



## UNIVERSITY OF CENTRAL ARKANSAS COLLEGE OF BUSINESS VISION, MISSION, AND CORE VALUES STATEMENT

### **Vision**

Our vision is to be a leading regional public business college in Arkansas, with national recognition in selected fields or areas.

### **Statement of Mission and Core Values**

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

#### **1. Intellectual Excellence.**

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

#### **2. Community.**

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

#### **3. Diversity.**

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

#### **4. Integrity.**

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

## **Learning Goals**

*Our graduates shall possess:*

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

# Course Syllabus

## Course Information

Course Number:	MGMT 2301
Course Name:	Business Communications
CRN:	20209
Semester:	Spring 2012
Location:	COB 311
Class Hours:	6:00 - 9:00 pm Mondays

## Instructor Information

Name:	Kathleen Green
Office Location:	N/A
Work Email:	kathleeng@uca.edu
Phone:	501-908-1101
Office Hours:	By Appointment

## Prerequisites:

none

## Textbook and Instructional Materials Required:

Business Communication, Process & Product, 6th edition by Mary Ellen Guffey, Southwestern Publishing Co.

## Course Description:

A required course of all business majors in the business foundation. The course examines the principles of effective communication and provides practice in writing business letters and memos, constructing different types of reports, various types of oral presentations; and electronic communications.

Students will share and explore many aspects of communications, including business correspondence, job seeking, business reports, international communications, and speaking and interacting in teams. Comments and interaction are always welcome! Some of the most enjoyable and beneficial learning experiences come from exchanging information and ideas with others. Students are invited and encouraged to participate and share information. Remember that ideas will die unless they are expressed!

## Course Objectives:

1. Develop an awareness of the global environment in which corporations conduct business.

2. Demonstrate the ability to use clear business English, to use a positive tone to emphasize reader benefit, and to effectively proofread correspondence.
3. Demonstrate the ability to communicate effectively one on one, in groups, and at meetings.
4. Develop skills for making effective oral presentations.
5. Develop teaming skills.
6. Develop skills in the job application process.

### **Course Delivery Method:**

Lecture, videos, in-class exercises, occasional speakers

Guffey PowerPoint Slides and Practice Quizzes may be helpful. The quizzes do not count toward your course grade, but may help you prepare for exams. Some students have had problems accessing this site, if they have a used text. Chapter Review PowerPoint Slides and Quizzes for each chapter are available at the student Web site:

<http://guffey.swlearning.com> (click on text photo) or [http://websites.swlearning.com/cgi-swlearning/course\\_products\\_wp.pl?fid=M20bl&product\\_isbn\\_issn=0324223048&discipline\\_number=40](http://websites.swlearning.com/cgi-swlearning/course_products_wp.pl?fid=M20bl&product_isbn_issn=0324223048&discipline_number=40)  
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### **Grading:**

Your grade is simply averaged---divide total points made by total possible points.

Keep ALL papers returned in case a question arises about your grade. Credit will not be given for an assignment if it has been lost and not recorded.

Grades will be assigned according to the following scale:

- A. = 89.0-100%
- B. = 70.0-88.9%
- C. = 69.0-78.9%
- D. = 60-68.9%
- F. < 60%

TENTATIVE Assignments and Point Values (subject to change):

## **Description of Major Deliverables/Course Requirements:**

Exam, Chapters 1-3

Exam, Chapters 4-6

Exam, Chapters 11-14

Exam, Chapters 7-10

Learning Activities: Activity 3.4 Cultural Differences; 12.15 and 12.23 Report Writing, Informal Letter Proposal, Group Presentation

Total Points available: 4 exams, 400 pts; learning activities, 300 pts.

## **Policies and Procedures:**

### **Attendance and Drop policies:**

Attendance counts 10% of your grade (the equivalent of a letter grade). All absences will be counted whether excused or unexcused. If mitigating circumstances cause excessive absences, adjustments MAY be made.

Two tardies count as one absence

### **Assignment Submission:**

☼ In-class and outside-of-class assignments will be assigned as time constraints allow.

☼ Assignments should reflect the same professional quality of work you would produce on the job. Assignments should be neat, error free, and in an appropriate assigned format. The presentation quality of assignments, including grammar, proofreading, spelling, and appearance, as well as content will be graded. If your writing and proofreading skills are weak, it is very important to get someone to help you proofread. All students' work will be graded the same. Remember that Writing Lab services are available to all students.

☼ Points will be deducted for work turned in late unless your instructor approves a legitimate reason for an excused absence. It is your responsibility to find out what you missed if absent to get homework turned in on time following the absence to be accepted.

☼ Assignments and work done in class must be turned in when directed by the instructor to be accepted. The instructor prefers that hard copies of assignments be turned in rather than a submission in Blackboard.

All exams are open book and timed (60 min for 50-60 questions)

### **Makeup Exams:**

☼ You will not be allowed to make up in-class work.

☀ TESTS: All makeup exams will be given the same night as the final exam and will be taken after the final is completed

### **Classroom Policies:**

Individual and group participation is essential in this class. Each student will be expected to contribute to class discussions. Group projects will be assigned during the semester, which requires students to work in groups regardless of schedules. In addition to group grades on projects, individuals may be evaluated by other group members. In the business world, teamwork is essential, so each student will be expected to practice conflict management to work out scheduling and personality conflicts with group members.

E-MAIL. Check Blackboard daily so that you may receive any updates or assignment modifications or review due dates and assignments due. A copy of the slides for each chapter is also on Blackboard.

The professor suggests that each student exchange phone numbers and e-mails with two other students in class so you can contact someone quickly if necessary.

IF YOU BRING A COMPUTER TO CLASS, YOU MUST SIT ON THE BACK ROW to avoid distraction to others.

EAR PHONES MUST BE REMOVED IN CLASS.....and.....TEXTING IS NOT ALLOWED IN CLASS.

### **Academic Integrity Statement:**

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

### **Disabilities Act Statement:**

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

### **Sexual Harassment and Academic Policies:**

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

**Other Required Materials/Competencies/Resources:**

References (if used) must be documented in MLA format.

**Accreditation & Assurance of Learning**

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

**Learning Goals:**

N/A

**Learning Objective:**

N/A

**Measure:**

N/A

**Benchmark:**

N/A