

THE COLLEGE OF BUSSINESS MISSION STATEMENT

EMU's College of Business (COB) provides an academic learning environment that fosters innovative, applied and global business programs. It supports the economic development of southeastern Michigan by preparing graduates to perform effectively in a "knowledge and information age" business world shaped by a global economy. EMU's COB endeavors to develop business leaders to understand and use innovative approaches to address the forces shaping their environment as they create and manage businesses with the highest ethical standards.

The College focuses first and foremost on teaching and learning. Faculty conduct research primarily applied in nature which supports the overall learning experience. The College values, supports and encourages service to and interaction with the greater community.

COURSE OBJECTIVES

MGT 202: Business Communication is designed to study principles, elements, and practices underlying effective business communication. The course focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the global marketplace.

1. To increase your understanding of the communication process, theories, and concepts as applied to business communication through textbook readings and course assignments.
2. To develop your written business communication skills through successful completion of professional e-mail messages, memos, business letters and reports.
3. To improve your interpersonal and group communication skills through active participation in classroom group activities and assignments.
4. To develop your understanding of the professional uses of technology in business communication today.
5. To develop your analytical skills in international and cross cultural business communication and awareness of challenges required for successful communication in global organizations.
6. To help you develop an ethical approach for our roles as business communicators through case discussions of business dilemmas and problems.

*If at any time you wish more time to be spent on any of the above outcomes or course competencies during the actual course, please come see me after class, in my office time or feedback on a piece of paper or via e-mail regarding your specific request.

COB Course Competencies

MGMT 202 is a BBA core class. The official competencies that the course will cover are:

- Understanding of oral and written communication.
- Demonstration of effective interpersonal communication skills that reflect understanding, appreciation, and respect for diverse perspectives and cultures.
- Proficient use of software for operating systems, word processing, email, spreadsheets, presentation packages, database management, and Internet access.
- Development and maintenance of mutually rewarding business relationships.
- Relevant data search and acquisition of appropriate source materials.

- Understanding of the importance of networking among colleagues.
- Project management, e.g., planning, organizing, and scheduling tasks.



ETHOS STATEMENT

The College of Business students, faculty and staff comprise a professional, interdependent community committed to perfecting responsible, ethical business professionals to serve business and the wider world. Through a positive learning experience mirroring the business world's best aspects, the community respects the group's common mission and the individuals comprising it. Community members foster the COB ethos through behavior growing from six interrelated values:

Integrity

Integrity is practicing in all areas of life what we profess to believe. It is commitment to professional standards in the whole person.

Honesty

Honesty requires respect for the truth; it means being truthful, sincere, and straightforward.

Trustworthiness

Growing out of integrity and honesty, trustworthiness is the confidence others have that we mean what we say; we can be counted on.

Respect

Respect is deference or esteem for what we value. We recognize others' worth as ends, not means. Respect is key to our other values.

Learning

We value learning as an end in itself and as a practical tool for success in lifelong professional growth. We gain up-to-date, practical and theoretical knowledge through effective, often participative learning and research.

Work Ethic

We practice self reliance and responsibility to our business profession and community. We are industrious and often self supporting.

Professor Information
Dr. Lisa Barley- lbarley@emich.edu or lisabarley1@hotmail.com
Office in Room 460 Owen: phone (734) 487-3306 (Voice mail option) Office Hours: MW12-1.; 4:00-4:30 12-1 Tues./Thurs. We can also schedule a phone conversation or IM conversation. IM is available via E-companion under Chat tab.
If the above posted office times are not convenient for you, please e-mail me at: lbarley@emich.edu or at lisabarley1@hotmail.com (please note the EMU server has had problems with the hotmail server in the past- so it is not 100% reliable- please call me or e-mail the yahoo account if you experience a delay of more than 2 days in feedback). Please include the number one in my hotmail e-mail addresses.
If you need to you leave me a message at any other time other than during my office hours, you can call my voice mail or the Management department at: 487-3240. You can write a note and leave it on the cork board outside my office or in my office mailbox (room 466 Owen). <ul style="list-style-type: none"> • B.A. & M.A. in Communication, Kent State University • Ph.D. in Communication, Wayne State University • Have taught for 21 years. <p>734.487.3240 Management Dept.</p> <p>www.mgt.emich.edu- Management Dept. Home page www.mshrod.emich.edu- Masters of Sciences in Human Resources Organizational Development www.emushrm.org-Eastern Michigan University Society Human Resource Management Academic Projects Center (<i>Halle Library</i>) 487-0020 International Student Resource Center, 217 Alexander Building. Call 734-487-0370 for office hours or e-mail at: esl@emich.edu</p>

Required Textbooks for MGMT 202: Business Communication

Bovee, C.L. & Thill, J.V. (2007). *Business communication essentials*. NJ: Upper Saddle

River: Pearson Education Inc. (third edition). ISBN: 013-232-899-2.

