

BA 200 Managerial Communications, GH 208
 www.uic.edu/classes/ba/ba200w
 Fall, 04 TR 9:30-10:45 (10815)
 TR 11:00-12:15 (10816)
 TR 2:00-3:15 (10812)

Dr. Gloria Nardini nardini@uic.edu fax: 312 337-5862
 Office Hours: UH 725, TR 12:30-1:45 or by appointment—
 Always let me know you're coming so I will be in my office!

The best way to reach me outside of class is by e-mail.

Course Purpose: This course will focus upon thinking, reading, writing, and speaking. It will teach you to

- 1) understand the discourse community of the workplace,
- 2) contemplate ethics in the business world,
- 3) think about diversity in the workplace,
- 4) produce typical written business communications,
- 5) present oral business communications,
- 6) use many business resources,
- 7) work collaboratively
- 8) speak extemporaneously.

Because the class is designed as a team workshop, your participation is essential. I will check for homework.

Attendance Policy: More than two absences may lower your grade by one letter; more than three may be grounds for failure. (Two tardinesses will equal one absence.)

Texts: Guffey, Mary Ellen. *Business Communication: Process and Product*, 4rd ed., 2003.

Course Requirements:

- 1) Written assignments with draft and "process" log—
assignments will not be accepted without attached, typed process log!
 - #1 memo - **5%**
 - #2 BLT memo (written as a team) - **5%**
 - #3 negative news letter - **10%**
 - #4 thank-you letter - **5%**
 - #5 information interview as typical business report - **15%** (business card required)
- 2) Team oral presentation of information interview - **10%**
- 3) Long-term collaborative PowerPoint project with

written and oral component - 25%

No passing grade without a long-term project!

- 4) Writing Assessment Project - 15%
- 5) Participation: attendance, homework, discussion, cooperation, etc. - 10%

Save all your work on a computer disk. Keep all graded assignments, also, for your Writing Assessment Project.

Papers are due at the beginning of class. **I will negotiate extensions ahead of time on a case-by-case basis, but I will not accept late papers.**

Plagiarism, meaning the passing off of someone else's work or ideas as yours, is grounds for failure in the course.

SCHEDULE (subject to change)

Assignments are DUE on the date listed

Week 1

- 8/24 Orientation/Lecture on Writing Process
Salient issues in today's business world
Communication Assessment
- 8/26 Read Chapter 1; write brief analysis of 1.10, p. 36; revise memo and bring 3 copies of your revision to class
In class small group introductions (1.5, p. 35)
BLT team memo assigned

Week 2

- 8/31 Read Chapter 5; do 5.4, 5.5, 5.6, pp. 150-51;
Read Chapter 8; do 8.15, p. 234
#1 memo assigned
- 9/2 Have drafts of #1 memo for group analysis
Read Chapters 9 and 11; in-class assignment
Information Interview assigned

Week 3

- 9/7 #1 memo due at beginning of class
#2 negative news letter assigned
In class small group assignment
- 9/9 Read Chapters 2 and 3
In class team formation and discussion
Group analysis of negative news letter drafts

Week 4

- 9/14 Read Chapter 4; everyone do 4.9, pp. 123-24 and choose one of the following: 4.1, p. 121 or 4.4, p. 122
Graded #1 memo returned

- 9/16 Discuss how to approach BLT team memo rough draft
Analyze negative news letter second draft
Read Chapter 12
In class do 12.6, pp. 403-04—discuss what this incident shows about cross-cultural communication
- Week 5
- 9/21 Read Chapters 6 and 7; do 6.11, pp. 178-79, 6.13, p. 179; do 7.10, 7.12, 7.13, pp. 203-04
Work on rough drafts of BLT memo---all team members must have one
- 9/23 Negative news letter due beginning of class
Read Chapter 15; in-class discussion of stage fright and ways to avoid it
Team discussion of information interview with samples
- Week 6
- 9/28 Have copies of rough drafts of information interview for in-class analysis
Review other samples of good information interviews
Thank-you letters due
- 9/30 Team BLT memo due
Negative news letters returned
PowerPoint Presentation assigned---teams organize
- Week 7
- 10/5 Meet in library, Rm 1-330, 1st floor, Electronic Learning Lab, for instruction on business sources
- 10/7 Information interviews due; make sure you keep a copy for yourselves
Teams organize presentations of information interviews
- Week 8
- 10/12 Rehearse presentations outside of class
- 10/14 Team presentations of information interviews
Assignment of paper on majors; groups organized
Graded negative news letters returned
- Week 9
- 10/19 Read Chapter 13 and do 13.3, p. 442; also do 12.12, p. 405(you have already read Chapter 12)—just bring in the 4 graphics for group critique
Graded BLT team memos returned
- 10/21 Information interviews returned
Work time on PowerPoint presentations
- Week 10
- 10/26 Work time on PowerPoint presentations
- 10/28 Work on PowerPoint presentations outside of class

Week 11

11/2 Conferencing on PowerPoint presentations---teams
must have slides
11/4 Conferencing continues

Week 12

11/9 Conferencing continues
11/11 PowerPoint presentations (videotaped)

Week 13

11/16 PowerPoint presentations (videotaped)
11/18 PowerPoint presentations (videotaped)

Week 14

11/23 Writing Assessment Project--consider portfolio

Week 15

11/30 Writing Assessment Project--first draft due
12/2 Writing Assessment Project--final draft due

I encourage you to make an appointment to see me during office hours early in the semester. This way, we can work together to benefit you.

I also encourage you to work in the Writing Center, which is located on the first floor of Douglas Hall. It usually opens about the third week of school. You may make an appointment ahead of time or drop in. Teams may also make appointment together.