

**Managerial Communications - BA 200
Fall 2004**

**Sections: 10818, 10852, 10862 Room: 208 Grant Hall
Section: 10870 Room: 202 Lincoln Hall**

The best way to predict the future is to create it.

Instructor Information

Anthony Corte, College of Business Administration, Department of Managerial Studies

Office: 725 University Hall Phone: 312-996-5154 E-mail: acorte@uic.edu

Office Hours: 11:00 –11:50 a.m. and 2:00–4:00 p.m. MWF By Appointment: TTh

Course Web Site: <http://blackboard.uic.edu>

Course Description

This course introduces the fundamentals of communication in a corporate environment. Topics to be discussed include, but are not limited to, audience analysis, research methods, organization, drafting, revising, presentation, and visual aids. We will analyze and write essential types of business documents such as memoranda, letters, proposals, and reports. We will also report our research in the format of class presentations.

Text

Required...

Mary Ellen Guffey, *Business Communication: Process and Product*, 4th Edition, 2003

The Wall Street Journal

Recommended...

William A. Sabin. *The Gregg Reference Manual*, 9th Edition, 2000

Cambridge Dictionary of American English (with CD ROM), 2000

Equipment

VHS-C cassette tape and converter (both available at the bookstore in CCC or any electronics store) for presentations.

Requirements

- Attend all required class meetings. (See Course Policies).
- Active class participation and contribution.
- On-time completion of all assignments (See Course Policies).
- Complete all assigned text and outside reading assignments prior to class.
- Read premier business publications such as *The Wall Street Journal* and *Fortune* magazine on a regular basis to keep abreast of the latest business news and issues.
- Keep hard copy of all chapter summaries, *Wall Street Journal* and business ethics lecture reports, and other assignments for this course in a portfolio and ready for submission upon request.

Course Policies

- All work is expected by the due date. Late work submitted by the next class meeting will be penalized by 50%. Work submitted beyond this date will not receive credit.
- This course is designed as an active learning experience. Regular attendance is expected.

Absence:

You are allowed two absences without consequence. After the second absence, 50% of attendance points will be deducted for each absence. In the case of an emergency, evidence must be presented upon returning to class. If your proof (such as a physician's note on his or her official stationery) is accepted, the related absence(s) will be disregarded. However, all missing written assignments are due, in electronic format using the digital drop box found on the class Blackboard site or via email, by the end (11:59 p.m.) of the due day. Presentations will be due on a negotiated date.

Tardies:

Walking into class late is a disturbance. At the top of the hour (beginning of class) the classroom door will be closed and locked until attendance has been taken. Each tardy is equal to $\frac{1}{2}$ absence.

When possible, please notify the instructor in advance via email of your anticipated absence or tardy.

- Students are expected to be in attendance for the entire lecture period.
- All cell phones and/or pagers should be turned off. If you must have it on, it is expected to be programmed in silent or vibrate mode.
- All assignments are due by the start of class on the assigned date. To ensure that points will not be deducted for a late written assignment, it is advised that copies of all written assignments be submitted in electronic format using the digital drop box found on the class Blackboard site prior to the start of class.
- In case you have forgotten, by signing the College of Business Administration Honor Code, you have agreed to...

- Not to seek unfair advantage over other students, including, but not limited to giving or receiving unauthorized aid during completion of academic requirements.
- To represent fact and self truthfully at all times.
- To respect the property and personal rights of all members of the academic community.

Technology

A word about the use of technology. YES.

Successful communication in the business environment depends on proper implementation of the related technology. This section of BA 200 through the use of the Blackboard Learning System™, will expose you to what is expected in the real world. If you are registered for this course you are enrolled in the Blackboard Learning System™. You will find all course information, announcements, documents, assignments, and communication tools in this course site. Eventually, you will submit all required assignments electronically as well as conduct discussions with each other through the services provided by the course Blackboard site.

Grade by Percentage

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

Course Grade Components

| | |
|-------------------------------|------|
| Memo | 10 % |
| Letter | 10 % |
| Professional Interview Report | 10 % |
| Wall Street/Fortune Reports | 10 % |
| Test and Quizzes | 20 % |
| Final Presentation | 15 % |
| Term Paper | 15 % |
| Attendance and Participation | 10 % |

Tentative Schedule

An exact weekly schedule of activities will be announced during each Friday meeting and posted on the course website by each Sunday evening. If there are questions, please email the instructor.

