

Hi Paul J. Hill **School of Business**

**Faculty of Business Administration
University of Regina
Management Communications - Spring 2017
BUS 205-040/041 Tue/Thu 7:00-9:45 pm ED 616**

Instructor: Jim MacKenzie, MBA, DAA, FCIP (Hons.)
Office: ED 524.5
Office Hours: Tuesdays 6:00-6:45 pm (starting May 16)
Phone: Work - 306-791-9464 (8:30-5:00 M-F)
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Learning Objectives

This course is designed to assist you in improving your skills and confidence as an effective communicator in an organizational context. You will explore the issues faced by organizations in communicating internally with employees and externally with diverse stakeholders. This course will focus on both oral and written communication, in both formal and informal formats.

Supplementary Description:

Communication is a crucial element of business, every organization and in fact private life as well. This course will serve to demonstrate this importance and will give you conceptual and practical knowledge to this end, with a focus on practical application. You will:

- Explore ways that organizations use management communication to achieve their objectives, and critically evaluate these methods
- Develop an appreciation for the contribution that management communication makes toward organizational effectiveness
- Gain experience in written and oral communication, from proper use of email to formal written and oral presentations
- Strategically analyze and address issues that influence internal and external organizational communication and present challenges for communicators in organizations today

Prerequisites

This course has no prerequisites, but I recommend that you have completed ENGL 100 prior to taking this class. Also please note that if you already have credit for ADMN 205 or ADMN/BUS 265, you cannot receive credit for this course.

Text

Braun, Kathryn; Locker, Kitty O.; and Kaczmarek, Stephen Kyo. *Business Communication: Building Critical Skills, 6th Canadian Edition*. 2016: McGraw Hill Education.

If there is any student who in this course who, because of a disability, may have a need for accommodation, please come and discuss this with me, as well as contacting the Centre for Student Accessibility at 306-585-4631 or accessibility@uregina.ca.

Course Outline (subject to revision)

May 9	Introduction to Course
	Module 1 - Introducing Business Communications
May 11	Module 2 - Adapting Your Messages to your Audience
	Module 3 - Communicating Culturally
May 16	Module 4 - Planning, Writing and Revising
	Module 5 - Designing Documents, Slides and Screens
	Module 6 - Communicating Electronically
May 18	Module 7 - Composing Informative and Positive Messages
	Module 8 - Composing Negative Messages
May 23	Module 9 - Composing Persuasive Messages
	Module 10 - Communicating Audience Benefits
May 25	Module 11 - Communicating With Positive Emphasis
	Module 12 - Communicating Using You-Attitude
	Home Assignment #1 Due
May 30	Midterm Examination (first half of class)
	Module 13 - Researching
	Module 14 - Summarizing and Documenting Information
June 1	Module 14 continued
	Module 15 - Writing Information Reports
	Module 16 - Writing Proposals and Analytical Reports
June 6	Module 17 - Writing Formal Reports

	Module 18 - Using Visuals to Tell Stories
	Module 19 - Listening Actively
	Group/Individual Presentation Proposal Due
June 8	Module 23 - Researching Jobs
	Module 24 - Creating Persuasive Resumes
	Module 25 - Creating Persuasive Application/Cover Letters
June 13	Module 20 - Working and Writing in Teams
	Module 21 - Planning, Managing and Recording Meetings
	Module 22 - Making Presentations
	Home Assignment #2 Due
June 15	Presentations - Night 1
June 20	Presentations - Night 2
June 27	Final Examination - 7-10 pm

Grading

Home Assignment #1	10%
Home Assignment #2	10%
Mini Assignments	10%
Midterm Examination	20%
Class Presentation	25%
Final Examination	25%

Assignments

There are three assignment components of the course:

- Assignment #1 - due May 25. This assignment will involve writing a persuasive piece of communication. Details will be given in class May 16 and posted online the prior weekend. This is worth 10% of your total grade.
- Assignment #2 - due June 13. You will be writing a highly effective personal resumé for yourself as if you were applying for a job on June 13. You will also be writing a cover letter for the resumé. I recommend that you find an advertisement for a real job for which your skills and experience are relevant. Check the newspaper, the university's student job service, and prospective employer websites for such positions. (If you are unable to find such a job, speak to me and we can invent an advertisement for such a job.) Please note: personal information provided in this assignment will be kept confidential. If you have an objection to providing personal information to me in this assignment, please

speak to me **no later than May 23** about an alternate assignment. This is worth 10% of your total grade.

- Mini Assignments. During or at the end of several classes, I will give you short assignments that you will complete in class. For example, I may give you a piece of writing that could be better written or laid out, or may ask you to compose an email for a specific purpose. You will generally be given 15 minutes to complete these assignments. The lowest two grades you receive (including missed assignments) will be ignored in calculating your grade. The remaining graded and missed assignments will be averaged together and will count for 10% of your final grade.

Examinations

There are two examinations in the course:

- Midterm Examination - May 30, 7:00-8:00 pm - worth 20% of your total grade. NOTE: We will have lectures after the exam.
- Final Examination - June 27, 7:00-10:00 pm - worth 25% of your total grade

The exams will be communications assignments. You will be given a case and an assignment relating to that case. For example, you might be asked to compose a letter communicating bad news, or writing a publicity release. Choice of effective method of communication may also be part of the solution. These examinations will be open-book.

