

Fall 2015

MANG 6497

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MANG 6497
University of New Orleans School of Business
2015 SYLLABUS

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TEXTS:

- Bovée, C. and Thill, J. (2015). *Business Communication Essentials*, 7e. Pearson, Inc: New Jersey
- Gaskin & Vargas, (2014). *Go! with Microsoft PowerPoint 2013*, Brief. Pearson, Inc: New Jersey [for reference only]
- Harris, M. and Kunka, J. (2013). *The Writer's FAQs*, 5e. Pearson, Inc. New Jersey

COURSE DESCRIPTION: The purpose of this course is to improve your ability to communicate effectively, through written and verbal channels, in a professional business context. We will achieve this goal by exploring contemporary business trends and issues. The class format incorporates lecture, discussion, and in-class activities. Time will also be allotted for independent work.

ASSIGNMENTS AND POINT VALUES:

Informal Research Report	350
PowerPoint Assignment	150
Email Assignment	200
Individual Presentation	200
Online Moodle Quizzes	100
Total	1000

Grading Scale:	A (Superior)	= 900-1000
	B (Good)	= 800-899
	C (Satisfactory)	= 700-799
	D (Unsatisfactory)	= 600-699
	F (Failing)	= under 600

TENTATIVE CLASS SCHEDULE

Below you will find an overview of the material that we will be covering in your Business Communication class sessions, as well as work to be completed outside of class. Use the information in this schedule to help you manage the course material and plan your work. (Please note the following abbreviation: BCE = *Business Communication Essentials*.)

Each day, we will have a lunch break midway through the day. We will also have a short morning and afternoon break. The schedule below is flexible and may change slightly depending on how our time goes.

First Scheduled Day – July 24

Today's Questions: Who am I? Who are you? Why are we here???

A. Morning: Introduction to Business Communication

1. Professional Communication in Today's Digital, Social, Mobile World (BCE Chapter 1)
2. Planning Business Messages (BCE Chapter 3)
3. Writing Business Messages (BCE Chapters 4 and 7)

B. Afternoon: *Perfecting Your Messages*

1. Completing Business Messages (BCE Chapter 5)
2. Crafting Messages for Digital Channels (BCE Chapter 6)
3. Grammar Assessment
4. Review Grammar, Punctuation, Sentences, and Paragraphs—*The Writer's FAQs*
5. Introduce Short Business Message Assignment (*to be completed outside of class*)

Second Scheduled Day – July 25

Today's Questions: What do I want? What do you want? What does anyone want???

A. Morning: *Persuasive Messages; Reports and Proposals*

1. Persuasive Messages (BCE Chapter 9)
2. Understanding and Planning Reports and Proposals (BCE Chapter 10)
3. Introduce Informal Research Report Assignment (*to be completed outside of class*)

B. Afternoon: *Presentations and Multimedia Slides*

1. Writing and Completing Reports and Proposals (BCE Chapter 11)
2. Developing Oral and Online Presentations (BCE Chapter 12)
3. Introduction to multimedia slides
4. Introduce Presentation, Presentation Evaluation, and PowerPoint Assignments
5. Work on In-Class Presentation

Third Scheduled Day – July 26

Today's Questions: Where are you going? How are you getting there? What is the point of all this???

A. Morning: Review; Planning Your Research; Citing Your Sources

1. Review!
2. Bonus material: Negative Messages (BCE Chapter 8)
3. Review Research Sources and Documentation Methods — UNO Library and Purdue OWL
4. Work on citing sources: Informal Research Report Assignment (*in-class time*)

B. Afternoon: Using Figures; Creating Slides; Presentations

1. Using Microsoft Word to create tables, graphs and charts; Using figures in your reports (overview)
2. Creating effective slides with PowerPoint (overview)
3. Individual consult opportunity
4. Deliver In-Class Presentations

MOODLE QUIZZES

You will be taking four quizzes on Moodle, which will cover the chapters of BCE that we discuss in class. The quizzes will open after the first class period, and will remain open until Thursday, August 6. You will have three attempts for each quiz; only the highest grade you receive will count towards your final course grade. If you have any problems with or questions about the quizzes, please contact me at slbrown3@uno.edu.