Course Title: Communication Skills for Managers (BAM 441)
Winter, 2009. Tuesdays, 6 p.m. – 9:00 p.m. (1/6 through 2/24)

Instructor: Trish Knight, 132 Eastman Court, Marshall MI 49068
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Office Hours and Instructor’s Expectations: Class attendance is required. Promptness is required. We will use email or telephone as the primary source for communication outside the classroom. Please call to make arrangements to meet for one-on-one consultations outside of the scheduled class time.


Course Description: Examination of the role of written and verbal communication in achieving organizational goals. Emphasis placed on business relationships, leadership 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.

Prerequisites: BAM 201 or equivalent or Senior Standing

Course Learning Outcomes:
1. Students will engage in the business writing process.
2. Students will use analysis and learn to think critically.
3. Students will demonstrate effective use of technology.
4. Students will examine personal and professional decisions in light of ethical principles.
5. Students will understand the diversity and interdependence of cultures, and will realize the importance and demands of social responsibility.
6. Students will be conversant with ideas, content, and methods of communication.

Learning Strategies:
In order to be an effective member of a business or organization, you will need to function as a competent practitioner of communication. This course will help make you aware of the relationship and power of communication as it relates to the organizational goals. You will learn how to plan effective messages, structure them for the intended audience, select the method of delivery, and be able to evaluate the effectiveness of your endeavor. This will require you to research and analyze the situation, the “market/audience”, and creatively develop the message accordingly.

Quality of Written and Oral Content:
The written and oral portions of classroom assignments will duplicate the expectations of the business world. Ensure that your work is error-free and grammatically correct. It is recommended that your written assignments and project presentations be edited by another person.
Grading policy and scale:

Final grades will be based upon the following criteria:
[Unexcused absences and tardiness will lower the grade by ½ for each occurrence]

To receive an A:
- Student will be on time, be prepared with assigned readings, and participate in discussions (worth 25%),
- Student will complete in-class and take-home assignments (worth 30%),
- Student will complete one project paper on a topic of organizational communication using five sources (worth 20%),
- Student will work with a team partner (classmate) to develop and present a persuasive business presentation for the final grade (worth 25%).

To receive a B:
- Student will be on time, be prepared with assigned readings, and participate in discussions (worth 25%),
- Student will complete in-class and take-home assignments (worth 50%)
- Student will work with a team partner (classmate) to develop and present a persuasive business presentation (worth 25%).

To receive a C:
- Student will be on time, be prepared with assigned readings and participate in discussions, (worth 20%)
- Student will complete in-class and take-home assignments, (worth 50%)
- Student will do an oral and visual presentation on a Communication Management Style (10-minute minimum). (worth 30%)

**The instructor reserves the right to lower by ONE FULL GRADE an assignment that contains grammatical or spelling errors (in total) greater than five per submission.

Academic Dishonesty Policy:
See page 166 of the University catalog 2006-2008.

University Policy:
See page 178-184 of the University catalog 2006-2008.

COURSE SCHEDULE:

Weekly assignments will be given from the chapters.

January 6  Introduction, Overview of behavioral styles in communication, review of Chapter 1 (pre-read) Understanding Business Communication.
January 20 Chapter 4-5 (pre-read) The Writing Process, Revising Your Writing; plus Communication styles in teams, leadership. Discussion of management sytes.
Team Presentation partners will be selected
February 3  Chapter 9-11 (pre-read) Planning the Business Report and Managing Data; Writing the Business Report; Making Oral Presentations
February 17   Use of Parliamentary Process in business. Discussion and practice.

  Project Paper Due

February 24   Team Presentations

PAPER FORMAT REQUIREMENTS:

Submit paper on or before February 17.
Final paper format:

1. Title Page  **
2. Executive Summary (This is a 2-3 paragraph summary “teaser” of the paper content.)
3. Project description, historical overview, current impact, analysis
4. Works/Persons Cited. A minimum of five sources must be used.

** do not number this pages

The paper should present a clear process of the organizational communication style, communication methods (internal and external), and incorporate lessons from class discussions. The paper should be typed with a 12-point font, double-spaced, notated, and have 1” margins on all four sides. Project papers may also be emailed to the instructor in advance for preliminary critique.

TEAM PERSUASIVE BUSINESS PRESENTATIONS:

Team selections will be made during the January 27 class.
Final presentations will be given on February 24.

The persuasive business presentation will be 10-15 minutes in length, not including audience questions.
An outline and summary must be prepared for the instructor, with additional handouts for the audience. In addition to each team member’s oral presentation (a minimum of 5 minutes), there must be a visual presentation element. Professional level presentations are expected (conceptual, organized, content, and appeal).

Visual aid elements (one or more of the following):
- PowerPoint slides and handouts.
- Overhead projector
- Presentation boards
- Video/DVD
- Item hand-outs or displays