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### MBA 645.01: Communication for Business Success

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MBA 645 –COMMUNICATION FOR BUSINESS SUCCESS  
FALL 2003  
TR 2:10 – 3:30 GBB 201

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Or other times by appointment.

***The School's Mission Statement: The faculty and staff of the School of Business Administration at The University of Montana-Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.***

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***Purpose:*** This course is designed to help you hone your written and oral communication skills.

***Goals of the Course:*** Upon completion of the course, you should be able to:

1. Present information appropriate to the audience, purpose and occasion.
2. Identify ways to reduce conflict in business situations by establishing a positive communications climate.
3. Understand how to use nonverbal and verbal communication to augment your written message.
4. Use influencing strategies to appeal to different thinking styles.
5. Prepare and present a business communications analysis in both written and oral formats.

***Objectives:*** Management Communication Objectives

1. To understand how to identify and to use the political climate and organizational climate within a business.
2. To reinforce taking risks by providing an opportunity to demonstrate leadership within a group environment.
3. To provide specific constructive feedback to class members on papers and presentations.
4. To treat contacts with people as communication opportunities.

5. To understand the ethical environment created by what is or is not communicated in a business setting.

**Required Readings:**

1. *Wall Street Journal* (first section, every day)
2. Influence – Robert B. Cialdini, 4<sup>th</sup> ed.
3. Survivor's Guide to Technical Writing – David Ingre

**Course Format:**

You are expected to attend class. If you can't make class, you are expected to notify me, just as you would in any work situation.

In addition to textbook reading you are expected to read current articles from the current business press in order to integrate theory and practice before executing an assignment. The integration of theory and practice is part of what makes the MBA experience a valuable learning opportunity.

**Evaluation:** Your course grade is based on the following

1. Participation	20%
-group work	
-vocabulary words	
-exercises	
-class participation	
2. Written assignments*	
-customer and internal communications	
-job analysis, application, resume	30%
-written report with outline	35%
3. Oral presentation of your report	15%
 TOTAL	 <u>100%</u>

\*You will be given the opportunity to rewrite these assignments once. The rewrite grades are averaged in with the first grade assigned.

**All assignments must be handed in the class period they are due for full credit. Late assignments may be docked one full letter grade per day late.**

**All papers are expected to be typed using standard business formatting, not academic formatting. Please read chapters before completing written assignments.**

DATE	ASSIGNMENT	IN-CLASS TOPICS & ACTIVITIES
9/2	Come to class	Communications strategy Audience - the power of the audience - creating an audience profile - substantiating/benchmarking qualitative language
9/4	Read Chapters 1 & 2; bad news strategy pp 139-140  Read Chapter 4, Research and Referencing	Audience - acquiring the "you" attitude - being positive - providing reasons: importance of "because" - constructing a complaint letter - thesis as guide post - begin report research
9/9	<b>Hand in adjustment letter</b> p. 27 exercises Read chapter 3 Prepare to discuss p. 52	Organization - making organization visible - verbal discussion of p. 52, numbers 2, 5, 6, 7, & 8 - discuss business report topic of interest to you
9/11	Read Chapter 6 Prepare to discuss case study pp 133-135	Clarity - active voice - persuasive messages - introduction to thinking styles
9/16	Read Chapter 4, Research and Referencing Prepare for discussion of case study p. 55 <b>Hand in white paper</b> – Not to exceed two pages, single-spaced, which takes a stand on whether UM SOBA should institute an honor code. Paper Should be written for the dean and the admin. team.	Networking - creating linkages - discuss influencing stakeholders in class teams
9/18	<b>Hand in one page group plan</b> for influencing stakeholders	Feedback - guest speaker: Bruce Campbell, Pyrford Investments, London, England
9/23	Read Chapter 11 Compare letter on p. 254 with p. 255 Note letter format on p. 142 <b>Send positive feedback email</b>	Personal Branding and Letter of Application - personal branding - creating a successful letter of application
9/25	Locate a specific position you'd like to apply for post-MBA Read Chapter 10 about presentations	Personal Branding and Resume Writing - tailoring your resume to the position & company
9/30	<b>Turn in letter and resume</b> for specific application	Creating Presentations - interviewing; etiquette; follow-up; group versus individual presentations
10/2-9	Presentations Read <u>Influence</u> book Research report Read Chapter 8	Influence - <u>Influence</u> book team presentations - Chapters assigned
10/14	<b>Test over <u>Influence</u> book and material covered to date</b>	
10/16		Constructing Formal Business Reports - creating overview presentation
10/21	Individual Presentations Discussed	
10/23	<b>REPORT WRITING DAY – NO IN CLASS ASSIGNMENTS</b>	

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10/28	<b>Individual Presentations</b>
10/30	<b>Individual Presentations</b>
11/4	<b>Individual Presentations</b>
11/6	<b>Written Business Reports Due</b>

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