

The Joseph M. Bryan School of Business and Economics  
UNIVERSITY OF NORTH CAROLINA AT GREENSBORO  
**MBA 609 – Management Communications**  
**Fall 2008**

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This syllabus is subject to changes & corrections.  
Check for inclement weather communication at [www.uncg.edu/iss/weather.htm](http://www.uncg.edu/iss/weather.htm).

### **Course Description**

This 1.5 credit hour course will focus on key topics in communication such as writing, speaking, relating and teaming for managers. We'll work to expand your knowledge base by study & experiences as well as boost your behavioral performance through action. You have individual writing assignments, individual & team speaking experiences, and weekly discussion board conversations.

Critical in this course is preparation and group participation. Don't let your teammates down – engage & contribute.

### **Course Objectives**

At the end of the course, every student should be able to...

#### **Writing**

- Craft audience-centered communications
- Write a concise well-organized persuasive Communication Strategy Memo
- Write a clear concise letter, memo or email in response to a communication case issue
- Knowledge to choose the direct & indirect writing strategies in certain situations
- Increased skill in critical-thinking, problem-solving and articulation via case study examination

#### **Speaking**

- Increased facilitation knowledge
- Craft & deliver effective oral messages focusing on group facilitation
- Deliver a polished speech

#### **Relating & Teaming**

- Use nonverbal communication to enhance your written and oral messages
- Practice team group decision-making
- Practice communication strategies for effective team performance, such as team presence

### **Course Requirements**

- Required text: Heidi Schultz, Ph.D. Business Scenarios. A Context-Based Approach to Business Communication. McGraw-Hill Irwin. ISBN. 0-07-298424-4.
- Required Hot Seat Videos; purchased code with the book at the bookstore.
- Recommended text: Bens, Ingrid. Facilitating With Ease! Core Skills for Facilitators, Team Leaders and Members, Managers, Consultants, and Trainers. Jossey-Bass, San Francisco, CA. ISBN: 0-7879-7729-2. (I will give you handouts.)
- Attend every class. Contact the instructor immediately for extenuating circumstances. Remember, your teammates need you. Class will be affected by your absence.
- By registering for this course, you are agreeing to abide by the UNCG honor code. Read the code on the website at <http://academicintegrity.uncg.edu/>. Any violation will be pursued.

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- Read the Faculty/Student Guidelines:  
[http://www.uncg.edu/bae/faculty\\_student\\_guidelines\\_sp07.pdf](http://www.uncg.edu/bae/faculty_student_guidelines_sp07.pdf).
- Blackboard proficiency

## Course Assessments & Activities

### Grading Activities:

<b>Writing:</b> Case ADAs (4)	40%
<b>Speaking:</b>	
Individual Speech	15%
Discussion Board Contribution	15%
<b>Final:</b> Concept Application	30%

No make-up work or extra credit.  
I may not accept late work.

### Grading Standards:

A Business Writing Checklist document and a Speaking Checklist document are feedback & grading tools. These documents are posted in Blackboard.

A, A-, B+, B, B-, C+, C, F

A = 100-94; A- = 93-90; B+ = 89-87; B = 86-84; B- = 83-80; C+ = 79-77; C = 76-74; F = 73 & below

A= Excellent –indicates achievement of distinction. Impressive ‘real’ world work. The submitted writing assignment has expected content, is beautiful on the page and uses business writing techniques.

B= Good – indicates general achievement superior to the acceptable standard. Acceptable ‘real’ world work. The submitted writing assignment lacks a little in content/analysis and possibility needs more nonverbal presentation and/or business writing techniques.

C= Satisfactory – indicates the acceptable standard for passing the course. You’re-on-the-way-out ‘real’ world work. The submitted writing assignment lacks in content/analysis, nonverbal presentation and/or business writing techniques.

F= Poor performance. See me.

## Writing assignments

There are three graded writing experiences: 1 - case writings, 2 - reflection postings to a discussion board, and 3 – concept paper

### **Case Write (ADA): Strategy Memo & Internal Memo**

Four cases are assigned. You have two documents to produce for the case writing assignments: a strategy memo & an internal memo.

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A well-crafted and delivered strategy is the important factor. It's not important if I agree or disagree with your chosen strategy or recommendations. Additionally, some case assignments have a letter write as well.

Each assignment submission is to have a completed Business Writing Coversheet attached. The form is a reminder for you of business writing components.

Strategy Memo Format: Use the defined format as defined on the last page of this document. Organization & depth of analysis are key. The message is to be in great flow. Link the relationships of the problems to the stakeholders to the strategy to the solutions & actions. (ADA)

Be sure to weave in course topic information into your writing assignments.

### **Course Discussion Board**

Within 48 hours after class, you are to post your class learnings to the Reflections Discussion Board or post to the weekly DB question. These are graded postings, so write a well-crafted organized message. Engage in conversation with the class. "I agree." is a not an acceptable post.

