MGMT 102 – Business Communications (Spring 2013)
Sections 1 and 2: Tuesdays/Thursdays 9:00 to 10:15 am

Instructor: Randall E. Benfield
Assistant: Brenda Joyner
Office: Tahoe 2041
Phone: (916) 278-7072
Office Hours: T/Th – 10:30 to 11:30 am
T/Th – 5:30 to 6:00 pm
Web Site: www.csus.edu/sacct/
E-Mail: Please use SacCT E-mail.

COURSE ATTENDANCE

This course offers students several options for attending class sessions.

Section 1

- **Section 1** students attend class lectures in Library 53 as the “studio audience.”
  (To reach Library 53, take the ramp across from Tahoe Hall down to the Library lower level.)

- Class sessions take place each **Tuesday/Thursday from 9:00 to 10:15 am**.

- **Section 1** students who would prefer to video stream the class on a regular basis should petition the instructor to be excused from on-campus attendance.

Section 2

- **Section 2** students view the class lectures through video streaming, using SacCT (see the Student Resources section below).

- Class sessions are broadcast live each **Tuesday/Thursday from 9:00 to 10:15 am**. Students should video stream the course beginning with the first class session.

- **Section 2** students who would like to attend class in Library 53 on a regular basis may petition the instructor for a seat in the studio if space becomes available.

All Students

Please reserve the dates/times for the **two class exams**: March 21, 9:00 to 9:30 am
(Online Midterm Exam) and **May 21, 10:15 am to 12:15 pm** (On-campus Final Exam). Due to the large size of the class, **makeup exams for class conflicts are not available**.
VIDEO STREAMING

Students may choose to video stream the class lectures live or at a later date. However, extensive instructor research shows that students who stream the class live have a higher probability of success (on average) in the class. (Watching the archived videos at a later date requires a very high level of self-discipline to stay caught up with the course.)

Live Video Streaming
To watch the class live (at the scheduled class time), click on the Video Streaming link on your SacCT home page. Then, select the link for Live Video Streaming.

Enrolled students who are watching the class outside of Library 53 may use the live call-in feature to ask questions or make comments during class. You may do this by calling the control room operator/screener at (916) 278-6863.

 Archived Video Streaming
University technicians upload each class session for viewing approximately 24 hours after the original broadcast. To watch an archived class lecture, click on the Video Streaming link on your SacCT home page. Then, select the link for Archived Video Lectures.

STUDENT RESOURCES

SacCT 9.1 (Blackboard)
All students will use the SacCT 9.1 course web site for the following:

- Accessing important information during the semester (assignments, grades, announcements, etc.),
- Submitting assignments, and
- E-mailing the instructor.

You may access SacCT at www.csus.edu/sacct/.

For all technical questions regarding SacCT or other computer issues, please call the University Help Desk at (916) 278-7337, or use one of the SacCT online tutorials.

Required Text/Guides
4. An English dictionary
COURSE DESCRIPTION  (CSUS Catalog)

This course provides basic concepts for understanding the practice of communication in the changing world of business for managers and professionals. It examines the use of language and conversations in business settings and their role in coordinating actions, resolving breakdowns in work performance, and providing customer satisfaction. Course topics include practice in professional styles of business writing and formats, preparation of a formal report, development of competence in business conversation skills (written, electronic, and oral), and other selected topics. International, technical, and linguistic developments are integrated into the various applications of business communication.

PREREQUISITE

To do well in Management 102, you must have an above-average proficiency in academic writing. If you are concerned about your writing ability, please see the instructor.

For free, one-on-one help with academic writing skills, you may visit the University Reading and Writing Center in Calaveras 128. To make an appointment or a series of appointments, visit the Reading and Writing Center or call 278-6356. For current Writing Center hours and more information, visit the website at www.csus.edu/writingcenter.

Also, several related texts and materials, including grammar and writing style handbooks, are available in the CSUS Library Reserve Book Room (filed under Instructor: Benfield). Please ask your instructor for recommendations about these and other resources.

COURSE OBJECTIVES

1. To assist students in understanding the need to relate to other individuals in organizations in a humane and ethical manner.

2. To improve students’ writing and editing abilities.

3. To strengthen students’ oral presentation skills.

4. To teach students how to organize and present written and oral information in a manner consistent with the nature of the material and the needs of the audience.

5. To add to the managerial skills of students and their ability to understand social, political, legal, and regulatory issues affecting business organizations.

6. To develop students’ understanding of international and intercultural barriers to business communication.

7. To introduce students to the communication technology available and to provide students the opportunity to apply this technology to their individual learning experiences.
COURSE WORK

Learning activities will include oral questions, group discussions, role plays, written assignments/quizzes, and exams. Some of these will be graded for credit; others are optional. All required assignments are listed on page 6 and will be posted on SacCT. Please follow the procedures below for submitting assignments correctly.

1. Submit all required assignments/quizzes through SacCT.

2. Submit assignments/quizzes by 11:59 pm on the due date (see page 6). Late assignments will be corrected for study purposes only (no credit). (Because quiz answers are posted the morning after each quiz, makeups are not possible.)

