

**MGMT 2023/COMM 2113: Business Communication and Technical Writing  
Spring 2015**

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**TEXTBOOK:**

Beebe, S. A., & Mottet, T. P. (2010). *Business and professional communication: Principles and skills for leadership* (2<sup>nd</sup> ed.). New York, NY: Pearson.

**COURSE LEARNING OBJECTIVES:**

After completing this course, you will be able to:

1. Understand the principles of human communication as they relate to the business and professional context.
2. Analyze and manage interpersonal conflict.
3. Prepare for and conduct an interview.
4. Manage conflict using collaborative communication techniques.
5. Demonstrate leadership in group meetings and achieve team consensus.
6. Develop, organize, and deliver an informative presentation.

**COURSE REQUIREMENTS:**

**Exams:** There will be two multiple-choice exams worth 150 points each. Reviews will be given prior to each exam. Exams will be a combination of multiple-choice, short answer, and/or essay questions. Exams will cover information from lecture, the textbook, and videos shown in class. Each exam is worth 150 points.

**Journal Questions:** You will be asked to write three short, 1-2 page responses to prompts that ask you to apply course concepts to your professional and academic experiences. Prompts will be handed out at least one week prior to the journal's due date. Each response is worth 10 points.

**Group Problem-Solving Project:** Students will be placed in groups of 3-4 to complete a problem-solving project. You will be given class time to meet with your group and prepare. The assignment, evaluation criteria, and evaluation forms will be provided to you. The project is worth 220 points.

**Interviewing Portfolio (Job description, resume, cover letter):** You will create and write a professional resume and cover letter that will reflect your academic, professional, and work experience. The assignment, evaluation criteria, and evaluation forms will be provided to you. The project is worth 150 points.

**Mock Interview:** You will participate in a mock hiring interview, where you will play the role of the job applicant, as well as the interviewer. You will work with a partner and your interview

will be recorded and submitted via YouTube. The assignment, evaluation criteria, and evaluation forms will be provided to you. The interview is worth 200 points.

**Participation, Attendance, & Professionalism Score:** Your attendance and participation in this course is integral to your success and that of your classmates. At the beginning of each class meeting there will be a sign-in sheet for students to demonstrate their presence. If a student does not sign in, he/she will be considered absent for that day. Each student is permitted two absences without penalty. Each additional absence will result in a 10-point deduction from the student's attendance score. Participation will be demonstrated by completing various in-class activities that will be assigned throughout the semester. Professionalism is a subjective score determined by the instructor at the end of the semester that is demonstrated by adhering to the guidelines for classroom civility mentioned below. Any student who has perfect attendance will receive a 5-point bonus at the end of the semester. This score is worth 100 points.

### TENTATIVE SCHEDULE:

Week	Topic	Have Read/ Due
1	Course Overview and Introductions	
	Chapter 1 – Communicating and Leading at Work	Chapter 1
2	Chapter 2 – Being Aware of Self and Others	Chapter 2
.	Chapter 2 - Being Aware of Self and Others (Continued) <i>JQ #1 Assigned</i>	
3	Chapter 3 – Using Verbal and Nonverbal Messages	Chapter 3
	Chapter 3 – Using Verbal and Nonverbal Messages (Continued)	
4	Chapter 4 – Listening and Responding	Chapter 4 <b>JQ #1 Due</b>
	Chapter 5 – Adapting to Others	Chapter 5
5	<b>Exam #1 (Chapters 1-5)</b>	
	Chapter 6 – Relating to Others at Work PUGSS Activity <i>Assign JQ #2</i>	Chapter 6
6	Relating to Others at Work (Continued)	
	Chapter 9 – Collaborating in Teams	Chapter 9

7	Collaborating in Teams (Continued)	
	Chapter 10 – Enhancing Team Meetings	<b>JQ #2 Due</b>
8	<b>Exam #2 (Chapters 6, 9, &amp; 10) – Bring a pencil/pen to class today.</b>	
	Group Problem-Solving Project Assignment Overview and Group Assignments  Group Problem-Solving Project In-class Work Time	
9	Group Problem-Solving Project In-class Work Time	
	Presentation Skills Workshop  Group Problem-Solving Project In-class Work Time	
10	Group Problem-Solving Project In-class Work Time	
	Group Problem-Solving Project In-class Work Time	
11	<b>Group Presentations</b>	
	<b>Group Presentations</b>	
12	Beginning Your Job Search	
	Guest Speaker: Career Services Preparing Credentials (Resume and Cover Letter)	<b>JQ#3 Due</b>
13	Overview of Mock Interview Assignment  Preparing for the Employment Interview	
	<b>Rough Draft Cover Letter and Resume DUE:</b> Bring 2 copies of your job description, resume, and cover letter to class today to complete an in-class activity with a partner.  Preparing for the Employment Interview	

14	Preparing for the Employment Interview: Sample Mock Interview Viewing and Evaluation	
	<b>Final Draft Resume and Cover Letter Due (Please include a copy of your job description.)</b>  In-class Time with Mock Interview Partner	
15	In-class Time with Mock Interview Partner	