A 'B' grade is 3 quality posts.

### **Concept Application Paper**

You are to write a 4+ page single-spaced memo (to me )on a concept in the course: conflict management, team or meeting communication, business writing, nonverbal communication, speaking, etc. This is to be an in-depth application – how will you apply this information to your business life? Use business writing techniques on the academic writing assignment.

## **Facilitation Experience:**

### **Hot Seat Facilitation**

Individually watch your assigned Hot Seat. As a group, prepare to lead the class in discussion of the communication issues. Facilitate the discussion. Ask great questions & follow up questions too. Less telling – more leading. Ask lots of smart questions to engage the audience.

## **Speaking Experiences:**

You have two speaking activities.

Impromptu Speaking. I will give you a topic and you speak to the class on that topic.

You have one individual presentation.

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**Memorandum**

To:  
cc:  
From:  
Date:  
Subject: Communication Strategy & Actions for \_\_\_\_\_

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The purpose of this memo is.....  
As a result of this message, I want the audience to\_\_\_\_\_.

**Background**

Explain the circumstances that lead up to the problem. (This is the smallest of the 4 sections.)

**Analysis**

- Discussion (Be sure you are thorough and not wordy. Identify all potential problems.)
- Stakeholders (internal & external – identify the players: primary, secondary & tertiary)
  - Who is the audience? What is their attitude towards the message – favorable or not?
  - Audience’s relationship to the communicator.
- Impact of the problem
  - to whom & what & how
- What message needs to be communicated? And what is the best delivery method? (Letter, memo, email, presentation, conference call, web seminar, voicemail, etc.) How does the message need to be organized - direct or indirect, etc?
- How do the components relate to one another. (Keep ‘things’ in context)

**Decision**

In a concise sentence or small paragraph, detail the decision/solution approach (aka strategy). If you are negating a problem – explain why, it’s not an impacting part.

**Action(s)**

Detail your recommendations/action items. Be sure! to offer a solution to each primary problem & address the stakeholder issues. Don’t leave loose ends.

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**MBA 609, Management Communications**  
**Fall 2008 Schedule**

Week	Class Activity	Action Items & Assignments	Discussion Board
Preparation		Buy Books & Hot Seat Code Read Chapter 1 Do Grammar Refresher website Review Syllabus & Course Schedule – Print & bring the documents to our first class. Review letter package	
Week 1	<b>Business Writing</b>		
Monday	<ul style="list-style-type: none"> <li>Syllabus Review</li> <li>Lecture – Business Writing</li> </ul>		Writing Reflection DB
Wednesday	<ul style="list-style-type: none"> <li><b>Lecture – Business Writing</b></li> <li><b>Review Shane’s &amp; Tim’s Document – Review Bad Document too. Review strategy memo format (ADA)</b></li> <li><b>Boyce Chapter 3 - Case Discussion</b></li> </ul>	Read Chapter 2 & 11 WA1 – Chapter 3 Craft a strategy memo & an internal memo	
Week 2	<b>Business Speaking</b>		
Monday	<b>Lecture – Oral Communication (Nonverbal) Case Discussion</b>	Read Chapter 9 WA2 – Chapter 11 – Write a speech	Big Idea – Donny D Reflection – What makes him a good speaker?
Wednesday	Impromptu Speech		
Week 3	<b>Persuasion</b>		
Monday	<b>Lecture - Persuasion Case Discussion</b>	WA3 – Chapter 9 Craft a strategy memo & an internal memo	Persuasion Reflection DB
Wednesday	Hot Seat Presentations		
Week 4	<b>Facilitation</b>		
Monday	<b>Lecture – Oral Communication II Facilitation (Nonverbal)</b>	Read Facilitation handouts Read Chapter 5	Big Idea – Donny D Reflection – What makes him a good facilitator?

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Wednesday	Hot Seat Presentations		
Week 5	<b>Conflict Management</b>		
Monday	Lecture – Conflict Management Case Discussion	WA4 – Chapter 5 Craft a strategy memo & an internal memo	Conflict Management Reflection DB
Wednesday	Hot Seat Presentations		
Week 6	<b>Teaming</b>		
Monday	<b>Lecture - Teams</b> Course Evaluations		Team Communication Reflection DB
Wednesday	Hot Seat Presentations		
Week 7	<b>Meetings</b>		
Monday	<b>Lecture – Meetings</b> <b>Exit creating action plans</b>		Meeting Communication Reflection DB
Wednesday	Hot Seat Presentations	Final – Concept Application Final Memo to me (your boss)	

**Graded Assignments**

1. WA1 – Chapter 3 - Strategy Memo & internal memo
2. WA2 – Chapter 11 – Write your persuasive speech
3. WA3 – Chapter 9 – Strategy Memo & Internal memo
4. WA4 – Chapter 5 – Strategy memo & internal memo
5. SP2 – Speech
6. Final – Application Paper 4+