Campus Book and Supply: (734) 485-2369 new \$86.00 \$114.75

Ned's: (734) 483-6400 Mike's: (734) 487-3055 new \$110.00

Manhard, S. J. (1998). *The goof-proofer: How to avoid the 41 most embarrassing errors in your speaking and writing*. New York, NY: Simon & Schuster.

ISBN: 0-684-83826-5.

Campus Book and Supply: \$6.00 new copies. Ned's: \$8.00 new copies; \$6.00 used copies.

Mike's: \$8.00 new copies; \$6.00 used copies.

MATERIALS: You should obtain a computer account so that you can e-mail me at your convenience.

Please print out the entire contents in the assignment sheet tab on e-companion.

You will need to purchase materials for construction of a trade show display. Some of the items you may need to purchase are poster board, glue, material, etc. The materials cost should **not exceed 25 dollars per person**. Please make the necessary monetary arrangements to account for this possible expense

To Access MGMT 202 e-Companion site: I will be using e-companion extensively during the term. Here's how to get your password to access the course pages for MGMT 202.

1. You will need to go to the following URL: <http://ecompanion.emich.edu>
2. Click the Get Access link.
3. Select the course that you need access to and complete the access form.
4. Within 24 hours (usually much sooner), you will receive an email notification that you have access to eCompanion. Upon notification go to <http://ecompanion.emich.edu> password and retrieve your password. Note: Your password will be the same if you have had an online course or eCompanion in the past.
5. Once you have your password, go to www.emuonline.edu and login to the system. Your User ID is your student number (Example: E00123456). After you Login to EMU-Online, you have the option of changing the password you've been issued. You do this by clicking on the "User Profile" link located on the left hand side of the screen. Feel free to enter any other data that you want to share with the faculty member (telephone number, etc.)

Technical Support:

phone: 734.487.0307

ASSIGNMENTS:

- **Complete all assignments as scheduled.**
- You will receive one coupon you can use for late work. If you use your coupon up, and you did not turn an assignment in on time, you will receive a zero for the assignment. The late coupon is non-transferable to exams, speeches, and group projects.
- If you do not use your late coupon, then you will receive 5 points of extra credit at the end of the term.

CODE OF CONDUCT: All students enrolled at Eastern Michigan University are expected to conduct themselves as responsible individuals and comply with the University code of conduct. If I ask you to leave the classroom for disciplinary reasons, you will receive an "E" for that day (**2 points for attendance and work cannot be made up.**)

☐ Classroom Management:

"Students are expected to abide by the **Student Conduct Code** and assist in creating an environment that is conducive to learning and protects the rights of all members of the University Community. Incivility and disruptive behavior will not be tolerated and may result in a request to leave class and referral to the Office of Student Judicial Services (SJS) for discipline. Examples of inappropriate classroom conduct include repeatedly arriving late to class, using a mobile /cellular phone while in the class session, or talking while others are speaking. You may access the **Code** online at: www.emich.edu/sjs."

☐ Academic Dishonesty:

"Academic dishonesty, including all forms of cheating, falsification, and/or plagiarism, will not be tolerated in this course. Penalties for an act of academic dishonesty may range from receiving a failing grade for a particular assignment to receiving a failing grade for the entire course. In

addition, you may be referred to the Office of Student Judicial Services for discipline that can result in either a suspension or permanent dismissal. The **Student Conduct Code** contains detailed definitions of what constitutes academic dishonesty but if you are not sure about whether something you are doing would be considered academic dishonesty, consult with the course instructor. You may access the **Code** online at www.emich.edu/sjs.”

If you are caught cheating, fabricating, plagiarizing, or facilitating the consequences range from receiving a zero for the assignment to being withdrawn from Eastern Michigan University. If there is evidence found that you have been cheating, fabricating, plagiarizing, or facilitating in this course, I will call you into my office and the penalties will range from receiving a zero on the assignment in question to failing the course. Dr. Lisa Barley, Instructor of MGT 202, in cooperation with Chair of the Management Department, Dr. Fraya Wagner-Marsh and Director of Student Judicial Services will review all cases of plagiarism, cheating, fabrication and facilitation. The instructor will refer the case to the board of Student Judicial Services if it cannot be resolved at the instructor level. Plagiarism, cheating, fabrication, facilitation can result in the student receiving an "E" on the assignment, "E" in the course, or being dismissed from the University.

