

COURSE: BUS150-1M BUSINESS COMMUNICATIONS

INSTRUCTOR: Steven V. Griffey, MBA, CLU, FLMI, ARA
Voice Mail: E-Mail:
Phone: Office:

TEXT: Writing & Speaking at Work; A practical guide for business communications

By Edward P. Bailey
Published by Pearson Prentice Hall; ISBN 0-13-188130-2

The Elements of Style
By William Strunk Jr., and E.B. White
Published by Longman; ISBN 0-205-30902-X (paperback)

PRE-REQUISITE: ENGL101

PRE-ASSIGNMENT: Read Strunk & White; Section I, Items 1 through 5

This syllabus is subject to change at the discretion of the instructor.

MARYVILLE UNIVERSITY
JOHN E. SIMON SCHOOL OF BUSINESS
Syllabus for Business Communications (BUS 150-1M) Spring 2010

I. INSTRUCTOR INFORMATION

Instructor: Steven V. Griffey MBA, CLU, FLMI, ARA
Office: ABAC – TBD
Office Hours: Before or After class.
Phone Number: (636) 734-6007
Email Address: sgriffey@aaamissouri.com

Dean Approval

II. CLASS INFORMATION

Class Times: Every Wednesday; 6:30 PM – 9:20 PM
Class Dates: 03/10, 03/17, 03/24, 03/31, 04/07, 04/14, 04/21, 04/28
Class Building: REID
Class Room: 3323
Credit Hours: 3
Pre-requisite: ENGL 101
Required Text:
WRITING & SPEAKING AT WORK; A Practical Guide for Business Communication by Edward P. Bailey, 2008, 4th Edition, Pearson Prentice Hall.
The ELEMENTS of STYLE by William Strunk Jr. and E.B. White, 2000, 4th Edition, Longman Publishers

III. COURSE DESCRIPTION

This course is designed to develop students' communication skills in a written format and face to face interactions the quality of which is important in today's business world. This course will increase the ability of the students to express themselves effectively through various forms of communication channels.

IV. COURSE CONTENT

Written Communications: Emails, business memos, letters, cover letters, and resumes'
Oral Communications: Public speaking, phone etiquette to include voice mail, and face to face interactions
Non-Verbal Communications: Visual aids, job interviews, body language, and web-based communications.
Connections: Meet and greet deans, faculty, and staff members

V. COURSE OBJECTIVES

Upon successful completion of this course, students should be able to

1. Communicate effectively both orally and in writing with various university constituencies and elsewhere.
2. Develop and make effective oral presentations to include pertinent non-verbal and communication elements.
3. Apply learned verbal and non-verbal skills and techniques to enhance educational goals and career objectives.
4. Contrast key differences between poor and excellent communication whether presented in writing or orally.
5. Develop written communication skills by preparing written assignments.
6. Develop research skills using library and Internet resources and participating in group and class discussions.
7. Connect course activities to business disciplines.
8. Write an effective cover letter and resume'.

VI. ATTENDANCE POLICY

Each student is expected to attend all class sessions. Class attendance and participation are mandatory. For every absence, the student's final grade may be lowered one letter grade. Missing more than 2 classes may result in course failure. If a class is missed, work assigned must be completed prior to the next class meeting.

VII. ACADEMIC DISHONESTY & CODE OF ETHICS

Maryville University's Student Conduct prohibits plagiarism (i.e., without acknowledging credit to the author of the material), cheating, and other forms of academic dishonesty, or facilitating such acts. A student found in violation of the code is subject to immediate dismissal from class with a failure for the course. A student observed in a conduct that is aimed to falsely represent the student's academic performance in unethical. This includes, but is not limited to, giving or receiving unauthorized assistance on an examination. Such conduct is promptly reported to the Dean and the Associate Dean of the Business School.

