Fall 2015

MANG 2790

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Course Objectives: The purpose of this class is to acquaint you with the basics of business communication. By the end of the course, students will have a basic understanding of business writing options, the importance of using computers for creating presentations and communicating, how to address different audiences, using oral communication principles, and how communication lends itself to good business performance.

Course Text:

A mid-term exam will be given on the date listed. It will cover all the material covered during the first half of the semester. Make-up tests will be available only by appointment, and must be scheduled prior to the test date.

One Final exam will be administered on the date listed. The exam will cover material from text book chapters and class lectures in the second half of the semester. In order to maintain fairness to all students, any student missing the exam without rescheduling prior to the exam will not be allowed to take the exam. Both exams typically include 50 one-point fill-in-the-blank/multiple-choice/True-False questions and five essay questions.

Assignments will be given from time to time. They will be due at the next class. Assignments not turned in on time will result in a deduction of five points from the final grade.

Student Teams: Video scripts will serve as exercises in corporate communication. The scripts will be produced by student teams. Each student on each team is expected to be on camera, portraying a company CEO or other executive officer, communicating the same message. The script should be two minutes in length. The teams may consist of from three to five members. Hard-copy scripts must be submitted to be graded. The subject can be fictitious, but should reflect knowledge of the intended audience and appropriate content.

One newsletter example will be required from the same student teams, to include at least four 8.5 x 11” pages of text and images. At least three images and three articles will be required, plus standard company information such as phone numbers, editor contact info, etc. Appropriateness of story materials and knowledge of the audience will be key points. Newsletters will be fictitious, but realistic; all by-lines must be included.

One final oral presentation is required for every student, based on a business communication topic. This assignment should be 8 – 12 PowerPoint slides, and will be presented to the class on the date listed below. They should be five – six minutes in duration. For full credit, the presentation must include at least six sources (including at least three secondary sources). All references or quotes must follow APA or similar guidelines. Each student must provide the instructor with a hard copy of the presentation, including bibliography/works cited.
Course Grades: The grades will be computed as follows:

- **Mid-Term**: 75 points
  - A = 360-400 points
- **Video Script**: 50 points
  - B = 320-359 points
- **Newsletter**: 50 points
  - C = 280-319 points
- **Oral Presentation**: 75 points
  - D = 240-279 points
- **Homework Assign./Attend.**: 75 points
  - F = 0-239 points
- **Final Exam**: 75 Points
  - Total: 400 Points

Attendance Policy: Participation is vital to the success of this course, as well as being courteous to your classmates and future business associates. For each absence over two, the final grade will be lowered by 5 points. Please turn off cell phones and pagers during class time as a courtesy to your classmates.

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the UNO Judicial Code for further information. The new policy on Academic Dishonesty is available online at: [http://www.studentaffairs.uno.edu/studentpolicies/policymanual/academic_dishonesty.cfm](http://www.studentaffairs.uno.edu/studentpolicies/policymanual/academic_dishonesty.cfm)

Students who qualify for services will receive the academic modifications for which they are legally entitled. It is the responsibility of the student to register with the Office of Disability Services (UC 260) each semester and follow their procedures for obtaining assistance.

Tentative Schedule:

- **8/18 & 20**: Intro; Syllabus; Text Part 1
- **8/25 & 27**: Text Part 1
- **9/1 & 3**: Guest Speaker (R. Schulingkamp), Text Part 2
- **9/8 & 10**: Text Part 2
- **9/15 & 17**: Text Part 3, Guest Speaker (TBA)
- **9/22 & 24**: Text Part 3
- **9/29 & 10/1**: Text Part 4, Review
- **10/6 & 8**: Mid-Term Exam (Chapter 1-10)/ Text Part 4
- **10/13**: Text Part 4
- **10/15**: Mid-Semester Break
- **10/20 & 22**: Text Part 5
- **10/27 & 29**: Text Part 5/Guest Speaker (TBA)
- **11/3 & 5**: Text Part 5, Text Part 6
- **11/10 & 12**: Text Part 6
- **11/17 & 19**: Perform CEO Videos; L.A. Room 236/ Turn in Newsletters
- **11/24**: Class Presentations
- **12/1 & 3**: Class Presentations/Review/Interviews
- **12/8**: Final Exam (Time TBA, Ch. 11-17)