time online tutoring and homework help for Math, English, and Writing. SmarterThinking also provides access to live tutorials in writing and math,

as well as a full range of study resources, including writing manuals, sample problems, and study skills manuals. You can access the service from wherever you have a connection to the Internet. I encourage you to take advantage of this free service provided by the college.

Access Smarthinking through CougarTrack at [Students -> Academics -> Resources](#).

Columbia College Policies and Procedures

The policies set forth in the [Policy Library](#) are the current official versions of College policies and supersede and replace any other existing or conflicting policies covering the same subject matter. For more information on policies applicable to students, see [Student Policies](#). For more information on policies applicable to the entire Columbia College community, see [College-Wide Policies](#).

Students are expected to read and abide by the College policies. Policies of particular interest to students include, but not limited to the following:

- Graduate Grading Policy
- Undergraduate Grading Policy
- Registration Policy and Procedures
- Withdrawal Policy
- Alcohol and Other Drugs Policy
- Family Educational Rights and Privacy Act (FERPA)

Additional Policies:

Academic Integrity and Plagiarism

Academic integrity is a cumulative process that begins with the first college learning opportunity. Students are responsible for knowing and abiding by the [Academic Integrity Policy and Procedures](#) and may not use ignorance of either as an excuse for academic misconduct. Additionally, all required papers may be submitted for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers may be included in the Turnitin.com reference database for the purpose of detecting plagiarism. This service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

Disability Resources

If you have a disability that requires an accommodation, please speak with the instructor and consult the [Student Accessibility Resources](#) office. Student Accessibility Resources staff will determine appropriate accommodations and will work with your instructor to make sure these are available to you. To find additional information, see our [ADA and Section 504 Policy for Students](#).

Notice of Non-Discrimination and Equal Opportunity:

The College has a process through which students, faculty, staff and community members who have experienced or witnessed incidents of discrimination, harassment, or retaliation on the basis of protected status, can report their experiences to a College official. For more information, see our [Non-Discrimination and Equal Opportunity Policy and Complaint Resolution Procedure](#).

Title IX and Sexual Misconduct

The College is committed to addressing the issues of discrimination, harassment and sexual misconduct in the educational and workplace landscape and will continue to modify policies, procedures and prevention efforts as needed. For more information, see the College's [Title IX and Sexual Misconduct Policy](#).

Course Policies and Procedures:

Attendance Policy

Columbia College students are expected to attend all classes and laboratory periods for which they are enrolled.

For classes with an online component, attendance for a week includes submitting any assigned online activity. Assigned activities are scheduled prior to the course commencing. Assigned activity due dates are subject to change based on actual course progression and will be adjusted as necessary. Attendance for the week is based upon the date work is submitted. A class week is defined as the period of time between Monday and Sunday (except for week 8, when the work and the course will end at 11:59 PM Central Time on Saturday.) The course and system deadlines are based on the Central Time Zone.

Students are directly responsible to instructors for class attendance and work missed during an absence for any cause. If absences jeopardize progress in a course, the College reserves the right to drop or withdraw students from classes. For additional information, see the Administrative Withdrawal for Non-Attendance heading in the [Withdrawal Policy](#).

CougarMail

All students are provided a CougarMail account when they enroll in classes at Columbia College. You are responsible for monitoring email from that account for important messages from the College and from your instructor.

Students should use email for private messages to the instructor and other students. The class discussions are for public messages so the class members can each see what others have to say about any given topic and respond.

Late Assignment Policy

All classes rely on participation and a commitment to your instructor and your classmates to regularly engage in the reading, discussion and writing assignments. You must keep up with the schedule of reading and writing to successfully complete the class.

No late assignments will be accepted without the prior approval of the instructor.

Acceptance of a late assignment is at the discretion of the instructor.

Make-up examinations may be authorized for students who miss regularly-scheduled examinations due to circumstances beyond their control. Make-up examinations must be administered as soon as possible after the regularly scheduled examination period and must be administered in a controlled environment.

Student Conduct

All Columbia College students, whether enrolled in a land-based or online course, are responsible for behaving in a manner consistent with Columbia College's **Student Conduct Code** and **Acceptable Computing Use Policy**. Students violating these policies or any other College policy will be referred to the office of Student Affairs and/or the office of Academic Affairs for possible disciplinary action. The Student Code of Conduct, the **Student Behavioral Misconduct Policy and Procedures**, and the Acceptable Computing Use Policy can be found in the Policy Library at ccis.edu/policies. The adjunct faculty member maintains the right to manage a positive learning environment all students must adhere to the conventions of online etiquette when enrolled in a course with an online component.