3. If you have a personal/family medical emergency or family death that prevents you from doing an assignment or quiz, please submit (e-mail or in person) your justifying documents to the instructor. With appropriate documentation, you may have extra time for the assignment or be excused from the quiz (missed points will not lower your grade).

Grammar Review
You will demonstrate your grammar proficiency through a diagnostic exercise. This assignment is worth up to 30 points. Please use your copy of Webster’s Guide to Punctuation and Style for help in answering the questions on the Grammar Review.

Quizzes
The course will include three quizzes, worth up to 10 points each. Quizzes will test your knowledge of the assigned readings in the textbook (Hynes) or the course syllabus. Quizzes may be accessed anytime between 6:00 am and 11:59 pm on the assigned date. To receive full credit, you must submit each quiz within 10 minutes from your start time.

Case Assignments
Case assignments will allow you to integrate many of the course topics, as well as demonstrate your skills in critical thinking and business writing. Case 1 is worth up to 40 points. Case 2 is worth up to 50 points.

Examinations
The course includes two exams. The midterm exam (50 points) will be available online from 9:00 to 9:30 am on March 21.

For the final exam (100 points), all students must come to campus during the University-scheduled final exam time (May 21, 10:15 am to 12:15 pm, location to be announced). Please bring a Scantron form 883-E and a piece of photo identification to the final exam.
Make-up exams are available only in situations beyond your control. Acceptable excuses include a medically documented illness/accident or a documented death in the family.

The following are generally unacceptable justifications for a makeup exam:

a. School schedule conflicts
b. Work schedule conflicts
c. Business trips
d. Family vacations
e. Birthdays/Weddings
f. Automobile problems
g. Oversleeping

GRADES

Final Grade Calculation
Your final grade will be based on the following point breakdown:

- Quizzes (10 points each) 30 points
- Grammar Review 30 points
- Case Assignment 1 40 points
- Case Assignment 2 50 points
- Midterm Exam 50 points
- Final Exam 100 points
- Total 300 points

In determining final grades, the following percentages will be used:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93 – 100%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92%</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89%</td>
</tr>
<tr>
<td>B</td>
<td>83 – 86%</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82%</td>
</tr>
<tr>
<td>C+</td>
<td>77 – 79%</td>
</tr>
<tr>
<td>C</td>
<td>73 – 76%</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 72%</td>
</tr>
<tr>
<td>D+</td>
<td>67 – 69%</td>
</tr>
<tr>
<td>D</td>
<td>63 – 66%</td>
</tr>
<tr>
<td>D-</td>
<td>60 – 62%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
</tr>
</tbody>
</table>

Incomplete Grades
In rare instances, after discussion with the instructor, you may receive a grade of “I” (Incomplete) if the criteria below apply:

a. You have a justifiable reason for not completing the course (e.g., severe illness/accident);

b. You will be able to complete the course without attending any further classes. (See the CSUS Catalog for further explanation.)

Students may not receive an Incomplete grade to avoid a failing grade.
## COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Class Dates</th>
<th>Topics</th>
<th>Readings/Assignments Due</th>
</tr>
</thead>
</table>
| 1/29 – 1/31 | • Communicating for Success  
• Communicating in Organizations | Hynes: Chapter 1 |
| 2/5 – 2/7   | • Examining Communication Principles  
• Implementing the Managerial Communication Process | Hynes: Chapter 2  
*Quiz: Syllabus – Due 2/7* |
| 2/12 – 2/14 | • Using Technology Effectively  
• Organizing Communication Content | Hynes: Chapter 3 |
| 2/19 – 2/21 | • Examining Business Writing Basics  
• Using Style Techniques | Hynes: Chapter 4  
*Grammar Review – Due 2/21* |
| 2/26 – 2/28 | • Using Style Techniques (continued)  
• Writing Routine Messages |  |
| 3/5 – 3/7   | • Writing Memos and E-mail Messages  
• Sending and Receiving E-mail | *Case Assignment 1 – Due 3/7* |
| 3/12 – 3/14 | • Interpreting Nonverbal Messages  
• Listening and Giving Feedback | Hynes: Chapters 8, 7 |
| 3/19 – 3/21 | • Speaking Interpersonally  
• MIDTERM EXAMINATION | Hynes: Chapter 12  
*Midterm Exam – 3/21* |
| 4/2 – 4/4   | • Writing User-Friendly Business Letters  
• User-Friendly Business Letters (cont.) |  |
| 4/9 – 4/11  | • Persuading Listeners and Readers  
• Presenting Bad News | *Quiz: Chapter 6 – Due 4/11* |
| 4/16 – 4/18 | • Writing Reports That Save Time  
• Communicating in Groups | Hynes: Chapters 6, 13 |
| 4/23 – 4/25 | • Examining Group Behaviors  
• Improving Meeting Efficiency | *Case Assignment 2 – Due 4/25* |
| 4/30 – 5/2  | • Presenting to Large Audiences  
• Communicating Across Cultures | Hynes: Chapters 14, 9 |
| 5/7 – 5/9   | • Communicating with Customers  
• Communicating with Customers (cont.) | *Quiz: Chapter 10 – Due 5/9* |
| 5/14 – 5/16 | • Managing Conflict  
• SEMESTER REVIEW | Hynes: Chapter 10 |
| 5/21        | • FINAL EXAMINATION | *Final Exam – 5/21* |
STUDENT RESPONSIBILITIES

Your success in this class depends upon your following the procedures below.