ATTENDANCE/PARTICIPATION POINTS: I expect you to attend all classes to participate in class activities and on speaking days to offer critique of speakers in a respectful manner.

- **You will receive 10 total attendance points. The way attendance points work are if you miss class for an unexcused reason, I deduct one point at the end of the term from the 10 point attendance total.**
- **Periodically throughout the term, I will be conducting communication related activities which you receive points for participation. If you miss class for any reason, it is your responsibility to make up the assignment and submit the assignment by the next class session.**
- If you miss a class and you have a legitimate excuse (e.g., illness, death in the family), you must e-mail, call, or communicate in person to the instructor within **48 hours** of the missed class.
- If you miss a speech date and do not have a legitimate excuse, consequences range from receiving a letter grade lower on the presentation to an “E” for that presentation/outline. **If you miss a speech date due to an excused reason, you must communicate either by phone (734.487.3306) or by e-mail within 24 hours of the missed assignment. If you miss a presentation, for an excused or unexcused reason, you must initiate rescheduling the speech and will still be required to give the presentation. Failure to make up any presentation in the course, will result in an “E” for the course.**
- **Failure to attend the final class (trade show) session will result in the lowering of your final grade by one letter grade.**
- **If you miss class for any reason, you are responsible for obtaining all handouts via the electronic reserves and in-class lecture notes.** You will be responsible for coming in to my office hours if you do not understand a concept that you missed in lecture or in handouts due to excused or unexcused reasons.

TARDINESS: I expect students to be to class on time. If you are late, please be respectful of the presenter.

☐ Special Needs Accommodations: “If you wish to be accommodated for your disability, EMU Board of Regents Policy #8.3 requires that you first register with the Access Services Office (ASO) in 240J Student Center. You may contact ASO by telephone at 734.487.2470. Student with disabilities are encouraged to register with ASO promptly as you will only be accommodated from the date you register with them forward. **No retroactive accommodations are possible.**”

☐ Religious Holidays:

Current University policy recognizes the rights of students to observe religious holidays without penalty to the student. Students are to provide advance notice to the instructor in order to make up work, including examinations that they miss as a result of their absence from class due to observance of religious holidays. If satisfactory arrangements cannot be made, the student may appeal to the head(s) of the department(s) in which the course(s) is/are offered.)

☐ Student and Exchange Visitor Statement (SEVIS):

“The Student Exchange Visitor Information System (SEVIS) requires F and J students to report the following to the Office of International Students, 244 Student Center within ten (10) days of the event:

- Changes in your name, local address, major field of study, or source of funding;
- Changes in your degree-completion date;
- Changes in your degree-level (ex. Bachelors to Masters)
- Intent to transfer to another school

Prior permission from OIS is needed for the following:

- Dropping **ALL** courses as well as carrying or dropping **BELOW** minimum credit hours;
- Employment on or off-campus;
- Registering for more than one **ONLINE** course per term (F visa only)
- Endorsing I-20 or DS-2019 for re-entry into the USA.

Failure to report may result in the termination of your SEVIS record and even arrest and deportation. If you have questions or concerns, contact the Office of International Students at 734.487.3116, not the course instructor.”

GRADING: You determine your grade by your performance on oral (280 pts.) and written assignments (370 pts.); 650 points total.

ORAL ASSIGNMENTS: You will be required to produce three presentations that you or you and your partner(s) have personally researched, written, and prepared for this class. Your instructor will evaluate them, and your classmates will assist in analyzing them.

(your points)

1) **Team Presentation on Case Study** (10 minutes per group of 6 people) 25 pts. ____
Group Q&A Session for Case Study 5 pts. ____

2) **Business Briefing using PowerPoint** 100 pts. ____
(4-6 mins. Note cards allowed)
Question and Answer from Business Briefing 5 pts. ____

3) **Trade Show Presentation with Partner**
(10 minutes per dyad; no note cards can be used for this presentation)
Individual Presentation (includes both informal demonstration and public presentation) 100 pts. ____

Visual Display (same grade for both group members) 45 pts. _____

280 possible oral pts. _____

WRITTEN ASSIGNMENTS:

Writing Assignments Related to Employment Communication (your points)

- 1) Cover Letter (1 page word processed) 15pts. _____
- 2) Professional Résumé (1 page word processed) 25pts. _____

