

MANAGERIAL COMMUNICATION – BA 200

Department of Managerial Studies
College of Business Administration
University of Illinois at Chicago

Fall 2012 Syllabus
Section 10869
M-W-F 11:00–11:50 a.m.
216 Taft Hall

Instructor: Susan Nelson
Office: 2115 University Hall (M and W 1:00–2:00 p.m)
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(Use this e-mail to reach me and to hand in any online assignments.)

This course is required of all business majors. Before taking it, each student must have completed English 161, “Academic Writing II: Writing for Inquiry and Research.” If you have not successfully completed that course, please drop BA 200 and re-enroll after you’ve completed English 161.

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). <http://www.uic.edu/uic/studentlife/studentservices/disability.shtml>

COURSE RATIONALE

Communication matters. During the next 15 weeks you will learn the essentials of business communication—written, spoken, nonverbal—and also the importance of teamwork. At the successful conclusion of BA 200 you will be better prepared to land a job, hold onto it, and advance more confidently in your career.

This syllabus is subject to change.
Updates will be announced in class and posted on Blackboard.
Unless otherwise announced, assignments are to be handed in as hard copy.

COURSE GOALS

Upon successful completion of BA 200 Managerial Communication, you will:

1. Understand the importance of clear, concise business communication and how it works in a corporate environment.
2. Enhance your ability to think critically and recognize distractions to both written and spoken communication.
3. Recognize the importance of soft skills, teamwork, and ethics in today's workplace.
4. Understand the increasing importance of intercultural communication in business.
5. Examine the impact of social media on the business community.
6. Plan, write, and revise effective e-mail messages and memoranda.
7. Analyze the structure and characteristics of and write and revise effective business letters and reports.
8. Analyze and revise a résumé and cover letter as part of a career plan.
9. Identify, analyze, and reach different business audiences for written or spoken messages.
10. As a team, plan, research, write, and present a final report that describes, analyzes, and draws a conclusion about a Chicago-based Fortune 500 company.

REQUIRED TEXTS

- ***The Business Writer's Handbook*** by Alred/Brusaw/Oliu, 9th or 10th Edition. The bookstore has spiral-bound copies available. You will need this book in class and will find it useful, even indispensable, in your business career.
- ***Business Communication: Process & Product*** by Guffey and Loewy, 7th Edition. Used copies are available in the bookstore. You must read assignments in this book.

RECOMMENDED READING

- *The Wall Street Journal*, *The New York Times* Business section, *Financial Times*, *Fortune*, *Crain's Chicago Business*. View these online or in the Daley Library to keep up with good business writing about current business issues.

ASSIGNED READINGS

- Available online as indicated; as handouts in class; and as Blackboard updates to this syllabus.

REQUIREMENTS FOR THIS COURSE

- 1. Regular attendance.** The amount of in-class writing and the number of lectures, quizzes, guest speakers, and team projects in this course require that you be present. Two unexcused absences are permitted if work is made up by prior arrangement. Three or more will lower your grade, one letter grade per unexcused absence. Excused absences must be cleared with me and backed by an official letter, as from a physician or civil authority.
- 2. Promptness.** Late assignments will not be accepted. Two late arrivals to class count as one unexcused absence. Let me know if you cannot avoid being late. If an emergency occurs, enter quietly and speak to me after class.
- 3. Original work.** Plagiarism, a serious ethics violation as well as a legal matter, will result in an F. Cheating will not be tolerated.
- 4. Participation.** Your contributions to class discussions and team projects will influence your grade in BA 200.
- 5. Preparation.** Assigned readings will be discussed and periodically tested. You must read them to follow and understand this course. You will need a notebook ... and you may find taking notes in it more useful than on a laptop.
- 6. Courtesy.** Please: Turn off cell phones. Do not text. Do not eat in the classroom. Infractions of these requests will have a negative impact on your class participation.
- 7. Grades.** I use a 100-point grading scale:

A	Superior	90+	Consistently excellent, exceptional, outstanding
B	Very good	80+	Consistently good, respectable, above average
C	Average	70+	Acceptable, adequate, satisfactory
D	Struggling	60+	Barely acceptable, weak in key areas
F	Failing	- 60	Inadequate, continuing problems, plagiarism

8. Assignment Values.

320 Possible Points/Weights of Assignments

A = 288 to 320 points (90–100%)
B = 256 to 287 points (80–89%)
C = 224 to 255 points (70–79%)
D = 192 to 223 points (60–69%)
F = 191 and below (below 60%)

WRITING ASSIGNMENTS

Summaries	35
Thank-you letter, e-mail	10
Persuasive memo, letter	10
Cover letter	10
Résumé	5
Bad News Letter	10
Direct Request e-Mail	10
Direct Response Letter	10
Persuasive Claim Letter	10
Other Writing	10
Informational Interview	15
Business Inquiry Letter (Team)	10
Outlines	20
Final Report (Team)	<u>25</u>
WRITING ASSIGNMENTS	190

