

**Managerial Communication - BA 200**  
**Fall 2012**

<b>Section: 10872</b>	<b>Time: 8:00 – 8:50 a.m.</b>	<b>Location: 204 Taft Hall</b>
<b>Section: 23896</b>	<b>Time: 9:00 – 9:50 a.m.</b>	<b>Location: 204 Taft Hall</b>
<b>Section: 10818</b>	<b>Time: 11:00 – 11:50 p.m.</b>	<b>Location: 120 Taft Hall</b>
<b>Section: 10868</b>	<b>Time: 12:00 – 12:50 p.m.</b>	<b>Location: 204 Taft Hall</b>

**Instructor Information**

Anthony Corte, College of Business Administration, Department of Managerial Studies  
Office: 2229 University Hall

Contact Information:

- General Course Questions: Course Web Site → Discussion Board Section → Post in Questions Forum
- Individual Questions: E-mail → [acorte@uic.edu](mailto:acorte@uic.edu) → M – F ... 9:00 a.m. – 5:00 p.m.
- F2F Office Hours: Monday and Wednesday → 10:00 – 10:50 a.m. (or by appointment)
- Virtual Office Hours: Skype (anthony.corte) → M & W → 10:00 – 10:50 a.m. (or by appointment)

**Internet Site**

Course Web Sites: <http://blackboard.uic.edu> . After login, find the link associated with this course name and Section (CRN) Number

**Course Description**

This is a **thinking** ... **organizing** ... **communicating** course. Effectively combining all three leads to successful communication within a corporate environment AND a successful career.

Topics to be discussed and applied include but are not limited to ...

- understanding the communication process
- critical thinking
- the writing process
  - style and language
  - usage
  - words, sentences and paragraphs
  - parts of speech and grammar
  - punctuation and mechanics
  - thinking, organizing, drafting, and revision
- effective business writing and presentations
  - writing for business
  - forms
  - audience and situation analysis
  - research methods
  - business presentations

You will analyze situations and communicate through appropriate types of business documents such as e-mail, e-newsletters, memoranda, letters, and reports. You will also work in a team analyzing and researching a business problem resulting in a formal written report and presentation.

This course follows a **HYBRID** approach to instruction. *What does this mean?*

- Time traditionally spent in the classroom (F2F) is reduced. Significant portions of the learning activity are moved on-line.
  - Assignments/exercises, evaluations (tests), individual/group communication, and outside readings/viewings.
  - 2/3 F2F (typically Monday and Wednesday) and 1/3 on-line learning (typically Friday). The on-line component, early on in the term, typically adds more time and effort to the learning process.
  - Reserve the assigned section time on Monday, Wednesday and Friday as class time for BA 200 activity.
- Students **MUST** ...
  - Accept greater responsibility for their personal learning.
  - Be self motivated.
  - Pay attention to details and instructions.
  - Expect the unexpected ... be flexible.
  - Manage time well to ensure meeting of due dates.
  - Check course website at least daily.
  - Active course participation and contribution.
  - Be uninhibited and ask questions in a timely manner.
  - Take advantage of all “tools” available to you.

### **Course Objectives**

Upon **successful** completion of BA 200 Managerial Communication, students will be able to:

1. Understand the importance of communication skills in relation to career success.
2. Develop an enhanced ability for critical thinking and situational awareness/analysis.
3. Recognize the importance of soft skills, teamwork, and collaboration in today's workplace.
4. Understand the significant trends related to the increasing importance of intercultural communication for business communication.
5. Examine the impact of social media on the business community.
6. Analyze the structure and formatting, and write effective e-mail messages, memoranda, business letters, e-newsletters, and reports.
7. Describe and apply business reporting basics; research, incorporate and document supporting data; anticipate reader reaction; and draw meaningful conclusions and make practical recommendations based on prior logical analysis in both written and oral presentations.

### **Prerequisite**

Successful completion of *ENGL 161 – “Academic Writing II: Writing for Inquiry and Research”* or equivalent.

- Cannot be taken concurrently with BA 200
- If you don't have this, drop and register after completion.

## Main Texts

### Required

Gerald J. Alred, Charles T. Brusaw and Walter E. Oliu ... *The Business Writer's Handbook* ... Ninth Edition ... Copyright 2009 ... Boston: Bedford/St. Martin's ... ISBN – 10: 0-312-47709-0



### Special Readings and Viewings

Various ... See Course Web Site

### Equipment and Software

Access to a **reliable** computer and Internet connection, MS Office and printer. Incompatible systems or software is no excuse for incomplete, missing or late activities.

### Course Policies

- This course is designed as an “active” learning experience. “Active” participation with emphasis on...

#### Attendance:

- Missing three or more F2F sessions will result in one course grade reduction.
- Mandatory attendance during announced select section meetings and Final Presentation Week. Absence will result in a 5% grade reduction per occurrence.