Class Presentations

Class presentations will be held June 15 and 20 and will be worth 25% of your final grade. You have two choices:

- Group Presentation. You will form groups of 3-6 students (you must provide a list of students in your group by May 23). You will give the class a presentation on a topic of your own choosing. The presentation must be informative or persuasive (or otherwise, with prior permission from me). You must hand in a one- to two-page proposal (single-spaced) about your presentation by June 6; sooner is better so that you have more time to react to my comments. Your presentation will be 5 minutes long for every member of your group (based on how many members are on your May 23 list). For example, if you have six students on your list, you will have 30 minutes for your presentation. 15 minutes is the shortest presentation permissible.
- Individual Presentation. You will give a 10-minute persuasive presentation to the class. The topic is of your own choosing. You must hand in a one- to two-page proposal (single-spaced) about

your presentation by June 6; sooner is better, for the same reasons noted above.

A marking rubric will be provided to you in advance of your presentation. The use of technology (Microsoft PowerPoint, OpenOffice/LibreOffice Impress, or similar) is permitted and encouraged where appropriate. You may also provide student handouts or materials if you feel that they are helpful.

Use of Technology

Communication and technology are unavoidably related. Therefore, I will permit the reasonable use of technology in this course.

Some in-class assignments might involve composing an email. The use of a computer, tablet, or smartphone to do this composition is recommended. (If you do not have a laptop or netbook computer, handwritten assignments will also be accepted.)

An assignment will involve the use of Short Messaging Service (SMS) (better known as texting) on cellular telephones. Please bring your cellular telephone to class (but remember to turn the ringer off during class). I encourage you to use your phone to send me a text message during the relevant assignment. If you do not have a phone, you can do the assignment on paper. Please check with your service provider prior to the assignment to ensure that you have access to SMS and that the fees you might pay are acceptable. (Typically it should not cost you more than 15-20 cents to send me a message.)

The final examination will be performed in a computer laboratory, to permit you to do your writing on a computer. Use of the computer is mandatory unless you have requested an exception. **Applications for exceptions must be received by me prior to May 30.**

Course Philosophies

You have taken university courses before but many of you will be new to the Faculty of Business Administration. Don't forget the basics: read chapters in your textbook in advance of coming to class (that means owning a copy of the textbook - it really is important), attend class consistently, and prepare as you must to do well on the exams and in the assignments. I cannot stress enough how important it is to come to class and to do the reading in advance. Some chapters we will discuss as a class, rather than have a formal lecture, so you will miss out on important material if you don't read the textbook.

Assignments, both take-home and exam-based, may rely on textbook material that was not reviewed in class.

Unlike some of the 100-level courses at the university, business classes tend to be much smaller and invite much more student participation. I think that the best courses that I teach are ones where students play a role in their own education by interjecting their own experiences, opinions, and questions. It is important that you be willing to participate in this course. While we will have some lectures, some of our learning will be discussion-oriented. Your participation is not only welcome, it's important! The material becomes a lot more meaningful and the discussions a lot richer if students are willing to openly participate. Don't underestimate what you know; you have a lot of personal experiences that will help the other students and me relate to the course material.

Online Resources

I will make extensive use of URCourses during the course. The most recent version of this syllabus will be posted, along with any handouts that I am permitted to post. I will use the message areas to discuss class issues. The course calendar will also contain a basic class schedule along with due dates. Please check URCourses regularly. URCourses can be accessed at <http://urcourses.uregina.ca>.

I check my email quite regularly, whether at work, university or home, so feel free to email me. If I can't answer quickly but I've read your mail, I'll tell you so.

Writing Resources

I will post helpful websites on URCourses, but one local option that is undervalued is the Writing Clinic provided by the university (<http://www.uregina.ca/sdc>). It's in UC230 and can be called at 306-585-4076. It's suitable for students in all disciplines and at any point in their programs.

Harassment Policies

The University of Regina promotes a learning environment that is free of all forms of harassment and discrimination. The University will neither tolerate nor condone any inappropriate or irresponsible conduct, including any behaviour which creates an intimidating, hostile or offensive environment for work or study through the harassment of an individual or group on the basis of 1) race and all race-related grounds such as ancestry, place of origin, colour, ethnic

origin, citizenship and creed, or 2) sex, gender, or sexual orientation. Please refer to the University's General Calendar for more information. Both the Racial and Sexual Harassment Prevention Offices are located in the Student Affairs area, University Centre 251.

Academic Integrity

I take professional standards of ethics and integrity very seriously, as do other instructors and professors, the Faculty and the University. The university must maintain high standards of academic excellence. Cheating, plagiarism, and academic misconduct will be documented and handled according to faculty and university policy, with punishments as severe as expulsion from the university. You are assured that any confirmed act of misconduct will be brought to the attention of the Dean's office of your faculty. If you are at all in doubt about what is acceptable and what is not, ask me before you take a questionable action.

Grading Appeals

I often receive requests from students very late in the semester, or after the semester is over, requesting a higher grade than I have assigned. I can only give you marks that you earn. I cannot consider your need for a certain grade, only the work that you have done. If you need a certain grade in this course, the time to approach me is early in the semester, not late - I will work with you to help you earn a higher grade.