VIII. COURSE WORK REQUIREMENTS

3 EXAMINATIONS (70%)

1 2-PERSON TEAM ORAL PRESENTATION (10%)

PERSONAL PROFILE WORKSHEET, COVER LETTER & RESUME' (10%)

CRITICAL EVALUATION OF A BUSINESS ARTICLE & DISCUSSION (10%)

All Requirements will be outlined in class.

IX. GRADING

Each assignment and examination listed above will make up the grade. The grading scale used will be:

A	95 and above
A-	90 through 94
B+	87 through 89
B	84 through 86
B-	80 through 83
C+	77 through 79
C	74 through 76
C-	70 through 73
D	65 through 69
F	64 and below

X. EXTRA CREDIT

No opportunities to earn extra-credit or make-up work will be provided for any student.

XI. ASSIGNMENTS & EXAMINATIONS

Students are required to read the assigned materials before class and be prepared to discuss the topics in class. .

All assignments are to be typed, completed and delivered on the assigned due date.

Assignments turned in after the due dates receive a 25% grade reduction for each day they are late.

Assignments are not accepted later than 4 days after the due date.

All exams are closed book and will consist of a variety of exercises and questions.

Make-up exams are only allowed under specific circumstances such as personal illness or serious family emergency. In the event of illness an official letter from a physician will be required. No make up exams are administered under any other circumstance.

XII. SUBJECT TO CHANGE CLAUSE

This syllabus is subject to change at the discretion of the instructor.

XIII. ACADEMIC ACCOMMODATIONS

Maryville University provides accommodations for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the director of the Academic Success Center located in the University Library (314-529-6850).

XIV. ELECTRONIC AND OTHER MEDIA

The use of computers , iPods, phones, tape recordings, cameras, and other media during the class time is strictly prohibited. Using a laptop in class is permitted for taking class notes. A student not complying with this policy may be asked to leave the classroom.

-3-

XV. COURSE SCHEDULE

DATE TOPICS

03/10 Syllabus review and discussion
Assignment reviews and explanations
-Examinations

CHAPTERS

Strunk & White: Section 1; Chapters 1 - 5

- 2 Person team oral presentations
- Personal profile worksheet, cover letter, and resume'
- Critical Evaluation of an Article & Discussion

Getting to know each other exercise
Chapter reviews and discussions

03/17	Chapter reviews and discussions Communication exercises; Problem analysis Personal Profile reviews and discussion Article & Presentation Topic Selections	Strunk & White: Section 1; Chapters 6 - 11 Bailey: Chapters 1 - 4
03/24	EXAM 1 Chapter reviews and discussions Article reviews and discussion Communication exercises – Job Interviewing Cover Letter reviews and discussion	Strunk & White: Section 2; Chapters 12 - 16 Bailey: Chapters 5 - 8
03/31	Oral Presentations; 1 – 4 Resume' reviews and discussion Chapter reviews and discussion Communication exercises – Job Interviewing	Strunk & White: Section 2; Chapters 17 - 22 Bailey: Chapters 9 - 12
04/07	Oral Presentations; 5 – 8 Communication exercises – Approaching the Market Chapter reviews and discussion	Strunk & White: Section 3 Bailey: Chapters 13 - 15
04/14	EXAM 2 Article reviews and discussion; 1 - 8 Chapter reviews and discussion Personal profile, cover letter and resumes' due	Strunk & White: Section 4 Bailey: Chapters 16 - 17
04/21	Oral Presentations; 9 – 12 Article reviews and discussion; 9 - 17 Chapter reviews and discussion	Strunk & White: Section 5; Chapters 1 – 10 Bailey: Chapters 18 – 19
04/28	EXAM 3 Article reviews and discussion; 18 - 24 Chapter reviews and discussion Closing remarks; Lessons learned, new outlooks?	Strunk & White: Section 5; Chapters 11 – 21

This sheet must be signed and returned to the instructor by the second class of the semester.

I have read and understand the entire syllabus.

Student Signature: _____

Today's Date: _____