Siena Heights University
at Kellogg Community College
Communication Skills for Managers, BAM 441

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Class Meeting/Time: 6-9pm Mon June 28 – August 16, 2010. Room No. SB 206
0-495-09584-2

*This resource book will be used throughout all Siena Heights University classes, including the Master’s Degree program

Siena Heights University Mission Statement
The mission of Siena Heights, a Catholic University, *founded and sponsored by the Adrian Dominican Sisters, is to assist people to become more competent, purposeful, and ethical through a teaching and learning environment which respects the dignity of all.*

Course Description
Examination of the role of communication in achieving organizational goals. Emphasis will be placed on business relationships, managerial styles, and group interaction as components of organizational problem solving. Students will develop an ability to assess, select, compose, and evaluate messages exchanged within organizations, both oral and written.
Prerequisite: BAM 201 or Management work experience, or Senior standing.

Course Outcomes
A. Analyze communication as a transactional process involving effective and ethical behaviors in business and professional settings.
B. Demonstrate listening skills that contribute to achieving accuracy in interactions.
C. Explain various types of traditional and electronic resumes.
D. Display skills for participating effectively in the interview process.
E. Analyze factors involved in establishing effective relationships.
F. Demonstrate awareness of effective leadership styles and leadership skills.
G. Demonstrate skills that lead to success in problem solving contexts.
H. Create appropriate visual aids.
I. Present effective informative and persuasive business presentations.
J. Understand the demand for good business writing.

Siena Heights University Program Outcome Statement
This course will lead students to consider:
- The nature and values of American business life;
Positive goals such as justice and social responsibility rather than crises and failures; 
Graduates of Siena Heights University will have gained the knowledge, skills and attitudes 
necessary to continue developing as self-respecting adults; and will be capable of: 
• Making sense of their daily work and personal lives 
• Taking appropriate actions 
• Realizing that their search for final answers must be lifelong

General Education Learning Outcomes
This course will challenge students in the following areas: 
A. Interpersonal and organizational communication understanding and use 
B. Interviewing and group communication 
C. Oral and written presentations

Learning Strategies
A variety of the following instructional methods may be used during the term: 
A. Lecture  
B. Discussion groups 
C. Sample presentations 
D. Guest speakers 
E. Role Playing 
F. Videos, CDs 
G. Student presentations 
H. Student Project Reports

Assessment Strategies
Students will be assessed based upon class attendance, participation, in-class projects and 
presentations, and homework. Students will display their writing aptitude, as well as understanding 
of communication.

Grading Policy and Scale

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>A. Written assignments</td>
<td>100 pts.</td>
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<tr>
<td>B. Oral presentations – in class role-playing, simulated interview, team participation</td>
<td>100 pts.</td>
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<tr>
<td>C. One team problem-solving project</td>
<td>100 pts.</td>
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<tr>
<td>D. One written project paper on communication styles</td>
<td>100 pts.</td>
</tr>
<tr>
<td>E. Attendance</td>
<td>100 pts.</td>
</tr>
<tr>
<td><strong>Total possible points</strong></td>
<td><strong>500 pts.</strong></td>
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</tbody>
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All assignments should be completed and turned in by the specified deadlines. Work turned in 
after the due date will not receive full credit. A student’s absence from class does not excuse 
the assignment from being late.

A - achieve 450 – 500 pts. 
B - achieve 400 – 449 pts. 
C - achieve 350 – 399 pts. 
D - achieve 300 – 349 pts. 

Attendance Policy
All students enrolled for this course are required to attend each class, be on time, and remain until 
dismissed. Roll will be taken at each class meeting. Any student who is tardy must contact the
instructor. A “tardy” is treated as an absence if the instructor is not notified. Absent students are responsible for contacting the instructor to make-up the class and be prepared for the next class.

You have the responsibility to contribute toward the learning process in the class for the benefit of yourself and other class members. Expected contributions include arriving to class with assignments completed to the best of your ability, entering into class discussion, and posing questions about course material you do not adequately understand.

**Academic Dishonesty Policy**

**A. Definition**

Academic dishonesty is unethical behavior which in any way violates the standards of scholarly conduct. It includes such behaviors as cheating on assignments or examinations, plagiarizing, submitting the same or essentially the same papers for more than one course without the consent of all instructors concerned, misappropriating library materials, or the destroying of or tampering with computer files. Also included in academic dishonesty is knowingly or intentionally helping another to violate any part of this policy.

Plagiarism is the failure to give credit for the use of any material from outside sources, including the Internet. It includes, but is not limited to: verbatim use of a quote without quotation marks and adequate documentation; submission of a paper, prepared by another person, as one’s own work; using the ideas, facts, words, photographs, pictures, graphics, or data of someone else and claiming them as your own; or not documenting ideas, facts, words or data gathered during research.

**B. Student responsibility**

Students should familiarize themselves with the complete Siena Heights University Academic Dishonesty Policy, which can be obtained from the SHU Undergraduate Catalog 2008-2010 on the website. Students are not excused from adherence to the policy even if they have not read it.

**Academic Accommodations (Disability Statement)**

Siena Heights University is committed to providing a learning environment that benefits all students. Pursuant to the Americans with Disabilities Act of 1990, all reasonable accommodations will be made to meet the documented needs of students. The Siena Accommodations Policy for Students with Disabilities requires a student to provide written documentation of his/her disability to the Academic Advising Office. If you require special accommodations, it is your responsibility to notify each instructor during the first two weeks of the semester. (See page 194 of the SHU Undergraduate Catalog 2008-2010 – available on the SHU website)
Course Schedule & Assignment List

June 28 – *Communicating for Results*: Chapters 1-3…complete two surveys in front of text

July 5 – *Communicating for Results*: Chapters 5-6…Test on Chapters 1-6 Positive Statements.
*Business Writing*: Chapters 3-4  Writing exercise.

July 12 – *Communicating for Results*: Chapters 7-8…Professional Interview.
*Business Writing*: Chapters 5-6…Writing exercise

July 19 – *Communicating for Results*: Chapters11-14… Test on Chapters 7,8,11-14
*Business Writing*: Chapters 7-8…

July 26– *Communicating for Results*: Chapters 9-10…Small Group in-class exercise.
*Business Writing*: Chapters 9-10…

August 2– *Communicating for Results*: Test on Chapters 9-10 Create a 5-minute PowerPoint presentation “My Life as a Child”

August 9 – *Communicating for Results*: Chapters 9-10…Problem-solving team exercise.
Project paper on communication style due.

August 16 – Team presentations – 10 – 15 minute persuasive presentations
Class evaluation.

Academic and Professional Integrity

Siena Heights University expects its students to use resources with consideration for ethical concerns and legal restrictions. The principles of truth and honesty are recognized qualities of a scholar and of a competent, purposeful and ethical individual. Siena Heights University expects its students to honor these principles. Academic and professional integrity refers to the representation of one’s self and one’s work honestly while demonstrating respect for the accomplishments and contributions of others. Penalties for plagiarism and copyright infringement are at the discretion of the course instructor.