

## MCS\*2000 Business Communication in a Changing World

Fall 2019  
0.5 Credits

### General Course Information

<b>Instructor</b>	Rob McLean
<b>Email</b>	<a href="mailto:mclean01@uoguelph.ca">mclean01@uoguelph.ca</a>
<b>Office Location</b>	MINS 259
<b>Consultation Hours</b>	Monday and Wednesday, 9am – 11am
<b>Department/School</b>	Marketing and Consumer Studies
<b>Class Schedule</b>	Tuesdays & Thursdays, 10:00am – 11:20am
<b>Room:</b>	JTP 2266
<b>Pre-requisites</b>	n/a

### Course Description

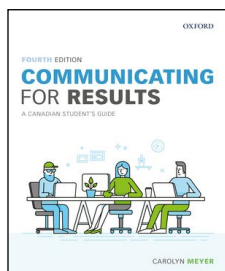
This course provides an overview of business communication by reviewing and discussing key concepts such as leadership, sustainability, ethics and globalization. Weekly classes are supplemented by discussions of business cases and hand-in assignments designed to develop the written, verbal and non-verbal business communication skills required to successfully and persuasively share ideas, research, proposals, applications, and business plans.

### Course Learning Outcomes

The learning outcomes for this course include

1. Create, conduct and deliver efficient, informative written, verbal, and non-verbal communications in order to persuasively develop a targeted audience's comprehension
2. Anticipate audience needs and expectations and adapt behaviour to meet those needs, assessing and leveraging specialized vocabularies employed in specific business contexts (e.g. corporate, organizational, community benefit, intercultural)
3. Apply course concepts and best practices to effectively research, plan, write and present information
4. Cultivate professional credibility, self-awareness, situational adaptability and confidence
5. Effectively create and implement different formats of business communication (e.g. reports, proposals, plans, routine messages)

## Course Resources



**Required Text:** Meyer, Carolyn. *Communicating for Results, A Canadian Student's Guide, Fourth Edition*. © 2017. ISBN-10: 0199023042 • ISBN-13: 9780199023042

### Other Resources

Additional resources will be announced in class and will be posted on CourseLink.

## Course Assessments

		Assignments	Associated Learning Outcomes	Due Date/ location
<b>Assessment 1:</b>	15%	Eleven quizzes will be posted on CourseLink. Your final grade in this section will be comprised of your best ten grades of the eleven quizzes (for a total weight of 15%)	Demonstrate understanding of course content, concepts, best practices, and their application. A mix of m/c and t/f questions.	Dates and quizzes on CourseLink
<b>Assessment 2:</b>	30%	Three independent submissions: Letter to Client (7.5%), Video presentation (15%), Group Presentation Critique (7.5%)	Three assignments will demonstrate the creation and implementation of different formats of business communication.	Various dates. All submissions to CourseLink Dropbox
<b>Assessment 3:</b>	15%	Team Presentation	Demonstrate awareness of group dynamics verbal presentation best practices	In-class on Nov 5-14
<b>Assessment 4:</b>	15%	Business Report (Pairs Assignment)	Demonstrate expertise with applied course concepts, working in pairs	Oct 31 <sup>st</sup>
<b>Assessment 5:</b>	25%	Final Exam	Demonstrate expertise with applied course concepts	Time and location TBD
<b>Total</b>	<b>100%</b>			

## Course Philosophy and Approach

### Knowledge and Understanding

This course will further your understanding of the role of effective business communication in an organization by helping you develop skills and strategies for internal and external communication. You will learn to communicate effectively for your own individual career success. You will learn about (and practice) common communication formats, including memos, letters (emails), executive summaries, informal and formal reports, and presentations. You will develop and implement skills and tactics that will enhance your professionalism, effectiveness and credibility in any workplace.

### Transferable Skills and Values

After having taken this course, you should be able to communicate effectively through various work situations, understanding how the ability to change communication styles can influence a **situation**. You will gain skills that you will be able to use throughout your career in “real life” scenarios. A disciplined approach to class work, studying and reading during this course is fully transferrable to other courses, and to the business world.

The course is based on an active 12-week semester. One of the most effective and efficient use of classroom time aims at reinforcing or clarifying what the student has tried to learn on an individual basis before entering the classroom. For this reason, it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare notes and any questions and/or insights on those readings prior to the class. These materials will be discussed in class.

