

BA 200: Managerial Communication
Fall 2012

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Hours: Before/after class and by appointment

COURSE DESCRIPTION

This course introduces the fundamentals of communication in a corporate environment. The 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 findings through presentations.

Our section will be conducted in a blended format: We will have both face-to-face (classroom) and online (Blackboard) sessions. The schedule below indicates the format and location for each class period.

TEXTBOOK

Mary Ellen Guffey. *Business Communication*, 6th ed. Mason, Ohio: Cengage Learning, 2008.

The cover of the *custom edition* used in this class should indicate "For Professor Jie Wang's Managerial Communication course"; ISBN: 978-0-324-83078-1 (this edition is available at the UIC bookstore). The ISBN for the original, hard-cover edition is 978-0-324-54290-5 (use this ISBN if you decide to rent the book from abebooks.com, chegg.com, or another textbook rental site). Either edition would be fine.

An electronic version of the textbook is available from www.aplia.com (Fall 2012 access code: B6KZ-AL3X-9LUZ) and www.coursesmart.com.

Recommended: *The Wall Street Journal*

REQUIREMENTS

Course requirements include active class participation and contribution as well as on-time completion of a series of writing and presentation assignments. To ensure fairness, late assignments will incur a penalty (two points for each class period it is late), and daily exercises not submitted when required will not be accepted.

As part of class preparation, the student should finish reading the chapter assigned prior to class. In addition, the student is expected to read leading business publications such as *The Wall Street Journal* and *Financial Times* on a regular basis to keep up to date on the latest business news and issues.

Because sharing ideas is a crucial component of the learning process, you are expected to participate actively in and contribute to our discussions as well as revision and evaluation efforts. Absences without a cause satisfactory to the instructor will have a negative impact on your class participation and contribution component. 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/her official stationery) is accepted, that absence will be excused.

Week 1 (8/27, 8/29, 8/31)

Monday: classroom
Course introduction

Wednesday: classroom
Chapter 1: Overview of business communication

Friday: Blackboard
Chapter 1 assignments (see CHAPTER HIGHLIGHTS AND ASSIGNMENTS link in upper-left menu)
Due dates: Your post on Blackboard is due by midnight today. Your comments on classmates' posts are due by midnight tomorrow.

Week 2 (9/3, 9/5, 9/7)

Monday: Labor Day - no class

Wednesday: classroom
Three-to-five-minute infomercial about yourself (personal background, focusing on education, work experience, and career goals)
Sample: [Infomercial.pdf](#)

Friday: classroom
Three-to-five-minute infomercial about yourself (personal background, focusing on education, work experience, and career goals)
Sample: [Infomercial.pdf](#)

Week 3 (9/10, 9/12, 9/14)

Monday: classroom
Chapter 7: Internal communication
Memo for revision: [Example](#)

Wednesday: Blackboard
Chapter 7 assignments (see CHAPTER HIGHLIGHTS AND ASSIGNMENTS)
Memo (Exercise 7.14 on page 196) due next Wednesday

Friday: classroom

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

Sample: [Infomercial.pdf](#)

Week 4 (9/17, 9/19, 9/21)

Monday: Blackboard

Chapter 2: Developing teamwork skills

See CHAPTER HIGHLIGHTS AND ASSIGNMENTS for assignments

Wednesday: classroom

50 largest public companies in the Chicago area: [Top 50 companies.pdf](#)

[Online resources and company profile assignment directions.htm](#)

[Sample company profiles](#)

Hard copy of memo (Exercise 7.14 on page 196, properly initialed) due

Friday: Blackboard

Compose company profiles as a team: one profile per team member; see [sample](#)

Hard copy due next Friday

Week 5 (9/24, 9/26, 9/28)

Monday: classroom

Chapter 8: External communication

[Click here for a traditional-format sample](#)

[Click here for a block-format sample](#)

Directions for the company information request letter: [InfoRequest.doc](#)

Hard copy of company profiles due

Hard copy of company info request letter due at individual conference (see below)

Wednesday: Blackboard

Chapter 3: Cross-cultural communications

[Cultural difference case: Chinese vs. American parenting](#)

[Cultural difference / business case: Cultural differences between the U.S. and India \(high- vs. low-context cultures\)](#)

[Cultural difference / business case: How the Oreo became the No. 1 biscuit maker in China](#)

Cultural difference research due by midnight today (see CHAPTER HIGHLIGHTS AND ASSIGNMENTS)

Your response to the most interesting post due by midnight tomorrow

Friday: 2231 Univ. Hall

Chapter 3 language challenge available today

Week 6 (10/1, 10/3, 10/5)

Monday: Blackboard

Chapter 9: Persuasive and sales messages

Post your chapter reflection to the discussion board by midnight. Post your responses to at least two classmates' reflections by midnight tomorrow.

See CHAPTER HIGHLIGHTS AND ASSIGNMENTS for additional assignments

Wednesday: IDEA Commons computer lab, first floor of main library

Online research resources for term project

In-class assignment on proprietary research resources

Friday: Blackboard

Chapter 11: Business report basics

See CHAPTER HIGHLIGHTS AND ASSIGNMENTS for assignments

Week 7 (10/8, 10/10, 10/12)

Monday: classroom

10-to-15-minute Wall Street Journal business case presentations, followed by Q&A

Business case research and analysis project directions: [Business case presentation instructions.pdf](#)

Business case sample 1: [Macy's case.pdf](#)

Business case sample 2: [Office candy jar.pdf](#)

Business case sample 3: [How to sell to the Chinese.pdf](#)

Presentation advice: [presentation tips.doc](#)