Writing Assignments Related to Team Case Study

- 1) PowerPoint Presentation Slides for Team Presentation on Case Study 10 pts. _____
- 2) Follow-up 1 page Memorandum of Group Case Study (group assign.) 20 pts. _____
- 3) Team Member Evaluations for Case Study 8 pts. _____
- 4) Memorandum for Radio Shack Case (individual assign.) 30 pts. _____

Written Assignments Related to Business Briefing

- 1) Business briefing outline including 3 references (alpha order double spaced) and copies of PowerPoint slides attached (1-3 pages) 15 pts. _____

Written Assignments Related To Trade Show

- 1) Trade Show Virtual meeting notes 10 pts. _____
- 2) Trade show analysis (2 page handout 1 per group member) 10 pts. _____
- 3) Partner Evaluation 5 pts. _____

Take home and in-class quizzes

- 1) Chapters 1, 13, & 14 take home quiz (5 points) (overview of comm. and career components) 6 pts. _____
- 2) Chapters 1, 2, & 12 take home quiz (5 points) (cultural comm., teams, and public comm.) 5 pts. _____

Homework and In-class Assignments

- 1) **On Course Pre-test and Post Test Skills Assessment** (2 @ 2 points a piece) 4 pts. _____
- 2) **Teams: 3 Success Team Reflections** (3 @ 5 points a piece) 15pts. _____
- 3) **Primary Methods in Handling Conflict Inventory** (2 points) 2 pts. _____
- 4) **Culture Assignment** (5 pts) 5 pts. _____

Progress Report (2 pages single spaced word processed) 25 pts. _____

Test #1: Short answer and fill in (each question worth varying amounts) 50 pts. _____

Test #2: 50 multiple choice (worth 2 points a each) 100 pts. _____

Attendance 10 pts. _____

(you will receive 10 points for perfect attendance and minus one point for every unexcused absence)

370 possible written pts. _____

Total pts. _____ 650

Extra Credit Opportunities:

10 points possible _____

Late coupon (5 points) - if you do not use your late coupon for a late assignment during the term, you may redeem it at the end of the term for 5 pts. Up to 5 points extra credit opportunities will also be offered for COB Career Day, Ethos Week events, or another instructor approved event (one business career event extra credit event is allowed per term).

GRADING SCALE:

A+	650-628
A	627-608
A-	607-582
B+	581-563
B	562-543
B-	542-517
C+	516-498
C	497-478
C-	477-452
D+	451-433
D	432-413
D-	412-387
F	386 and lower

TENTATIVE SCHEDULE OF EVENTS FOR MANAGEMENT 202

Day	Date	Activity
Thursday	9/4	Introduction of the Course- Dr. Barley Fill out and Hand in “On-Course Self-Assessment” Nancy Nester will visit our classroom from EMU Faculty Development Center MGMT 202 Data Sheet: Fill out Intended Outcomes and Experiences DAPPS Rule Fill out Success Team Reflection #1

Those of you who are not in class on the first day can go to:
http://college.cengage.com/collegesurvival/downing/on_course/5e/resources.html
and complete the “On-Course Self-Assessment”

Homework due next class:

1. Make Name Tent with 72 point font
2. Get both texts books for the course and Read chs. 1, 13, 14 in the Bovee and Thill text and complete start to complete the home quiz found in unit 1 on e-companion.
3. Using the link below, print out completed affirmation certificate and bring to next class
http://college.cengage.com/collegesurvival/downing/on_course/4e/students/index.html
4. Go to and read the article “Got Mine Versus Grow Ours” <http://www.simons-white.com/blog/archive/10081/oRB!f7XCmJUMdZrHuondd9bnbiQuB!25/>

Tuesday	9/9	Discuss Self-Assessment Discuss Responsibility Model Discuss Affirmation Certificate – not turned in. Discuss “Got Mine Versus Grow Ours” Guidelines For Improving Business Communication Listening Activity
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Homework Due next class:

1. Draft Cover Letter and Resume
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2. Complete Chapters 1, 13 and 14 take home quiz

Thursday 9/11 Chapters 1, 13, and 14 take home quiz due
Discuss Resumes and Cover Letter Evaluation Sheet
Choices of Successful Students/Employability Skills
Discuss Employment Interview
Discuss drafts of cover letter and resume
Pass out Test 1 review sheet

Homework Due Next Class:

1. Bring final copies of cover letters and resumes to next class.
2. Compose a draft of case study #2: Radio Shack
3. Find out what you are worth using <http://www.salary.com>
4. Read Chapters 7 and 8 in Bovee and Thill text.