#### Tardy:

- Plan on being on time. However, if you are late please enter the room quietly.
- Students are expected to be in attendance for the entire lecture period.

#### Discussions:

- Prepare for and join discussions in the classroom, within teams and on-line.

#### Directions:

- Read homework postings and information sheets immediately upon notification (in-class, course site announcement or by e-mail) of availability. Failure to do so may result in lost points.
- Follow directions completely. Do not assume or interpret. Questions? Contact the instructor immediately.

### Homework:

- All homework is expected by the due date and time in the required format. **No exceptions.**
- Late homework = no credit. May be reviewed at the instructors' discretion for comment purposes.
- All electronic communication devices are to be turned off or programmed in silent mode.
- Plagiarism = Course Failure.

### Special Concerns

If you are currently experiencing, anticipate a situation or experience an immediate/unexpected situation that may affect your participation in this course, contact Professor Corte at the earliest possible time.

### Schedule of Activities

This course will cover the following topics ...

Week 1 – Module 1 - Course Introduction and the Communication Process

Weeks 2 - 6 – Module 2 - Critical Thinking and The Writing Process

Weeks 7 - 15 – Module 3 - Business Communication (Writing and Presentations)

Specific activities and assignments with corresponding due dates will be found on the course site.

### Grades

All graded activities (excluding quizzes) are based on a Four (4) Point (or equivalent) scale. You will earn 4, 3, 2, 1 or 0 Points (or the equivalent) per graded activity. Scale determined based on activity and will be announced.

#### 4 Point Scale

4 Points = A – Exceptional  
3 Points = B – Fully Acceptable  
2 Points = C – Marginally Acceptable  
1 Point = D – Unacceptable  
0 Points = F – No Show

#### 8 Point Scale (X2)

8 Points = A – Exceptional  
6 Points = B – Fully Acceptable  
4 Points = C – Marginally Acceptable  
2 Points = D – Unacceptable  
0 Points = F – No Show

#### 12 Point Scale (X3)

12 Points = A – Exceptional  
9 Points = B – Fully Acceptable  
6 Points = C – Marginally Acceptable  
3 Points = D – Unacceptable  
0 Points = F – No Show

Final Grades are determined on a total point weighted average.

The following is an **approximation** of where point distribution will originate. Points earned are posted on the course Blackboard site. It is your responsibility to review your grades in a timely manner. Concerns are to be discussed with Professor Corte without delay. **No discussion on grades after one week of posting.**

Module 1 – Introduction and the Communication Process	10%
Module 2 – Critical Thinking and The Writing Process	40%
Module 3 – Business Writing and Presentations	50%

### Extra Credit – If Available, To Be Discussed

### **Accommodations for Students with Disabilities**

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](tel:(312)413-2183) (voice) or [\(312\) 413-0123](tel:(312)413-0123) (TDD). More information may also be found at the DRC Website located at [http://www.uic.edu/depts/oa/disability\\_resources/index.html](http://www.uic.edu/depts/oa/disability_resources/index.html). Students requesting accommodation must provide a letter outlining the specific accommodations requested for the course. This letter is developed by the DRC in coordination with the student and is presented to me by the student prior to the start of the semester.

### **Academic Integrity and Student Honor Code (short version)**

The course and its associated coursework are being administered according to the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and to uphold the code. See the UIC Student Handbook.

<http://www.uic.edu/cba/ugrad/Documents/CBAHonorCodestudentresponsibility.pdf>

***This syllabus is subject to change.***

## Managerial Communication - BA 200 Fall 2012

Check your section CRN, time and location:

- |   |                          |                         |
|---|--------------------------|-------------------------|
| <input type="checkbox"/> Section: 10872 | Time: 8:00 – 8:50 a.m.   | Location: 204 Taft Hall |
| <input type="checkbox"/> Section: 23896 | Time: 9:00 – 9:50 a.m.   | Location: 204 Taft Hall |
| Section: 10818                          | Time: 11:00 – 11:50 a.m. | Location: 120 Taft Hall |
| <input type="checkbox"/> Section: 10868 | Time: 12:00 – 12:50 p.m. | Location: 204 Taft Hall |

Read the Course Syllabus and complete the following...

- ☐ I have read and understand the content of the syllabus for the above listed course.  
☐ I have questions and/or concerns and will contact the instructor within the next 48 Hours.

Name (print): \_\_\_\_\_

Name (signature): \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Class Standing:    ☐ Freshman    ☐ Sophomore    ☐ Junior    ☐ Senior

I ☐ successfully completed ☐ did not completed *ENGL 161 – “Academic Writing II: Writing for Inquiry and Research* OR it's equivalent at another college or university.  
 Grade Received: \_\_\_\_\_

Rate your English Language fluency.

(Please circle the appropriate response)

Understanding ...	Excellent	Good	Fair	Poor
Reading .....	Excellent	Good	Fair	Poor
Writing .....	Excellent	Good	Fair	Poor
Conversational ...	Excellent	Good	Fair	Poor