### Class Content

While there is no participation grade associated with this course, attendance and participation may contribute greatly to your overall grade. Actively learning to communicate with peers and instructors will help you to achieve the learning objectives of this course. In-class content will directly apply to quizzes and the final exam. Students who attend and actively participate in classes have a distinct academic and professional advantage over those who do not. Classes will involve formative learning activities and opportunities that will also be subject to summative assessments. There will be very limited website posts regarding in-class discussions/content, so students will be expected to consult with their peers if they miss classes. Material discussed in class will appear on quizzes and exams so students should attend all scheduled classes.

## Course Schedule

Classwork	Submissions & Assessments	Homework
<b>September 5<sup>th</sup> – Course introduction</b>		
<b>Week One: Introduction</b>		
<b>Sept 10:</b> Issues, trends, professionalism, credibility, learning outcomes – purpose, processes, definitions		• Chapter 1 • Quiz
<b>Sept 12:</b> Demonstrated Professionalism, Writing improvement		
<b>Week Two: The Communication Process</b>		
<b>Sept 17:</b> Understanding yourself, understanding your audience		• Chapter 2 • Quiz
<b>Sept 19:</b> Written, verbal, non-verbal communication, Emails		
<b>Week Three: Planning, Writing, Revising</b>		
<b>Sept 24:</b> Planning for concise communication	• Letter to Client (independent) due Sept 26	• Chapter 3 • Quiz
<b>Sept 26:</b> Research, editing, personal brand		
<b>Week Four: Personal communication, interviews, applications</b>		
<b>Oct 1:</b> Oral communication, communicating for employment, interviews		• Chapters 10,13 • Quiz
<b>Oct 3:</b> Presentations, meetings, video conferencing		
<b>Week Five: Business Style</b>		
<b>Oct 8:</b> Using appropriate words, conciseness, grammar, punctuation		• Chapters 4,5 • Quiz
<b>Oct 10:</b> Group Business Reports - planning		
<b>Week Six: Reports and Proposals</b>		
<b>Oct 15:</b> Fall Study Break Day	• Video presentation (independent) due Oct 17	• Chapters 11,12 • Quiz
<b>Oct 17:</b> Informal and Formal Reports, Proposals, applications		
<b>Week Seven: Business Communication formats</b>		
<b>Oct 22:</b> Writing a Business Plan, Memos, emails, formats, contexts, goodwill		• Chapters 6,7 • Quiz
<b>Oct 24:</b> Critique discussion, presentations & public speaking		
<b>Week Eight: Persuasive communication</b>		
<b>Oct 29:</b> Persuasion, preparation, sales, fundraising	• Business Report (pairs) due Oct 31	• Chapter 9 • Quiz
<b>Oct 31:</b> Team Presentations – planning and team work		
<b>Week Nine: Effective unwelcome communication</b>		
<b>Nov 5:</b> Group presentations; Unfavourable news	• Group presentations	• Chapter 8 • Quiz
<b>Nov 7:</b> Group presentations; Crisis communications		
<b>Week Ten: Intercultural Communication</b>		
<b>Nov 12:</b> Group presentations; Cross-cultural communication	• Group presentations	• Chapter 2 • Quiz
<b>Nov 14:</b> Group presentations; Cultural intelligence		
<b>Week Eleven: Impersonal communication</b>		
<b>Nov 19:</b> Online, mobile, video, content marketing, accessibility	• Group Presentation Critique (independent) due Nov 19 <sup>th</sup>	• Chapter 14 • Quiz
<b>Nov 21:</b> Multimedia, emotional intelligence		
<b>Week Twelve: Professionalism and credibility</b>		
<b>Nov 26:</b> Course review		• All chapters
<b>Nov 28:</b> Final exam review (class rescheduled from Oct. 15)		

Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the Courselink site.

## Course Policies

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community – faculty, staff and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons

(<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### Academic Consideration

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar ([http://www.uoguelph.ca/undergrad\\_calendar/c08/c08-ac.shtml](http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml)) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

### Religious Holidays

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

## University Grading Scheme

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	<b>Excellent:</b> An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	<b>Good:</b> A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	<b>Acceptable:</b> An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	<b>Minimally acceptable:</b> A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	<b>Fail:</b> An inadequate performance.

## Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through groundbreaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).