9-2002

C&I 187.01: Business Communications

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INSTRUCTOR: Phyllis Ngai  
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PHONE: 243-2291  
E-MAIL: ngai@selway.umt.edu

OFFICE HOURS: M & W 11:00-12:00 And by appointment

COURSE OBJECTIVES

This course is intended to help students:

- Learn communication skills that can be applied to achieve professional goals now and throughout one’s career;
- Learn communication strategies that are useful for conducting business meetings and engaging in successful negotiations;
- Become familiar with conflict resolution strategies that promote teamwork;
- Learn effective public speaking skills;
- Develop cross-cultural awareness and communication skills required for the globalized workplace;
- Practice intercultural communication through e-mail connections with overseas business students and professionals;
- Practice using PowerPoint in delivering business presentations;
- Learn specific writing techniques and organization strategies for composing clear, concise, and purposeful business messages and reports;
- Practice composing routine letters/memos/e-mail messages, goodwill messages, negative messages, persuasive messages, application letters, and various types of business reports;
- Learn specific techniques for developing persuasive resumes;
- Recognize the importance of rewriting and editing in professional communication;
- Apply acquired business writing skills through a capstone simulation project; and
- Cultivate professionalism.

TEXT


WEB SITE FOR TEXT

http://www.meguffey.com  
http://www.meguffey.com/wtcontents.html (Critical Thinking Questions)  
http://www.meguffey.com/reviews_bcpp4.html (Interactive Chapter Reviews)  
http://www.meguffey.com/skills_bcpp4.html (Skill Builders: Vocabulary, Spelling, & Sentences)
COURSE REQUIREMENTS

- Read all of the chapters in *Business Communication: Process and Product* and complete eight open-book on-line quizzes.
- Complete written assignments and submit them prior to end of class on the date due. Written assignments must be prepared according to one of the conventional formats. The due date of each assignment will be announced in class. Late papers will receive a 5-point reduction.
- Bring your own 3.5" disks to use in the lab for each class.
- Communicate and collaborate with an overseas correspondent. Copy all the e-mail messages between you and your overseas correspondent to ngai@selway.umt.edu by using the “cc:” function.
- Prepare an 8-to-10-minute PowerPoint presentation. Report on what you learned from reading and from your overseas correspondent regarding a topic related to business or business communication.
- Participate with a serious learning attitude in all in-class skill-development activities, such as simulations, role playing, document analysis, writing exercises, and interactive lectures. Note that in-class assignments constitute a substantial portion of the final grade. Missed in-class assignments cannot be made up.
- Submit a portfolio of revised assignments.
- Complete the capstone simulation project.

EVALUATION

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>20%</td>
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<tr>
<td>Assignments</td>
<td>20%</td>
</tr>
<tr>
<td>In-class Assignments</td>
<td>15%</td>
</tr>
<tr>
<td>Portfolio</td>
<td>10%</td>
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<tr>
<td>Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Capstone Project</td>
<td>25%</td>
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</tbody>
</table>

GRADING SCALE

90-100%—A  80-89%—B  70-79%—C  65-69%—D  Below 65%--F
<table>
<thead>
<tr>
<th>Week of</th>
<th>Topic</th>
<th>Class Activities</th>
<th>Assignment</th>
<th>On-line Quiz</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 4</td>
<td>Course introduction</td>
<td>- Participate in simulation: Cocktail Party.</td>
<td>- Read chapter 1.</td>
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<tr>
<td></td>
<td>- Communication channels</td>
<td>- Learn from Pass-the-Message game.</td>
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<tr>
<td>September 9</td>
<td>Non-verbal communication</td>
<td>- Watch video on intercultural communication.</td>
<td>- Read chapters 3 &amp; 4.</td>
<td>Chapter 1</td>
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<tr>
<td></td>
<td>- Intercultural communication</td>
<td>- Apply Cultural-Continuums exercise.</td>
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<tr>
<td>September 16</td>
<td>Meetings</td>
<td>- Practice opening a meeting.</td>
<td>- Read chapter 2.</td>
<td>Chapters 3 &amp; 4</td>
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<td></td>
<td>- Negotiations</td>
<td>- Watch video on effective meetings.</td>
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<td></td>
<td>- Conflict Resolution</td>
<td>- Participate in negotiation simulation.</td>
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<td>- Complete a self-assessment exercise.</td>
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<tr>
<td>September 23</td>
<td>Prewriting</td>
<td>- Practice composing effective expressions.</td>
<td>- Read chapters 5 &amp; 6.</td>
<td>Chapter 2</td>
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<tr>
<td></td>
<td>- Business writing</td>
<td>- Practice using short sentences.</td>
<td>- Revise paragraphs.</td>
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<tr>
<td>September 30</td>
<td>Business writing (cont’)</td>
<td>- Remedy dangling and misplaced modifiers.</td>
<td>- Read chapters 7 &amp; 8.</td>
<td>Chapters 5 &amp; 6</td>
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<td></td>
<td>- Rewriting</td>
<td>- Practice composing simple, direct sentences.</td>
<td>- Compose courteous</td>
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<td></td>
<td></td>
<td>- Practice revising for conciseness, clarity, vigor, &amp; directness.</td>
<td>expressions.</td>
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<td></td>
<td>- Revise memos and letters.</td>
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<td>October 7</td>
<td>Routine letters/memos</td>
<td>- Analyze sample letters &amp; memos.</td>
<td>- Read chapters 9 &amp; 10.</td>
<td>Chapters 7 &amp; 8</td>
</tr>
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<td></td>
<td>- Goodwill messages</td>
<td>- Write a request memo.</td>
<td>- Write a request</td>
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<td>- Write a claim response.</td>
<td>response.</td>
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<td>- Write a confirmation memo/e-mail.</td>
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<tr>
<td>Date</td>
<td>Tasks</td>
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| October 14   | - Negative messages  
               - Persuasive letters/memos  
               - Analyze sample letters & memos.  
               - Prepare a short lesson / training workshop on composing negative messages or persuasive messages.  
               - Read chapters 11 & 12.  
               - Write a memo delivering bad news.  
               - Write a persuasive action request. |
|              | Mon: Chapters 9 & 10                                                 |
| October 21   | - Business reports  
               - Practice composing report introductions, conclusions, & recommendations.  
               - Read chapters 13 & 14.  
               - Compose an executive summary. |
| October 28   | - Revising /Portfolio preparation  
               - Revise past assignments.  
               - Revise past assignments.  
               - Read chapter 15.  
               - Prepare for presentation. |
| November 4   | - Capstone Project  
               - Work on the project.  
               - Work on the project. |
| November 13  | - Capstone Project  
               - Presentations  
               - Work on the project.  
               - Work on the project. |
| November 18  | - Capstone Project  
               - Presentations  
               - Work on the project.  
               - Work on the project. |
| November 25  | - Capstone Project  
               - Presentations  
               - Work on the project.  
               - Work on the project. |
| November 25  | (27th - 29th Thanksgiving Holiday)                                   |
| December 2   | - Capstone Project  
               - Presentations  
               - Work on the project.  
               - Work on the project. |
| December 9   | - Capstone Project  
               - Presentations  
               - Work on the project.  
               - Work on the project. |
| Finals Week: | - Resumes  
               - Application letters  
               - Employment interviews  
               - Edit resumes and application letters.  
               - Watch video on interviewing.  
               - Read chapter 16. |
| December 18  | 8 – 10 a.m.                                                          |
| December 25  | (27th - 29th Thanksgiving Holiday)                                   |
| December 26  | (30th - 31st Thanksgiving Holiday)                                   |
| December 31  | (New Year's Day)                                                    |