Week 1 (8/23, 8/25, 8/27)

| | |
|---|--|
| M | Course introduction |
| W | Self-evaluation and statement of goals |
| F | Chapter 1: Communicating at Work |

Week 2 (8/30, 9/1, 9/3)

| | |
|---|---|
| M | Chapter 7: Revising Business Messages |
| W | Electronic resources: Internet research on Chicago-based companies Meet in computer lab (TBA) |

F Chapter 8: Routine E-mail Messages and Memos

Week 3 (9/6, 9/8, 9/10)

M Labor Day - No class

W Communication practice

F Videotaped three-to-five-minute infomercial about yourself (personal background, focusing on education, work experience, and career goals)

Bring VHS-C tape

Week 4 (9/13, 9/15, 9/17)

M Videotaped three-to-five-minute infomercial about yourself (personal background, focusing on education, work experience, and career goals)

Bring VHS-C tape

W Discussion and evaluation of infomercial presentations
Introducing a teammate

F Chapter 9: Routine Letters and Goodwill Messages
Memo due

Week 5 (9/20, 9/22, 9/24)

M In-class exercises

W Chapter 11: Negative Messages

F Communication practice

Week 6 (9/27, 9/29, 10/1)

M Chapter 12: Preparing to Write Business Reports

W PowerPoint learning / practice session

Meet in computer lab (TBA)

F *Wall Street Journal / Fortune* magazine reports (10-minute PowerPoint presentations followed by Q&A)

Week 7 (10/4, 10/6, 10/8)

M *Wall Street Journal / Fortune* magazine reports (10-minute PowerPoint presentations followed by Q&A)

W *Wall Street Journal / Fortune* magazine reports (10-minute PowerPoint presentations followed by Q&A)

F Library and online research orientation

Meet in Electronic Learning Lab (TBA), main library

Week 8 (10/11, 10/13, 10/15)

M Speaker: Why internship matters and how you can get one

W Chapter 14: Proposals and Formal Reports

F Term paper planning

Week 9 (10/18, 10/20, 10/22)

M Individual conferences

Bring the following individual assignments:

- 1) summaries for Chapters 1, 7, 8, 9, 11, 12, and 14
- 2) a *Wall Street Journal* / *Fortune* magazine report (in memo format)
- 3) a business ethics lecture report (in memo format)

Be ready to critique your last presentation.

Letter to company assigned due

W Individual conferences

Bring the following individual assignments:

- 1) summaries for Chapters 1, 7, 8, 9, 11, 12, and 14
- 2) a *Wall Street Journal* / *Fortune* magazine report (in memo format)
- 3) a business ethics lecture report (in memo format)

Be ready to critique your last presentation.

Letter to company assigned due

F Individual conferences

Bring the following individual assignments:

- 1) summaries for Chapters 1, 7, 8, 9, 11, 12, and 14
- 2) a *Wall Street Journal* / *Fortune* magazine report (in memo format)
- 3) a business ethics lecture report (in memo format)

Be ready to critique your last presentation.

Letter to company assigned due

Week 10 (10/25, 10/27, 10/29)

M Chapter 16: Employment Communication

W Speaker, Jaime Velasquez: Interview Techniques

F Business communication video

Week 11 (11/1, 11/3, 11/5)

M Report on interview with a professional in your field (videotaped 10-to-15-minute presentation; *bring VHS-C tape*)

W Report on interview with a professional in your field continued

Week 12 (11/8, 11/10, 11/12)

M Report on interview with a professional in your field continued

W Chapter 15: Speaking Skills

F Review for test

Week 13 (11/15, 11/17, 11/19)

M Review / revision of final presentation visual aids

Meet in computer lab (TBA)

W Test
F Teamwork

Week 14 (11/22, 11/24, 11/26)

M Final presentations
W Final presentations
F Day after Thanksgiving - No class

Week 15 (11/29, 12/1, 12/3)

M Discussion and assessment of presentations
W Teamwork evaluation
In-class assignment: Self-assessment memo
Term paper due
F Course summary