



**Siena Heights University
at Kellogg Community College**
Communication Skills for Managers, BAM 441

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Class Meeting/Time: SB 207, 6-9pm Tue Jan 5 through April 20
Required Texts: Cheryl Hamilton. ***Communicating for Results: A Guide for Business and the Professions***, 8th ed. (Belmont, CA: Wadsworth, 2007) ISBN: 0-495-09584-2
Instructor Handouts – 10 Steps to Successful Business Writing
**A Writer's Resource: A Handbook for Writing and Research*, Maimon & Peritz, McGraw-Hill. ISBN: 978 007 325 8928

*This resource book is used throughout all Siena Heights University classes, including the Master's Degree program

Siena Heights University Mission Statement

The mission of Siena Heights, a Catholic University, founded and sponsored by the Adrian Dominican Sisters, is to assist people to become more competent, purposeful, and ethical through a teaching and learning environment which respects the dignity of all.

Course Description

Examination of the role of communication in achieving organizational goals. Emphasis will be placed on business relationships, managerial styles, and group interaction as components of organizational problem solving. Students will develop an ability to assess, select, compose, and evaluate messages exchanged within organizations, both oral and written.

Prerequisite: BAM 201 or Management work experience, or senior standing.

Course Outcomes

- A. Analyze communication as a transactional process involving effective and ethical behaviors in business and professional settings.
- B. Demonstrate listening skills that contribute to achieving accuracy in interactions.
- C. Explain various types of traditional and electronic resumes.
- D. Display skills for participating effectively in the interview process.
- E. Analyze factors involved in establishing effective relationships.
- F. Demonstrate awareness of effective leadership styles and leadership skills.
- G. Demonstrate skills that lead to success in problem solving contexts.
- H. Create appropriate visual aids.

- I. Present effective informative and persuasive business presentations.
- J. Understand the demand for good business writing.

Siena Heights University Program Outcome Statement

This course will lead students to consider:

- The nature and values of American business life;
- Positive goals such as justice and social responsibility rather than crises and failures;

Graduates of Siena Heights University will have gained the knowledge, skills and attitudes necessary to continue developing as self-respecting adults; and will be capable of:

- Making sense of their daily work and personal lives
- Taking appropriate actions
- Realizing that their search for final answers must be lifelong

General Education Learning Outcomes

This course will challenge students in the following areas:

- A. Interpersonal and organizational communication understanding and use
- B. Interviewing and group communication
- C. Oral and written presentations

Learning Strategies

A variety of the following instructional methods may be used during the term:

- A. Lecture
- B. Discussion groups
- C. Sample presentations
- D. Guest speakers
- E. Role Playing
- F. Videos, CDs
- G. Student presentations
- H. Student Project Reports

Assessment Strategies

Students will be assessed based upon class attendance, participation, in-class projects and presentations, and homework. Students will display their writing aptitude, as well as understanding of communication.

Grading Policy and Scale

A. Written assignments	100 pts.
B. Oral presentations – in class role-playing, simulated interview, team participation	100 pts.
C. One team problem-solving project	100 pts.
D. One written project paper on communication styles	100 pts.
E. Attendance	<u>100 pts.</u>
Total possible points	500 pts.

All assignments should be completed and turned in by the specified deadlines. Work turned in after the due date will not receive full credit. A student's absence from class does not excuse the assignment from being late.

- A** - achieve 450 – 500 pts.
- B** - achieve 400 – 449 pts.
- C** - achieve 350 – 399 pts.
- D** - achieve 300 – 349 pts.

Attendance Policy

All students enrolled for this course are required to attend each class, be on time, and remain until dismissed. Roll will be taken at each class meeting. Any tardy student must contact the instructor. A “tardy” is treated as an absence if the instructor is not notified. Absent students are responsible for contacting the instructor to make-up the class and be prepared for the next class. Class attendance will account for 1/5 of your overall grade.

You have the responsibility to contribute toward the learning process in the class for the benefit of yourself and other class members. Expected contributions include arriving to class with assignments completed to the best of your ability, entering into class discussion, and posing questions about course material you do not adequately understand.

Academic Dishonesty Policy

A. Definition

Academic dishonesty is unethical behavior that in any way violates the standards of scholarly conduct. It includes such behaviors as cheating on assignments or examinations, plagiarizing, submitting the same or essentially the same papers for more than one course without the consent of all instructors concerned, misappropriating library materials, or the destroying of or tampering with computer files. Also included in academic dishonesty is knowingly or intentionally helping another to violate any part of this policy.