PRESENTATIONS

Tell Me About Yourself	10
Elevator Speech	5
Informational Interview (Team)	15
Final Presentation (Team)	<u>20</u>

PRESENTATIONS **50****OTHER CREDITS**

Participation	10
Language Usage Exercises	50
Quizzes	<u>20</u>

OTHER CREDITS **80****COURSE TOTAL** **320****Note:**

Unless otherwise announced, all out-of-class assignments are to be handed in as hard copy in 12-point type, using either a simple serif or sans serif font. I suggest Cambria or Times New Roman (serif) or Arial (sans serif) fonts. This syllabus was created in 12-point Cambria. Please set your margins at 1 inch and set 1½ line spaces throughout, unless otherwise instructed.

In-class assignments are to be written in black ballpoint ink on your notebook paper, torn out smoothly along the perforated edge.

COURSE DESCRIPTION

BA 200 WEEK-BY-WEEK SCHEDULE

* = in-class writing or presentation

+ = writing or presentation homework, due next class meeting

<u>WEEK 1</u>	<u>IN CLASS</u>	<u>ASSIGNMENTS</u>
M 8/27	Introduction to BA 200 Syllabus Review, Sign-off * In-Class Writing	OPEN YOUR COPIES OF GUFFEY and BWH TODAY. Read Guffey Ch. 1 Complete Exercise 1.1 Read BWH xv to xxiv
W 8/29	* Language Usage Assessment 1 BWH Intro * Word Choice Exercises	(Read Guffey Ch. 1; Exercise 1.1) BWH: 104–106 (<i>conciseness</i>) + Word Choice Exercises Revision
F 8/31	Chapter 1: Effective/Ethical Communication at Work Information Interviews Explained	Ch. 1 Quiz on 9/5

<u>WEEK 2</u>	<u>IN CLASS</u>	<u>ASSIGNMENTS</u>
M 9/3	NO CLASS. Labor Day	Find Subject for Information Interview: Due 10/8
W 9/5	Chapter 1 Quiz “Tell Me About Yourself” (TMAY)	+ Bring Résumé on 9/7 Read Guffey Ch. 15 (<i>résumés</i>) + TMAY – 90 sec.
F 9/7	Guest Speaker: <u>Résumés and UIC Business Internships</u>	+ Summary of Presentation + TMAY – 90 sec. + Revise Résumé Read Guffey Ch. 4 - Audience

WEEK 3**IN CLASS****ASSIGNMENTS**

M 9/10	TEAMS: Information Interviews, Final Projects * In-Class Exercises * TMAY Presentations	BWH: 287-289; Guffey: 354, 545 (<i>interviews</i>) Read Guffey Ch. 3 BWH: 243-246 (<i>global communication/graphics</i>)
W 9/12	* TMAY Presentations Chapter 3: Intercultural Communications	Read Guffey 318-321 (<i>high- and low-context</i>)
F 9/14	Guest Speaker: <u>Behind the Scenes of Intercultural Communications</u>	+ Summary of Presentation Read Guffey 240-241; BWH 288-293 (<i>thank-yous</i>) + Draft Thank-You Ch. 3 Quiz on 9/17

WEEK 4**IN CLASS****ASSIGNMENTS**

M 9/17	Chapter 3 Quiz * Teams: Business Thank-You's	BWH: 177-183 (<i>e-mails</i>) + Thank-You Rewrites + Team: Interview Update
W 9/19	* Team E-Mail Revisions * Information Interview Updates	Read Guffey Ch. 7 Read Guffey Ch. 8; BWH 409-410 (<i>positive writing</i>)
F 9/21	Chapter 7: Electronic Messages Chapter 8: Positive Messages	BWH: 57-58 (<i>blogs;</i>) 585-589 (<i>Web</i>)

WEEK 5**IN CLASS****ASSIGNMENTS**

M 9/24	Guest Speaker: <u>Electronic Media in Today's Corporate World</u>	+ Summary of Presentation + Thank-You Digital + Draft Positive Message: Digital
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W 9/26	Chapter 8: Positive Messages * Positive Digital Revisions	+ Positive Message Rewrite Read Guffey Ch. 9
F 9/28	Chapter 9: Negative Messages * Persuasive Claim Letter, Team Revision * Information Interview Updates	+ Persuasive Claim Letter Rewrite + Outline: Information Interview + Team: Interview Update Ch. 7, 8, 9 Quiz on 10/1

WEEK 6

IN CLASS

ASSIGNMENTS

M 10/1	Chapters 7, 8, 9 Quiz * Discuss Interview Outlines	+ Outline Revision Read Guffey Ch. 2
W 10/3	Chapter 2: Professionalism	+ Nonverbal Exercises
F 10/5	Guest Speaker: <u>Job Success Means Etiquette Skills</u>	+ Summary of Presentation + Draft Thank-You

WEEK 7

IN CLASS

ASSIGNMENTS

M 10/8	* Information Interview Competition	+ Summary of Presentations Read Guffey Ch.10
W 10/10	* Information Interview Competition Chapter 10: Persuasive/Sales Messages * Persuasive Memo to Boss	+ Summary of Presentations + Draft Persuasive Memo to Boss
F 10/12	Discussion and Assignments: Final Projects	+ Meet with team before next class; divide research on your corporation.

