

MGMT 332 Business Communications

Spring semester, 2006

Professor: Bonnie Grossman, Instructor
Office: Beatty Center 330 Mailbox in Beatty 300
Hours: Tuesdays and Thursdays 1:00-3:00
Mondays and Wednesdays 2:00-4:00 and mornings by appointment
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Textbook: *Essentials of Business Communication*, 6th edition
Mary Ellen Guffey

“People who can’t communicate aren’t much use in the corporate environment.” . . . Xerox

“The world’s best idea isn’t any good if the originator can’t explain it or work with others to make it a reality.” . . . Exxon

“Writing good letters affects our ability to think, to reason accurately, and to be understood effectively.” . . . Stephen Covey, The 7 Habits of Highly Effective People

“Writing is a career sifter. Good writers move up; bad writers get left behind.” James O’Rourke

“Butt, eye half Spill-Czech.” . . . anonymous

“What we have here is a failure to communicate.” . . . Cool Hand Luke

Objective: When you have completed this course, you will be able to approach any business writing situation with confidence.

Attendance: This is a management class – “Writing for Managers.” Manage your attendance and your work exactly as you will in your future career. Be mindful of details. More than four absences will certainly put your “job” in jeopardy.

I try to manage this classroom like the workplace. The concept of “make-up work” is inconsistent with the business communications setting – you simply miss the window of opportunity.

If you consistently show up for work, meet your deadlines, and demonstrate good business writing skills, you will keep your job and may earn a promotion.

There are two sections of MGMT 332 offered this semester – it could be a good management decision to attend another section occasionally to avoid missing a class for a personal reason such as a doctor’s appointment, interview, or travel arrangements.

Spring, 2006

Section 001 9:25-10:40 T/TH BCTR 212
Section 090 4:00–5:15 M/WTATE 132

Assignments:

Expect to share your written work with other class members as well as the instructor. Accepting and giving constructive criticism are integral to this course design.

Chapter reading assignments are due on the first day scheduled. Each chapter has an interactive quiz on the website. Bring your Certificate of Completion to class with a hand-written paragraph detailing something that you learned from the reading. Spell all the words right.

All written assignments are to be turned in on the due date. A late paper will not be accepted unless special prior arrangements are made. All assignments must typed (word processed); some will be e-mail documents.

Specific writing assignments will be presented in class. Most will be business letters, which are expected to be brief but perfect.

Tests/quizzes:

Emphasis is on your ability to apply skills practiced in this class. Final exam will be a take-home exercise.

Performance Appraisals:**Graded assignment values (approximate)**

10 letters/memos	250 points.
Quizzes	100
2-3 writing projects (listening/internet research/employment packet/)	200-250
2 performance reviews	300
Class work (attendance, participation, group work)	100
Final exam	300

Numeric Standards for grading

A	92%	
B+	87%	
B	80%	
C+	75%	
C	70%	
D	60%	
	Below 60%	Failure to communicate

Because the work in this class is based on writing in the workplace, the following correlation between grades and workplace standards will apply:

<u>Grades</u>	<u>Workplace standards</u>
A	Manager would be impressed and remember your work when the first opportunity for promotion is available.
B	Manager would be satisfied with the job; keep up the good work and try to move to the next level.
C	Manager would be disappointed and ask you to revise or rewrite sections before allowing clients and others to see the work, which might reflect badly on the company.
D	Manager would be troubled by the poor quality of the work, put you on a performance plan, and begin looking for your replacement.
F	Fired.

Expectations: **We will attempt to maintain a professional workplace environment. That means no food or drink in the classroom, business casual attire, and no hats.**

I will share with you my knowledge of the subject, my interest in learning, my love of words and writing, along with my guidance for your success.

You will share with me your active participation in the classroom, your preparation of all assignments, and an indication of your knowledge gained through individual and group efforts when asked.

All students are expected to adhere to the College Honor Code, and have met course prerequisite (60 hours -- junior standing).

“Eighty percent of success is showing up.” . . . Woody Allen

Let me add that 80% is a borderline between B and C. Performance counts.

MGMT 332.001 on T/TH at 9:25

General outline and assignments

January

10	Introductions, assessment, and expectations
12	Diagnostics and feedback
17	Chapter 1 "Facing Today's Communication Challenges"
19	Chapter 2 "Writing for Business Audiences"
24, 26	Chapter 3 "Improving Writing Techniques"
31, 2/2	Chapter 4 "Revising and Proofreading Business Messages"

February

7	Performance Review Foundations of Business Writing
9, 14, 16	Chapter 5 "E-Mail and Memorandums"
21, 23	Chapter 6 "Routine Letters and Good Will Messages"
28, 3/2	Chapter 8 "Negative Messages"

March

7, 9	Spring break, no class
14	Flex day for speaker
16, 21	Chapter 7 "Persuasive Messages"
23	Performance Review Corresponding at Work
28	Career communications segment launch
30	Chapter 13 "The Job Search, Resumes, and Job Application Letters"

April

4, 6	Chapter 13 (continued)
11, 13, 18	Chapter 14 "Employment Interviewing and Follow-up Messages"
20	<u>Last class</u> <u>Final exam distributed</u>

Exam schedule:

Since the final exam in MGMT 332 is take home, the professor will expect all exams to be turned in no later than the beginning of the normal class period on the listed final exam date. Easy to remember.