Tuesday 9/16 Cover Letters and Resumes Due
Mock Interviews
Discuss Case Study #2: Radio Shack
Direct, Indirect, Combination Messages
Good News and Bad News Letter Writing
Requesting and Writing Letters of Recommendations

Homework Due Next Class:

1. Study at least 2 hours for Test 1: chapters, 1, 7, 8, 13 & 14.

Thursday 9/18 Test 1: Chapters 1, 7, 8, 13, & 14
Break out into teams for Case Study Analysis
Complete Success Team Reflection #2

Homework Due Next Class:

1. Coordinate PowerPoint presentation via e-mail with team to answer questions at the end of the case study.
2. Print out and complete pp. 1 and 2 of take home quiz #2 on e-companion. We will go over p. 3 in class so don't worry if you don't complete that portion.

Tuesday 9/23 Discuss pp. 1-3 of Take Home Quiz #2 and turn in
Pass out review sheet for Test 2

Homework Due Next Class:

1. Read chapters 1 (pp. 8-14), 2 and 12 and complete take home quiz #2
2. Coordinate final details for Team Case Study/ Power point presentation with group via e-mail.
3. Read over case study presentation notes.

Thursday 9/25 Team Presentation on Case Study Bring paper copies of Power point slides) and Team Member evals. due

Homework Due Next Class:

1. Those teams who presented today please work with your team on your follow-up memo.
2. Start to study for Test #2.

Tuesday 9/30 Team Presentation on Case Study Bring paper copies of Power point slides) and Team Member evals due

Homework Due Next Class:

1. Those teams who presented today please work with your team on your follow-up memo.
2. Study for Test #2.

Thursday 10/2 **Teams Follow-up Memos due**
Intercultural Communication Lecture
Fill out and turn in Primary-Methods in Handling Conflict Sheet/Culture and Language Assignment
Review for Test #2: chapters 1, 2, & 12

Homework Due Next Class:

1. Study at least 2 hours for Test 2
2. Start to find 3 References for business briefings.
3. If you have a laptop, please bring it to the library next class- Room will be announced for library meeting.

Tuesday 10/7 **Test #2: chapters 1, 2, & 12**
In Halle Library Bring Business Briefing Outline Drafts to Class
Room TBA Kate Pittsley Library presentation (please bring your Laptops and power source to the library if you have one)
Culture and Language Assignment Due

Homework Due for Next Class:

1. Work on drafting Business Briefing PowerPoint presentation and outlines.
2. Start to compose PowerPoint presentation for business Briefing.
3. Bring external data device, or e-mail yourself your PowerPoint presentation so you can work on it in the COB computer lab.

Thursday 10/9 **COB Computer Lab**
COB Computer Lab Discuss Business Briefing outlines
Room TBA And Business Briefing presentations

Homework Due Next Class:

1. Practice presentations and proofread final business briefing outline and PowerPoint slides.

Tuesday 10/14 Discuss Presenting with a Professional Delivery

Homework Due Next Class

1. Practice presentations and proofread final business briefing outline and PowerPoint slides.
2. Bring a stapled copy of your Business Briefing PowerPoint slides and outline to class if you are scheduled to speak.

Thursday 10/16 **Business Briefing Presentations and Outlines due for those presenting**

Homework Due Next Class:

1. Practice presentations and proofread final business briefing outline and PowerPoint slides.
2. Bring a copy a stapled copy of your PowerPoint slides and the outline to class if you are scheduled to speak.

Tuesday 10/21 **Business Briefing Presentations and Outlines due for those presenting**

Homework Due Next Class:

1. Practice presentations and proofread final business briefing outline and PowerPoint slides.
2. Bring a copy a stapled copy of your PowerPoint slides and the outline to class if you are scheduled to speak.

Thursday 10/23 Business Briefing Presentations and Outlines due for those presenting

Homework Due Next Class:

1. Practice presentations and proofread final business briefing outline and PowerPoint slides.
2. Bring a copy a stapled copy of your PowerPoint slides and the outline to class if you are scheduled to speak.