Plagiarism is the failure to give credit for the use of any material from outside sources, including the Internet. It includes, but is not limited to: verbatim use of a quote without quotation marks and adequate documentation; submission of a paper, prepared by another person, as one's own work; using the ideas, facts, words, photographs, pictures, graphics, or data of someone else and claiming them as your own; or not documenting ideas, facts, words or data gathered during research.

B. Student responsibility

Students should familiarize themselves with the complete Siena Heights University Academic Dishonesty Policy, which can be obtained from the SHU Undergraduate Catalog 2008-2010 on the website. Students are not excused from adherence to the policy even if they have not read it.

Academic Accommodations (Disability Statement)

In accordance with University policy and the equal access laws, I am available to discuss appropriate academic accommodations that you may be eligible for as a student with a disability. Please contact me for an appointment to discuss possible accommodations. Students must register with the Office for Students with Disabilities for disability verification and determination of reasonable accommodations. Requests for accommodations must be done in a timely manner and are not retroactive.

Course Schedule & Assignment List

Unit 1: Interpersonal/Organizational Communication (Chapters 1-6)

Jan 5 – Introduce the course. Student Introductions

Discuss Chapter 1, Basic Model of Communication, Communication and Ethics.

Pre-class assignment: Complete Communicator Quiz, pg 22

Jan 12 – Discuss Chapter 2, the four organizational models. Assignment due today: Complete two surveys in the front of your textbook or on the Student CD and bring your scores to class.

Begin discussion of Chapter 3: Discuss developing & maintaining relationships: the four basic communication styles; and the best and worst of each style.

Jan 19 – Flexibility and Relationships with people of different styles. Class exercise.

Chapter 4 – Effective listening

Assigned: Self-description questionnaire (handout)

Jan 26 – Discuss Chapter 5 – Types of Nonverbal communication. Complete Awareness Check, pg 149. Assignment: Checkpoint 5.1 Nonverbal Characteristics of Various Office Arrangements, pg. 152.

Feb 2 – Chapter 6: Communicator Anxiety, Giving Instructions. Assignment: Postive Statements (5-10 statements) Exam – **Chapters 1-6**

Unit II: Interviewing (Chapters 7 & 8)

Feb 9 – Class exercise on giving instructions. Discuss Chapter 7: Types of interviews; Interview questions; how to organize and interview. Assignment: Prepare personal resume for class review.

Feb 16 – Chapter 8: Electronic resumes, Discussion of lawful and unlawful questions. Assignment: Interview of a professional

Unit III: Oral Presentations (Chapters 11-14)

Feb 23 – Chapter 11, Discuss Audience Analysis, organization, outlines, intros and conclusions. Chapter 12, Researching, Supporting and delivering your ideas. Improve quality and save time: researching your speech topic using CD-ROM, search engines and the internet. Review use of PowerPoint. Chapter 13, Professional Visual Aids

Mar 2 – Chapter 14, Persuasive Speaking. **Exam (chapters 7, 8, 11, 12, 13)** Assignment: Informative presentations.

March 9 – Informative presentations

March 16 – 10 Steps to Successful Business Writing, overview of effective writing skills.

Assignment: Explicit, clear and concise writing

March 23 – 10 Steps to Successful Business Writing, grammar & punctuation overview; edit, rewrite, and refine. In-class writing. Assignment: Editing a document

March 30 – Holy Week, no class

April 6 – 10 Steps to Successful Business Writing, review of email, performance review, business proposal, customer letters. Assignment: Proposal letters.

Unit IV: Small Group Problem Solving (Chapters 9 & 10)

April 13 - Chapter 9 Basic Problem-solving steps. Chapter 10, Participation and leadership in teams. Assignment: Problem solving discussion groups.

April 20 – Group Discussions. **Final Exam.**

Academic and Professional Integrity

Siena Heights University expects its students to use resources with consideration for ethical concerns and legal restrictions. The principles of truth and honesty are recognized qualities of a scholar and of a competent, purposeful and ethical individual. Siena Heights University expects its students to honor these principles. Academic and professional integrity refers to the representation of one's self and one's work honestly while demonstrating respect for the accomplishments and contributions of others. Penalties for plagiarism and copyright infringement are at the discretion of the course instructor.