Wednesday: classroom

10-to-15-minute Wall Street Journal business case presentations, followed by Q&A

Business case research and analysis project directions:

[Business case presentation instructions.pdf](#)

Business case sample 1: [Macy's case.pdf](#)

Business case sample 2: [Office candy jar.pdf](#)

Business case sample 3: [How to sell to the Chinese.pdf](#)

Presentation advice: [presentation tips.doc](#)

Friday: classroom

10-to-15-minute Wall Street Journal business case presentations, followed by Q&A

Business case research and analysis project directions: [Business case presentation instructions.pdf](#)

Business case sample 1: [Macy's case.pdf](#)

Business case sample 2: [Office candy jar.pdf](#)

Business case sample 3: [How to sell to the Chinese.pdf](#)

Presentation advice: [presentation tips.doc](#)

Week 8 (10/15, 10/17, 10/19)

Monday: 2231 UH

Team and individual conferences

Bring letter to company

Directions for the company information request letter: [InfoRequest.doc](#)

Teamwork on term project work plan

[Click here for a work plan sample](#)

Wednesday: 2231 UH

Team and individual conferences

Bring letter to company

Directions for the company information request letter: [InfoRequest.doc](#)

Teamwork on term project work plan

[Click here for a work plan sample](#)

Friday: 2231 UH

Team and individual conferences

Bring letter to company

Directions for the company information request letter: [InfoRequest.doc](#)

Teamwork on term project work plan

[Click here for a work plan sample](#)

Week 9 (10/22, 10/24, 10/26)

Monday: classroom

Chapter 10: Negative messages

Wednesday: classroom

Guest speaker: Why internship matters and how you can get one

Friday: Blackboard

Chapter 13: Formal reports

[Term paper instructions](#)

Teamwork to finalize the term project work plan; hard copy due in next class

Week 10 (10/29, 10/31, 11/2)

Monday: classroom

Business communication case video: Connecting theory and practice Hard copy of term project work plan memo due

Wednesday: classroom

Test 1, covering Chapters 1 to 13

Friday: Blackboard

Chapter 14: Business presentations

[Click here for a professional PowerPoint presentation sample](#)

[Click here for a student PowerPoint presentation sample](#)

[Click here for another student PowerPoint presentation sample](#)

See CHAPTER HIGHLIGHTS AND ASSIGNMENTS for assignments

Week 11 (11/5, 11/7, 11/9)

Monday: computer lab (location TBA)

Creating PowerPoint slides at a professional level

In-class assignment: [slidesamples.pdf](#)

[Tips for creating presentation slides](#)

[Click here for a PowerPoint tutorial](#)

Wednesday: on-campus

Teamwork to finalize informational interview presentation

[Directions for the interview with a professional project](#)

Friday: classroom

Chapters 15-16: Employment communication

Guest speaker Jaime Velasquez: What employers want

Post your resume on Blackboard by the end of Sunday

Week 12 (11/12, 11/14, 11/16)

Monday: classroom

Presentations on interview with a business professional

[Directions for the interview with a professional project](#)

[Click here for sample informational interview questions](#)

[Click here for a PowerPoint Presentation sample](#)

[Click here for a second PowerPoint presentation sample](#)

Presentation advice: [presentation tips.doc](#)

Wednesday: classroom

Presentations on interview with a business professional

[Directions for the interview with a professional project](#)

[Click here for sample informational interview questions](#)

[Click here for a PowerPoint Presentation sample](#)

[Click here for a second PowerPoint presentation sample](#)

Presentation advice: [presentation tips.doc](#)

Friday: classroom

Presentations on interview with a business professional

[Directions for the interview with a professional project](#)

[Click here for sample informational interview questions](#)

[Click here for a PowerPoint Presentation sample](#)

[Click here for a second PowerPoint presentation sample](#)

Presentation advice: [presentation tips.doc](#)

Week 13 (11/19, 11/21, 11/23)

Monday: on-campus

Team review/revision of term project presentation visual aids

[Click here for a professional PowerPoint presentation sample](#)

[Click here for a student PowerPoint presentation sample](#)

[Click here for another student PowerPoint presentation sample](#)

Wednesday: classroom

Final presentations

[Presentation checklist / grading criteria](#)

Friday: Day after Thanksgiving - no class

Week 14 (11/26, 11/28, 11/30)

Monday: classroom

Final presentations

[Presentation checklist / grading criteria](#)

Wednesday: classroom

Final presentations

[Presentation checklist / grading criteria](#)

Friday: classroom

Test 2 (covering Chapters 1 to 16)

Week 15 (12/3, 12/5, 12/7)

Monday: classroom

Final presentations

[Presentation checklist / grading criteria](#)

Wednesday: classroom

Final presentations

[Presentation checklist / grading criteria](#)

Friday: classroom

In-class assignment

Term paper due

[Term paper instructions](#)

[Click here for a sample term paper](#)
[Click here for APA documentation guidelines](#)
[Teamwork evaluation](#)

Course Grade Components

<u>Assignment</u>	<u>Points</u>
Memo	10
Letter	10
Wall Street Journal report	10
Professional interview report	10
Company and industry research assignment (proprietary resources)	3
Company profiles	4
Work plan for final project	5
PowerPoint slides	3
Test 1	20
Test 2	25
Final presentation	20
Term paper	20
Class participation and contribution	10
Junior Achievement project (optional)	0-3

Final grade:

A	Outstanding	90% or above
B	Superior	80-89%
C	Meet expectations	70-79%
D	Passing but low	60-69%
F	*!@#\$%^&	Below 60%

Information about academic integrity: <http://www.uic.edu/depts/dos/studentconduct.html>

Information concerning disabled students: The University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413-0123 (TDD).