

**BUAD 501: Managerial Communication
Syllabus SEMESTER XX**

Dr. Tuffy Titan

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(& by appointment)

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Logon for Fullerton's Portal: <http://my.fullerton.edu>

Prerequisites: Graduate standing in Business.

Common Body of Knowledge Content Coverage:

- Business communication for domestic and international markets: case reports, electronic communication, meetings; audience, style and tone (I, II, III)*
- Credibility; personal and corporate ethics (I)*
- Analysis of business articles and cases (I-V)*
- Interpretation of data, critical evaluation of information
- Synthesis of data and information
- Planning, organizing, writing, and presenting business cases and reports (I)*
- Visual presentation technology: PowerPoint, Excel
- International, intercultural, domestic business conflict, argument, and negotiation (I-V)*
- Citations and reference list (APA); electronic database searches
- Information competency/library research: Lexis-Nexis, ABI-Inform etc.
- Workplace diversity (issues concerning minorities, women, and the disabled) (I, III, V)*
- Effective business document design on the computer

**Roman numerals indicate the following perspectives: Ethics (I); global issues (II); political, social, legal, regulatory, and environmental issues (III); technology (IV); and demographic diversity in organizations (V). In addition, the cases chosen for this class will reflect these important emphases.*

Course Format and Teaching Methods: This class is mainly a discussion forum and workshop conducted with the help of our BlackBoard site. Your participation in class discussions and in group activities such as case analyses is extremely important. You will be asked to present assigned readings and your work to the entire class, individually and as a group. This requirement not only ensures completion of reading assignments but also gives you an opportunity to hone your oral presentation skills—indispensable in business.

What to expect:

1. You will enhance computer and research skills.
2. You will hone your comprehension and critical reading skills—indispensable for case analysis and effective strategic thinking.

3. You will learn to use language for creating appropriate strategies and to produce business documents of which your boss will approve (and which should ultimately advance your career).
4. We'll review certain elements of standard business English as needed, but if you have chronic problems, you're expected to take the initiative and conquer them on your own.

Group work: Teamwork is crucial in business. Learn to collaborate with strangers on the job or in the classroom. I expect each member of the group to put in the same effort. Peer evaluation will ensure that everyone is pulling his/her share. Every member is 300% (not 30%) responsible for the final product. BlackBoard group pages and chat rooms can help you to conference and exchange information. **In plagiarism cases, the entire group is liable if the responsible individual(s) cannot be identified.**

Assessment Activities: The main purpose of the degree program at the College of Business & Economics (CBE) at Cal State Fullerton is to provide you with the knowledge and skills that prepare you for a successful career in business. In order to assist us in achieving this goal, we will use a number of assessment tools to track your progress throughout the CBE curriculum. Please expect to participate in CBE assessment activities in several of your courses while at the CBE. As you do so, you will assist us in identifying our program's strengths and weaknesses as well as areas for potential improvement. In other words, you are making an important investment in the value of your degree.

Access for Disabled Students: The University is committed to supporting all students and providing reasonable accommodations when it is possible and appropriate to do so. Students with temporary or permanent disabilities may receive assistance and support services through the Disabled Student Service Office, UH 101, 657.278.3117, www.fullerton.edu/disabledservices. This office reviews documentation and determines the necessary specific accommodations for students with disabilities. Students with a disability are entitled to reasonable accommodation after they have identified themselves as a student with a disability. Those students must request specific accommodations and provide documentation in support of their request. The student will be given a form which then must be given to me. This form will advise me of the reasonable accommodation that is to be provided.

Emergency Procedures: Familiarize yourself with CSUF emergency procedures and add emergency contact information to your phone!
http://www.fullerton.edu/emergencypreparedness/ep_students.html

Required Texts:

- O'Rourke, *Management Communication: A Case Analysis Approach*, 3rd edition.
- Other course material will be available on our Blackboard Web site(s):
<http://www.fullerton.edu/> Go to MY CSUF, log in, and click on the *BlackBoard* tab. Visiting this Web site, participating in electronic class activities, and monitoring your e-mail regularly (from M-F) are expected in this class.
- Please use your free Cal State Fullerton e-mail address.

- Use the Mihaylo College of Business and Economics Home Page: <http://business.fullerton.edu/> Learn about CBE programs, faculty, scholarships, and other opportunities.
- Electronic literature searches for individual or group projects; expect to work with online databases such as ABI/INFORM, Dow-Jones, and Lexis/Nexis.
- You will need regular access to a computer and to the Internet.