1. You are responsible for:
   a. Understanding how to use SacCT correctly;
   b. Following correct submission procedures for assignments and quizzes.

2. Please have a backup plan (lab computer, friend’s computer, etc.) for potential issues such as computer malfunctions, power outages, and Internet connection problems. Assignments that are late due to lack of planning will not receive credit.

3. Students should practice effective communication skills when (a) sending e-mail to the instructor or to other students, and (b) posting information on the class discussion board. Specifically, you should
   a. Make sure that the subject line provides a clear idea about the message content;
   b. Follow grammar/style rules (e.g., clear/concise sentences, correct spelling);
   c. Avoid text message shorthand;
   d. Avoid sending an e-mail message to the whole class.

4. Please show respect for others by demonstrating professional business conduct in the classroom. A student engaging in behavior that disrupts the learning environment for others will be asked to cease the behavior. Following any further disruptions, the student may be asked to leave the classroom for the rest of the semester.

5. Plagiarism/cheating, in any form, will lead to the consequences outlined in the CSUS Catalog. Examples of academic dishonesty include
   a. Sharing (voluntarily/involuntarily) answers to an assignment, quiz, or exam;
   b. Posting/requesting on the discussion board the answer to a quiz or assignment question;
   c. Submitting assignments which contain portions/patterns of text identical to another paper.

Any such infraction will result in a minimum penalty of a zero grade for the entire assignment/quiz/exam.

6. To maximize learning, please avoid bringing food or drink (except water) to the classroom. Make sure cell phones are silent and put away during class. Please request instructor permission before using any audio or video recording devices.

7. Please check posted grades frequently and discuss any concerns with your instructor within two weeks from the posting date.
FREQUENTLY ASKED QUESTIONS

- I’m having trouble understanding SacCT. Where can I get help? You may want to try one of the online tutorials available through SacCT. Also, for specific questions, you may call the University Computer Help Desk (278-7337) for help. Their technicians can help walk you through a variety of issues and solutions.

- I can’t submit my quiz (or assignment) because my computer just crashed (or I’m having Internet problems, or I’m having a power outage). What should I do? This is the time to implement your previously established backup plan (page 7) to submit your work on time. For example, you may want to use a friend’s computer, or visit the CSUS computer lab, or make a trip to your local Fedex Office branch.

- The class video stream isn’t working for me right now. This can happen due to a variety of reasons ranging from your computer’s browser to CSUS technical problems. You should begin by checking out some of the links posted in SacCT regarding typical issues. Often, a minor adjustment will allow you to access the video stream. If this doesn’t provide a solution, call the University Computer Help Desk (278-7337) for help.

- I completely forgot to submit my quiz. What should I do? Because quiz answers are posted the morning after each quiz, makeups are not possible. Therefore, these points are no longer available. However, this is a good time to make sure that you have all future quiz dates posted in a convenient location.

- I forgot to submit my assignment. What should I do? You should e-mail your assignment answers to your instructor immediately. In this way, your work can be corrected for your study purposes (no credit).

- I couldn’t do my quiz/assignment because I had a medical emergency (or had to help with a family emergency). What can I do? You should submit (e-mail or in person) written documentation to justify your missing quiz/assignment. With appropriate documentation, you may receive extra time for an assignment, or be excused from a quiz. (Quiz makeups are unavailable because quiz answers are posted the morning after each quiz.)

- I have an exam time conflict. Can I take a makeup exam? This depends on your reason for requesting a makeup. First, check the list of acceptable and unacceptable makeup justifications on page 5. Then, if you think your situation qualifies for a makeup, contact your instructor by phone or in person to provide complete details about your situation.

- I think I’m not doing very well in the class. Can I get help? Yes! Please start by contacting your instructor regarding your concern. Then, by having a two-way conversation by phone or in person, we can identify the reasons for the situation and discuss ways to improve the situation. These may include optional practice assignments, regular office hours visits, outside help, or personal behavior changes.
The document contains two questions and their answers:

- **Can I get an Incomplete grade in the class?** An Incomplete grade means that a student was unable to finish the class because of an extraordinary circumstance (e.g., medical emergency, etc.) occurring near the end of a semester. For example, a student might need to miss the final exam due to a surgical procedure. University policy requires that you be able to complete the course without having to attend further class sessions. (An Incomplete grade should not be used to avoid a failing grade in the course.) Please contact the instructor if your situation meets the criteria above.

- **Can I get a WU grade in the class?** A WU grade (Withdrawal Unauthorized) means that an instructor didn’t receive enough student work to provide a meaningful grade. You may request a WU grade if you have not participated in the class beyond March 21.