

Advanced Comm. in Management

BMGT-2305

Spring 2019 Section F02 CRN-25971 3 Credits 01/14/2019 to 05/09/2019 Modified 01/10/2019

Meeting Times

12 noon - 2:30 pm Thursday

Contact Information

E-mail: lucille.foster@blinn.edu. Other contact may be made through Mark Cameron, Bryan FPC, mcameron@bop.gov or (979) 823-1879.

Description

A study of advanced principles of oral and written communications for managers. An emphasis will be on the application of procedures for writing reports, proposals, and conducting research as well as producing oral presentations.

Three class hours per week. Credit: Three semester hours.

Requisites

Prerequisites: None

Corequisites: None

Core Curriculum Statement

This course is not a core curriculum course.

Outcomes

1. Apply procedures for writing reports, proposals, and conducting research.
2. Produce oral presentations.
3. Demonstrate professionalism while developing effective listening, nonverbal, meeting, team and cross-cultural skills.*
4. Implement problem-solving and critical thinking skills in preparing business messages and presentations.*

Materials

Required Textbooks, Supplies, and Materials:

[Essentials of Business Communication](#) by Guffey, South-Western Cengage Learning, 9th Edition, ISBN 13: 978-1-111-82123-4

Business Communication Essentials with Mylab

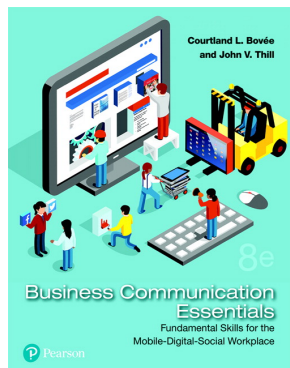
Author: Bovee & Thill

Publisher: Pearson

Edition: 8th (2019)

ISBN: 9780135246283

Availability: Campus Bookstores



☰ Course Requirements

Unit Exams

Attendance/In Class Assignments

Portfolio

Writings and Assignments

Presentations/Reports

Interview

Semester Exam

✓ Evaluation

Criteria for Grading All Assignments and Determining Final Grade in the Course:

1. Major Exams: Score determined by points earned on objective and problem portions
2. Writing and In Class Assignments: Grading Rubric
3. Portfolio: Score determined by format, accuracy, and completeness
4. Presentations: Points determined by voice, diction, eye contact, content, thoroughness, ability to work as a team, and accuracy
5. Final Exam: Points determined by accuracy (problem portion) and correct answers (objective portion), and content and grammar (essay)
6. Point Distribution and Evaluation Percentages for the course:

POINT DISTRIBUTION

900-1000 A

800-899 B

700-799 C

600-699 D

Below 600 F

EVALUATION PERCENTAGES

Unit Exams	30%
Attendance/In Class Assignments	2%
Portfolio	15%
Writings and Assignments	18%
Presentations/Reports	10%
Interview	5%
Semester Exam	20%

Criteria

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2. Writing and In Class Assignments: Grading Rubric
3. Portfolio: Score determined by format, accuracy, and completeness
4. Presentations: Points determined by voice, diction, eye contact, content, thoroughness, ability to work as a team, and accuracy
5. Final Exam: Points determined by accuracy (problem portion) and correct answers (objective portion), and content and grammar (essay)

Blinn College Policies

All policies, guidelines, and procedures in the [Blinn College Catalog \(http://catalog.blinn.edu/\)](http://catalog.blinn.edu/), [Blinn College Board Policies \(http://pol.tasb.org/Home/Index/1204\)](http://pol.tasb.org/Home/Index/1204), and the [Blinn College Administrative Regulations \(https://www.blinn.edu/administrative-regulations/\)](https://www.blinn.edu/administrative-regulations/) are applicable to this course.

[Specific information on civility, attendance, add/drop, scholastic integrity, students with disabilities, final grade appeal, alternative retailers, campus carry and proctoring arrangements and cost. \(http://www.blinn.edu/syllabus-policies/\)](http://www.blinn.edu/syllabus-policies/)

Notice of any action taken under these protocol and procedures, by Blinn College or its employees, may be delivered by hand, through the U.S. Postal Service, or electronically to the student's Blinn Buc e-mail account. Notice shall be deemed received upon actual receipt, on deposit in the U.S. Mail, or upon entering the information processing system used by Blinn College for Blinn Buc e-mail accounts, whichever first occurs.

* Course Policies

Late Assignments: Late assignments will be accepted the next class period with a 50 percent penalty. Students must be present in class to receive credit on in-class assignments.

Schedule

12:00 – 2:30 p.m. THURSDAY CLASS

**Tentative
BMGT 2305 Advanced Communication in Management**

Daily Schedule – Spring 2019

Week	Contact Hours	Date	Assignments	Possible Points per Assignment
Week 1	3	Jan. 24	Information Chapter 1 Workplace Communications	
Week 2	3	Jan. 25	Chapter 2 Planning Business Messages Chapter 3 Composing Business Messages	
Week 3	3	Jan. 31	Chapter 4 Revising Business Messages	
Week 4	3	Feb. 7	<u>Test Chapters 1-4</u> Chapter 5 Electronic Messages/Digital Media Writing #1 E-mail due 2/14 Writing #2 Memo due 2/14	100 30 30
Week 5	3	Feb. 14	Chapter 6 Positive Messages Writing #3 Direct Request due 2/21	30
Week 6	3	Feb. 21	Chapter 7 Negative Messages Writing #4 Adjustment Letter due 2/28	30
Week 7	3	Feb. 28	Chapter 8 Persuasive Messages Writing #5 Denial of Claim due 3/7 Writing #6 Goodwill Letter due 3/7	30 30
Week 8	3	Mar. 7	<u>Test Chapters 5-8</u> Chapter 9 Informal Reports Group Project: Written Proposal due 3/21 Oral Presentations due 4/11	100
		Mar. 14	SPRING BREAK	

Week 9	3	Mar. 21	Written proposals read Chapter 11 Professionalism at Work Work on Oral Presentations	25
Week 10	3	Mar. 28	Chapter 12 Business Presentations Work on Oral Presentations	
Week 11	3	Apr. 4	<u>Test Chapters 9,11,12</u> Chapter 13 Job Search, Résumés & Cover Letter/ Explanation Letter Portfolios due 4/25	100
Week 12	3	Apr. 11	Group Oral Presentations Work on résumés	75
Week 13	3	Apr. 18	Résumé Lab Work on portfolios	
Week 14	3	Apr. 25	Chapter 14 Interviewing and Following Up Work on résumés Portfolios due Interview Packet due 5/2	150 10
Week 15	3	May 2	Mock Interviews Review	50
Week 16	3	May 9	Final Exam	200
	48			Total Points 1000