

BMGT 1305.11012 - Communications in Management Spring 2011

Instructor: Sue Jones
Office: SH 209
Classroom: SH 210-2
TTH - 8:30 - 9:50 am

Start Date: 1-18-2011
End Date: 5-13-2011

Phone: 335-6454
Email: sjones@odessa.edu



Course Syllabus

Notice: It is the student's responsibility to check the syllabus for updates and changes during the semester.

Required Text: Business Communication Essentials 4th edition by Courtland Bovee and John Thill. Prenticed Hall Publisher. ISBN: 0-13-608441-9.

Course Description (Catalog Description): Basic theory and processes of communication skills necessary for the management of an organization's workforce. 3 Credit Hours. No prerequisites. Lab fee required. SCANS: 2,5,6,11

Course Learning Outcomes: Upon successful completion of this course, student will be prepared to

- explain the communication process
- identify communication channels and their relationship to semantics and perception
- compare and contrast the relationship of communication and management
- demonstrate competencies in verbal and written communication skills through oral and written presentations.

Course Expectations: This is a college level course and you will, therefore, be expected to uphold established college standards as outlined in the most recent Odessa College Bulletin. Your final grade will be based upon a combination of the following factors:

1. Preparedness
2. Purposeful participation in the classroom discussion
3. Ability to relate and apply the concepts discussed in the course
4. Scores on exams, projects, and other assignments
5. Score on final exam

Note that preparedness and purposeful participation are the first two elements of the grading criteria. This is **not** strictly a lecture course. Students will be required to actively participate in the discussions, both individually and in assigned groups. You cannot participate if you are not present in class, and purposeful participation is difficult to achieve if you are not prepared. If you must be absent, please contact your instructor before the absence if possible or as soon after the missed class as possible to make arrangements for the make-up work or missed

assignments. **This is your responsibility.** Show respect to everyone in the class by communicating appropriately - do not sleep or put your head or feet on the tables or chairs.

The instructor's office hours and phone numbers are listed above. Please do not hesitate to utilize this time to discuss any course-related topic.

Management students are encouraged to make an appointment with Connie Nichols or Sue Jones to discuss both academic and career goals toward the end of each long semester.

Departmental and Instructor Course Requirements, Evaluation Methods and Grading Policy: There are projects and/or assignments associated with this course as well as a Final Exam. The assignments must be completed and turned in by due date. Students are required to attend a minimum of 4 community leadership meetings during each semester. Check the calendar page located on the instructor's website for a list of organizations, meeting dates and times, and instructions.

Your grade will be a compilation of the following categories:

1. Attendance	30%
2. Homework/Research	20%
3. Tests	15%
4. Presentations	15%
5. Community Leadership Meetings	10%
6. Final Exam	10%

The projected cutoff point for A's, B's, C's, and D's are based on a 90%, 80%, 70%, and 60%, respectively. At the end of the semester these projected cutoff points will be adjusted (i.e. raised or lowered) in order to reflect the overall performance of the class. Thus the actual grade will not be known with certainty until after the semester is over.

Information regarding withdrawals, dropping a class or receiving an incomplete can be found in the current Odessa College Catalog.

Management students should be aware that a grade of a "C" or better is necessary to meet the degree or certificate requirements.

STUDENT E-MAIL: If you have not already accessed your Odessa College Student E-mail, please follow the link to set up your account: <http://odessa.edu/gmail/>

OBJECTIVE OF THE MANAGEMENT DEPARTMENT: The primary object of the management program is to prepare each student for full time employment in supervision. The management program is not intended to serve as preparatory work toward a baccalaureate degree although courses are transferable to several colleges and universities. Students planning to pursue a four-year degree should consult the upper level institution of their choice regarding transferability of courses.

Department Web site: <http://www.odessa.edu/dept/management/>

MANAGEMENT DEPARTMENT PHILOSOPHY: Marketing is the core of all business practices - from the mom and pop neighborhood store to Fortune 500 companies. To help students understand this broad based concept, the following acronym has been created by Sue Jones and Connie Nichols, instructors in the Management Department of Odessa College:

- M - managing
- A - all
- R - resources,
- K - knowledge and
- E - efforts
- T - toward
- I - intentionally
- N- navigating
- G - gains

Learning Contract: Each student is expected to make a commitment to learn. Example below:

On this day, _____ I, _____ commit to learn.








Information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or students' and instructors' right to academic freedom can be found in the Odessa College Student Handbook.






Special Needs: Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973, and the American with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this class, please contact me to discuss your concerns. You may also call the Office of Disability Services at 335-6861 to request assistance and accommodations. Students with disabilities are expected to carry out their obligations in completing coursework required of all students.

Accrediting: Odessa College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees and certificates. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Odessa College.

General inquiries about Odessa College, such as admission requirements, financial aid, educational programs, etc., should be addressed directly to the College and not to the Commission's office.

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Tentative Semester Schedule

Date/Week	Topic	Assignments
Week 1 Jan. 18-20	Introductions - Overview of Course - Chapter One Understanding Business Communication in Today's Workplace	Ungraded Writing Assignment
Week 2 Jan. 25-27	 Chapter Two Mastering Interpersonal Communication	Agenda
Week 3 Feb. 1-3	 Chapter Three Planning Business Messages	Outlines
Week 4 Feb. 8-10	 Chapter Four Writing Business Messages	Assignment - Mind Map Chapter 4 Quiz
Week 5 Feb. 15-17	 Chapter Five Completing Business Messages	Chapter 5 Homework Formatting Exercise
Week 6 Feb. 22-24	 	Memo Group Assignment
Week 7 Mar. 1-3	 Chapter 6 - Crafting Messages for Electronic Media Chapter 7 - Writing Routine and Positive Messages Chapter 9 - Writing Persuasive Messages	Chapter 7 Email Exercise Brochure Exercise
Week 8 Mar. 8-10 Mid-Term	Chapter 11 Writing and Completing Reports and Proposals 	

Date/Week	Topic	Assignments
Week 9 Mar. 14-20	Spring Break No Class	
Week 10 Mar. 22-24	 Creating Graphics, Charts, Sound, Video, and Hypertext Using Power Point	Videos, tables, charts PowerPoint (PDF format)
Week 11 Mar. 29-31	 M&M Project	Project Instructions
Week 12 Apr. 5-7	M & M Project Presentations	
Week 13 Apr. 12-14	 Chapter 12 - Developing Oral and Online Presentations	Chapter 12 Project
Week 14 Apr. 19-21	 Presentations Chapter 13 - Building Careers and Writing Resumes	Final Exam Project
Week 15 Apr. 26-28	Applying and Interviewing for Employment Chapter 14 Work on Final Exam Project	
Week 16 May 3-4	 Final Presentations	
Week 17 Dec. 9-13	Final Exam Week	

Holidays: January 17 , 2011 - Martin Luther King Day (College Closed)
March 14-20, 2011 - Spring Break (College Closed)
April 14, 2011 - Last Day to Drop
May 13, 2011 - Graduation