Tuesday 10/28 Work on Report Planning, Organizing, and Writing

Homework Due Next Class:

1. Draft Progress Report

Thursday 10/30 Work on Editing and Refinement Skills

Homework Due Next Class:

1. Compose 1-2 paragraphs (single spaced) based on e-mail exchanges with partner
See assignment sheet given in class for more details. Bring copies of exchanges to class to turn in.
2. Complete Progress Report
3. View Trade Show Pictures in Unit 22 folder in e-companion

Tuesday 11/4 Progress Report Due
Work on Trade Show Analysis
Explain Virtual Notes Assignment
Explain Trade Show Evaluation Sheet

Homework Due Next Class:

1. Work on Trade Show Analysis
2. Send e-mails to organize Trade Show Virtual Notes Assignment

Thursday 11/6 Discuss Project Cycle and On Course Strategies

Homework Due Next Class:

1. Work on Trade Show Analysis
2. Coordinate completion of Trade Show Events with Partner

Tuesday 11/11 Time Management Skills: "On-Course" Plans

Homework Due Next Class:

1. Work on Trade Shows

Thursday 11/13 Leadership, Motivation, & Assertiveness

Homework Due Next Class:

1. Homework: Work on Trade Show Analysis

Tuesday 11/18 Interdependence and Teams Content
Trade Show Analysis – Questions 9 and 10

Homework Due Next Class:

1. Homework: Work on Trade Show Analysis
2. Complete Trade Show Analysis with Partner
3. Complete Virtual Notes Assignment and staple three pages together to hand in next class.

Thursday 11/20 Work on Trade Show Analysis
Virtual Notes Assignment Due

Homework Due Next Class:

1. Homework: Work on Trade Show Analysis

Tuesday 11/25 In class discussion of Trade Shows
Trade Show Analysis Due

Homework Due Next Class:

1. Homework: Work on Trade Show Analysis

Thanksgiving Recess 11/26- 11/30

Tuesday 12/2 In class discussion of Trade Shows
Homework Due Next Class:

1. Homework: Work on Trade Show Analysis

Thursday 12/4 In class discussion of Trade Shows

Please Note: Failure to attend the final trade show session will result in one letter grade lower on the final grade in the course.

T/Th 2:30-3:45 Sect. (008)- Thursday, December 11, 1:30-3:00 p.m. rm. 230.

Modifications in Tentative Schedule: The above schedule and procedures in this course are subject to change. Students are responsible for all changes in the syllabus, which have been announced in class or on-line.

ORAL ASSIGNMENTS

1) Team Presentation on Case Study (25 points presentation; 5 points Q&A)- Case studies are located in week folder 4 of e-reserves folder (remember the password is “golden”). The assignment is geared toward building skills in analyzing current issues in business. I will explain this assignment on the date mentioned on the tentative syllabus. It is crucial that you be in class on the date of this in-class communication activity. Groups of five students will analyze the case during one class session and then present the following class session. If you miss the speech due to an un-excused reason, you will receive an "E" on the assignment and you will still need to make-up your portion of the group presentation on another date. Each group member will provide a rating of other group member's participation (1 evaluation per group member = 8 points total). The team evaluation will be available online through e-companion. You will receive directions in class on how to access the assignment sheets related to this assignment.

2) Business Briefing using PowerPoint (100 pts. Visual aid required; for presentation; 5 points for questions and answer period 4-6 minute time requirement): The intention of the business briefing is to provide listeners with current, accurate, useful information that will shape their investment, purchase, employment, and other decisions. Your task is to select an industry, which you think you may be interested in applying for employment. You will choose a major corporation or a local business. You will need to gather as much relevant information as possible, company publications, corporate web sites on the Internet, annual reports, industry summaries, and third-party sources such as *Moody's Standard* and *Poor's*. **You must cite at least three sources verbally in the speech (Please use APA documentation format for the citing of all sources in the outline-- Only one source can be the company's homepage, the other two could be sources like credible websites, personal interviews, professional journals, or articles).** You will lose points if the speech does not follow the outline guidelines for

organization, does not have three verbal citations, and does not meet the time requirement of 4-6 minutes. Question and answer period for the business briefing is worth 5 points and will not be counted in the time limit of the 4-6 minute presentation.

PLEASE NOTE: PowerPoint software and Internet hook-up are available in the classrooms. Please erase any files saved to the computer desktop after you are finished presenting. The COB uses PC's in the classrooms for projection of PowerPoint presentations. If you are a Macintosh computer user, you will need to save your PowerPoint Business Briefing as a PowerPoint movie file (go to format and save and select PowerPoint movie file option). You will need a 1-2 gig travel drive to save the 35 mg presentation (this size will vary given the amount of pictures you place in your show).

To be on the safe side, it would be best to buy a 2 gig travel drive and save only your PowerPoint movie file on that travel drive to be used the day of your presentation. It wouldn't hurt to bring the travel drive with you the class time prior to your presentation so we can view the format ahead of time.