Other Materials: Recently published portable dictionary and thesaurus (electronic versions OK); computer disk or flash drive, class handouts. All citations must conform to the APA (American Psychological Association) style sheet.

Academic Dishonesty: Plagiarism is the failure to cite the source of your information or language; in other words, it means presenting someone else's work as your own. Any incident of academic dishonesty, including plagiarism, cheating, or submitting falsified work, will result in an F (0%) on the assignment, possibly for the entire course, and likely additional university-level disciplinary action. If you wish to quote or paraphrase someone you must use the APA documentation format.

If there is any discrepancy between in-class and out-of-class work, your grade will be determined by your in-class work alone, discounting out-of-class points. The fact that this may be necessary is not an accusation and in no way implies that the instructor believes the student is "cheating." In business you will be expected to produce professional-quality work on short notice and within tight deadlines.

For more information on CSUF's policies on academic dishonesty, please see the Student Guide to Avoiding Plagiarism <http://www.fullerton.edu/deanofstudents>

Other Policies:

Attendance: Excessive absences (more than two) will result in a deduction from your participation score. If you are unable to attend class for any reason, please email me immediately. If you must be out hand in your assignment early or e-mail the document to me **on the day it is due**. It is your responsibility to get notes from a classmate and master any missed material **on your own**. Keep in mind that even one missed assignment will lower your grade substantially.

Document format: Default form is a memo addressed to Dr. Tuffy Titan. All typed documents should be single-spaced, jagged right hand margin (don't justify margin). Don't indent paragraphs; start flush left. Use a business-like font (Times New Roman, New York, Palatino etc.), size 12, one-inch margins all around. (Refer to *Document Design*, under Course Documents on the Blackboard site.)

Effort and learning: If an assignment is full of errors and/or has little eye-appeal, it will not receive a passing grade—no matter how hard anyone "tries." Your boss will not reward you for an unprofessional-looking and inadequate document regardless of his/her knowing you put great effort into the project. You will earn your grade by producing work of high caliber.

Please let's be professional: In the event of problems preventing you from submitting your work on time or attending class, e-mail me, call me during office hours at 657.278.XXXX, or leave me a voicemail message. In business, as in this course, effective time management is expected. Hand in papers early if you need to go on a business trip. If you must miss one of the class sessions, it is your responsibility to get notes from a colleague and to master on your own the material we have covered. And, please, don't ask me, "Have I missed anything?" Tardiness, absences, and leaving early are unprofessional and will affect your attendance/ participation points.

Packaging: All work should look professional when it is submitted. Each document should be error-free, pleasing to the eye, clear, courteous, and business-like. When e-mailing MS Word attachments, always write a brief, courteous note explaining what it is you are sending.

"Netiquette"—appropriate online behavior and professional e-mail format:
Refer to the *E-Mail Rules!* on the Blackboard site under Course Documents.

Tech Support: In case of technical difficulties, please contact the Titan Help Desk at 657.278.7777.

- Late withdrawals after the Titan registration period (first two weeks) are possible only for very serious reasons.
- Save all your papers until the end of the semester. Always back up computer files and keep hard copies of all work. Practice "safe computing" and budget your time wisely. Computer or printer trouble is no excuse for late or missing work.
- **ASK QUESTIONS AND COMMUNICATE!** Take an active role in your education.

Assignments:

Points:

| | |
|---|--|
| Approximately 3 case analyses, summaries, letters, memos, and in class writing. | |
| Analytical Report; max. 3 authors per group | |
| Group PowerPoint Presentation (based on the research report) | |
| Individual PowerPoint Presentations | |
| Drafts/Revisions | |
| Participation (class discussion, Website access, usage of materials, and exercises including diagnostics) | |
| Final (in class) | |

Grading Standard:

Pass:

- A Your boss loves your work and your career advancement is assured.
- A- Your boss is pleased with your work and your career advancement is likely.
- B+ Everything is OK, but don't overestimate your value to the company.
- B Your boss is watching for improvement; don't hang photos in your cubicle.

Fail:

- B- Clean out your desk.

Revision Policy

You have one week from the day on which I return your work to revise a letter-graded writing assignment. If you do an outstanding job on the revision, resulting in a flawless document, you may earn 5 additional points. Revisions are required for all work at or below 82 points (B-). Always submit the original document with the revised copy (staple them together, please).

Some assignments may be evaluated ✓+ (above average), ✓ (average), ✓- (below average).

YOU MUST PASS THE FINAL (B=83) TO PASS THE COURSE!