<u>WEEK 8</u>	<u>IN CLASS</u>	<u>ASSIGNMENTS</u>
M 10/15	* Team Revisions: Persuasive Memo * Team: Inquiry Letter	+ Persuasive Memo Rewrite + Inquiry Letter Draft BWH 272-275; Guffey 138-143 (<i>inquiries</i>) Read Guffey Ch. 11
W 10/17	Chapter 11: Report/Research Basics	Continue research on your corporation.
F 10/19	* Team: Inquiry Letter Revision	+ Inquiry Letter Rewrite Read Guffey Ch. 4 (<i>Planning</i>)

<u>WEEK 9</u>	<u>IN CLASS</u>	<u>ASSIGNMENTS</u>
M 10/22	* Send Inquiry Letters Bias-Free Language Punctuation, Verb Tense * In-Class Exercises	BWH Index; 88–90 (<i>colons</i>); 90–97 (<i>commas</i>); 127 (<i>dashes</i>); 193 (<i>exclamation points</i>); 524–525 (<i>semicolons</i>) Read Guffey Ch. 5 (<i>Writing</i>) + Exercise Revisions
W 10/24	Strong Sentences * In-Class Exercises	+ Exercise Revisions Read Guffey Ch. 6 (<i>Revising</i>)
F 10/26	Strong Paragraphs * In-Class Exercises	+ Exercise Revisions + Direct Request E-Mail

WEEK 10**IN CLASS****ASSIGNMENTS**

M 10/29	Revising and Proofreading * In-Class Exercises * Quiz on Business Usage	+ Exercise Revisions + Direct Response Letter
W 10/31	Guest Speaker: <u>The "Elevator Speech": How It's Done, What It Does for You</u>	+ Summary of Presentation + Create an Elevator Speech
F 11/2	* Elevator Speech Presentations * In-Class Assignment	+Revise In-Class Assignment

WEEK 11**IN CLASS****ASSIGNMENTS**

M 11/5	* Language Usage Assessment 2 * In-Class Exercises	Reread Guffey Ch. 15; Read Ch. 16
W 11/7	Guest Speaker: <u>Three Habits to Learn If You Want to Advance in Your Career</u>	+ Summary of Presentation + Draft of E-Mail Cover Letter + Team Progress Reports on Final Project
F 11/9	* E-Mail Cover Letters Hand in Team Progress Reports on Final Projects	+ Cover Letter Revision Read Guffey Ch. 12

WEEK 12**IN CLASS****ASSIGNMENTS**

M 11/12	Chapter 12: Informal Reports	Read Guffey Ch. 13 + Outline of Final Report
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W 11/14	* Review of Outlines Chapter 13: Formal Reports vs. Informal Reports	+ Revise Outline Read Guffey Ch. 14
F 11/16	Chapter 14: Presentations	BWH: 415-424 (<i>presentations</i>)

WEEK 13 **IN CLASS**

ASSIGNMENTS

M 11/19	Guest Speaker: <u>Making a Presentation Memorable</u>	+ Summary of Presentation + Draft Outline of Final Report
W 11/21	* Teams: Work on Final Reports/ Presentations	+ 300-Word Report on What Your Final Presentation Will Be: Submit it and Summary of Presentation by midnight tonight to class e-mail address.
F 11/23	NO CLASS. Day after Thanksgiving	Reread Guffey Ch. 13; BWH: 482-490 (<i>research</i>), also <i>report elements</i> Ch. 11, 12, 13, 14 Quiz on 11/26

WEEK 14 **IN CLASS**

ASSIGNMENTS

M 11/26	Chapters 11, 12, 13, 14 Quiz	+ Revised Outline of Final Report
W 11/28	* Teams: Conferences on Final Reports	+ Submit Draft of Final Report Tomorrow + Final Presentations Tomorrow
F 11/30	* 3 Final Presentations with Questions (8 minutes + 5 minutes)	+ Summaries of Presentations + Revise Draft of Final Report

WEEK 15**IN CLASS****ASSIGNMENTS**

M 12/3	* 3 Final Presentations with Questions (8 minutes + 5 minutes)	+ Summaries of Presentations
W 12/5	* Language Usage Assessment 3	+ Final Report Due Tomorrow
F 12/7	* Submit Final Report * In-Class Writing Assignment with Open BWH	

WEEK 16**IN CLASS****ASSIGNMENTS**

Finals Week	No final is planned.	

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AND POSTED ON BLACKBOARD.**