Customary business attire is required for the business briefing you will give in this course. At a minimum, that means a dress shirt and dress trousers for the men (no baseball hats, t-shirts), corresponding appropriate attire for the women. **No jeans.**

3) Trade Show Presentation with Partner- (100 point for individual portion of grade; 45 points coordination with partner) (10 minute requirement per group approximately 5 minutes per person). You will prepare a display for a company. You will include a poster/electronic display and various promotional items and will give a short 3-5 minute presentation, which will include questions and answers. This assignment will be in class (see schedule of events for discussion date). Please make time outside of class to talk to your partner. **Questions and Answers to follow the presentation are not counted in the group's time of 10 minutes. You are not to use note cards or read off the front or back of the display board. Failure to adhere to this request will result in the lowering of the trade show grade by one letter grade. Students will also provide a team evaluation rating other group member's participation. These evaluations sheets will be available online through e-companion. You will receive information in class about how to access the assignment sheets related to the business briefing speech.**

Speech Topics: You must clear your topic selection with the instructor before speaking. Your instructor will request your topic at least two weeks prior to giving the presentation. You will record the topic on a sign up sheet for the speaking order.

Delivery and Appropriate Dress: In presenting the speeches, we will expect you to appear in suitable professional, business attire or attire, which represents the company. You must present yourself in the way you would if you were addressing a gathering of modern American business professionals. You can use 3-5 3X5 note-cards for the business briefing speech. Do not use the note cards as a crutch. Reading your speech verbatim off your note-cards will result in a lower grade. You are not to use note cards, outlines, or posters, in the delivery of the trade show presentation.

Visual Support: Some form of visual is required for your business briefing. You will include copies of your visual support with your final outline.

Grading of Speeches: In order to receive a grade of "B," your presentation must have a clear focus, a well-defined sense of purpose, a clear introduction and overview of main points, and a

clear summary. In addition, you need to adequately use vocal variety, and adhere to pronunciation guidelines in the delivery of the presentation. Further, you must verbally cite three credible current sources in your presentation. Presentations that are superior on these aspects may receive a grade of “A”. Those who fail to achieve the minimum standards in a majority of these categories or which fail profoundly in at least one of the requisite categories will receive a lower grade.

Feedback Sheets: You will receive your graded speech outline and feedback sheets from the instructor the class time after a speaking assignment.

WRITTEN ASSIGNMENTS

1) Cover Letter (15 points, 1 page single-spaced): You will construct an application letter following the sample in your course text. You will respond to a real job advertisement, which you will select from the newspaper or career planning and placement. You will be graded on your ability to clearly open the letter, state clearly three reasons why you would want the job and to provide a clear closing, which provides accurate information where you can be contacted. You will lose points if there are spelling or grammatical errors and if the letter is not in the correct format. **You must bring two hard copies to class on the due date (you will be given information in class about how to access additional resources on e-companion course page and e-reserves site related to this assignment).**

2) Professional Résumé (25 points, 1 page): You will construct a **one page** résumé like one of the examples from the course text (see chapter 13). You will need to include your personal information, employment objective (if applicable), education, employment experience, and special skills and activities. Organization, inclusion of specific measurable results and layout are all criteria by which I will grade the résumé. **You must bring two hard copies to class on the due date (see additional resources on the electronic reserves course page).**

3) PowerPoint Presentation Slides for Team Presentation of Case Study (10 pts.)- You and your group will compose a title slide, background of the case study slide, list each question and bulleted answer slides (the number of slides will depend on the number of questions asked in your group’s case study), and a conclusion slide. Your group should plan on 8-10 slides total. Please make sure you spell check the slides and choose a font and background colors to provide contrast and readability.

4) Follow-up 1 page Memorandum for Team Presentation on Case Study (20 pts.) – You and your group will provide a 1 page single spaced memo to follow-up on the case study question and answer session. In this memo, the first paragraph should summarize what your group’s proposed answers to the questions. The second paragraph should address what questions you got asked about the case and how your group responded. The last paragraph you should provide research on what the company actually did to respond to the case. You are to cite one Internet source in the memo to support what actions the company actually took to respond to the crisis. Make sure you cite this source using APA citation format.

5) Team Evaluation for Case Study (8 pts.)- You and your group members will fill out participation evaluations rating each group member on his/her participation on the case study. These evaluation forms will be available via the e-companion site (location TBA in class). The team evaluation for the case study ratings will be used in your team’s overall grade on the case study presentation. You must write comments to receive full credit.

6) Case study Memo on Radio Shack (30 points, please submit electronically on e-companion drop box or via my personal email)- You will evaluate case study #2 and write a 1 page single spaced typed memo to the case. Instructions will be given in class on the assigned day.

7) Business Briefing Outline and Copies of PowerPoint slides (15 pts.): You will construct a one-page, typewritten outline. The outline should contain your name, the class title and section number, instructor information, and the name of your company in the upper right hand corner. Fully write out your introduction and conclusion. The introduction must contain an attention getter, ethos enhancing information and a clear preview of your thesis and main points. The conclusion must contain a summary of main points and an interesting closing remark. **For the body of the speech, you must have at least three main points supported with at least two sub-points. Your sub-points should not be persuasive in nature. They should describe or explain either your company (business briefing sub-points) or some specific aspect of the company (informative speech outline sub-points).** You will need to list the three documented sources in APA format you cited in the speech at the bottom in alphabetical order (see http://owl.english.purdue.edu/handouts/research/r_ap.html for further guidance **and see additional resources on the electronic reserves course page**).

You will also need to attach paper copies of any transparencies you choose to use in the presentation.

- All outlines are due the day you speak. Attach your PowerPoint slides to the outline.
 - Please proofread your work. You will lose points for grammatical and spelling errors. Please use at least 12 point font. Consider using an easy to read font like Times Roman.
 - **No late papers accepted.**
 - Outlines and case studies must have at least three main points. The **main points and sub-points for all outlines must appear in key phrases.** You need at least three sub points for each main point and the sub-point must support the main point.
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8) Trade Show Virtual Meeting Notes (10 points)

You and your trade show partner must show evidence that you utilized e-mail, or some other electronic meeting system to organize the trade show presentation. You must record the date, time, and nature of the conversation related to your trade show. To receive full credit your summary must be error free, single spaced, and utilize effective writing principles. Detailed instructions will be given in class.

9) Trade Show Target Audience Analysis:

(10 points): You are to answer 10 questions geared toward targeting your trade show presentation to your audience. Each individual will turn in one analysis. I will provide detail in class (see **additional resources on the electronic reserves course page- location TBA in class**).

10) Trade Show Team Member Evaluation (5 points total) - You will complete 1 team evaluation assessing your partner's participation on the trade show assignment. These ratings will be used in my final assessment of the group portion of the trade show grade. You must write comments to receive full credit.

11) Take home and in-class quizzes (10 points total)

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| 1) Chapters 1, 13, & 14 take home quiz (5 points)
(overview of comm. and career components) | 6 pts._____ |
| 2) Chapters 1, 2, & 12 take home quiz (5 points)
(cultural comm., teams, and public comm.) | 5 pts._____ |

12) Homework and In-class Assignments – (25 points total)

A) “On Course” Self-Assessment (2@ 2 points each= 4 points)

This assignment request that you assess your skill levels with regard to successful business communication student qualities. To receive full credit, the assessment must be completed 100% and you must turn in one assessment at the beginning and end of the term (Assessment will be conducted by Faculty Development Center representative and a hard copy is also located in e-companion or e-reserves).

B) 3 Success Team Reflections (3 @ 5 points a piece=15 points) –

Success teams will be formed the first or second day of class as a way to support you in fulfilling your intended outcomes and experiences for the course. There will be three forms collected related to the progress of your success team.

C) Primary Methods in Handling Conflict Inventory (2 points)

You will be filling out an inventory in class on your primary method in handling conflict. More will be explained in class the day of the assignment.

D) Intercultural Cultural Communication In-Class Activity (5 points): There will be an assignment on language and culture conducted on a specified date in the tentative schedule and details will be explained in class.

13) Progress Report: Practices for Effective Writing and Speaking in the Workplace (1-2 pages single spaced- 25 points): Please see the assignment description and evaluation sheet on e-reserves for more details on this assignment. I will be discussing this assignment in detail in class.

14) Short Answer Tests: (50 points for Test #1 & 100 points for #2 25 multiple choice questions worth 2 points each): You will take two tests (Test one will consist of approximately 15 short answer and fill-in questions of varying amounts; Test two will consist of 25 multiple choice questions--see description under written communication) assessing your mastery of business communication concepts primarily from course text and repeated concepts from course notes (**review sheets will be posted on e-companion**)

15) Attendance- (10points) You will receive 10 points total for attendance. One point will be deducted for any unexcused absence.
