The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: MBA Proficiency - Business Communication

Course number: MBA 5x01 Course Section: Credit Hours: 3 Semester: Summer 2016

Prerequisites: None

Room: -Strake Days & hours: Mondays we meet in class/ Wednesday - online

Web page/BlackBoard site:

2. Instructor Information

Name: Dr. Rebecca Dowden

Office location: Welder Hall 105 A

E-mail: dowdenr@stthom.edu

3. Course Catalog Description

This class presents written business communication as a strategy critical to success in the workplace and MBA classroom. The course introduces a written communication model useful to identify objectives, analyze audiences, choose information, and create the most effective method for written messages. The course is designed to ensure that students learn proper and effective use of paragraph organization, sentence structure, punctuation, grammar, and research documentation by writing and revising various documents. In addition, students are provided the opportunity to improve their research skills and analytical writing skills by completing a research report.

4. Program Goals and Objectives:

MBA Learning Goals
The Master of Business Administration has six goals. When students complete the MBA at the University of St. Thomas:

1. They will be able to effectively lead and participate in a team project.
   • Objective 1: Students can demonstrate appropriate group techniques to participate in a team task that results in effective performance.
   • Objective 2: Students can demonstrate effective leadership skills in a group project.
2. They will integrate multi-disciplinary perspectives in synthesizing and analyzing information to make sound business decisions.
   - Objective 1: Students can analyze ineffective business practices that result from poorly integrated business processes.
   - Objective 2: Students can formulate sound proposals for improving integrated business processes.

3. They will recognize current trends in the global business environment and identify opportunities for competition and collaboration.
   - Objective 1: Students can identify current trends in the global business environment.
   - Objective 2: Students can formulate how these trends can generate competitive advantage.

4. They will be able to articulate ethical behavior and standards cite relevant moral theory and provide suggestions for dealing with ethical issues
   - Objective 1: Graduates can recognize the ethical issues in a business situation.
   - Objective 2: Graduates can cite relevant ethical and moral theory in a business situation.
   - Objective 3: Graduates can apply relevant Ethical and Moral theory to provide creative suggestions to address the issue in a business situation.

5. They will be able to communicate effectively
   - Objective 1: When students complete the MBA, they can deliver a professional presentation.
   - Objective 2: Graduates can produce written materials that flow logically and are grammatically correct.

6. Graduates will demonstrate understanding of perspectives and the context of business.
   - Objective 1: When students complete the MBA, they can demonstrate management specific skills and competencies.

The first five goals, related to general knowledge, are assessed using course embedded method. Goal 6, which is management specific, will be assessed employing ETS Major Fields

5. Course Learning Objectives
Students will be able to:

- Write well organized business documents (Goal 5, Objective 2)
- Use proper punctuation, sentence structure, and other conventional grammar in all documents (Goal 5, Objective 1,2)
- Construct valid and persuasive arguments appropriate to the audience and purpose of the document (Goal 5, Objective 1,2)
- Gather research information in libraries, on the Internet, or through any other source (Goal 2, Objective 1 & 2 )
- Develop ideas and support for ideas, arguments, and proposals (Goal 5, Objective 1 & 2 )
The overall goal of the course is for the student to understand the full context of proper and effective business writing. Therefore, the course focus is to help students understand and develop basic business writing principles and produce well written and organized documents.

6. Texts, Readings, Materials


Supplementary readings and assignments: To be posted on BlackBoard

7. Instructional methods:
This class utilizes lecture, group discussion, peer reviews, the writing process, and individual tutoring with professor and in UST Tutoring Center.

Course Requirements

Participation: This class is interactive and utilizes an experiential model of learning. Therefore, it is critical to your individual success and to the success of the class experience as a whole that each of you comes to class prepared to participate in class activities, reads assigned chapters before class and demonstrates courtesy and respect for others. Respect includes leaving cell phones off and no iPods.

Each week, you will be required to participate in one of the following ways (on the day we don’t meet in class):

- On-line Assignment
- Tutoring at UST Tutoring Center

Major Assignments: You will be asked to complete the following:

- Annotated Bibliography-25%
- Business letter -25%
- 3 Step Writing Quiz – 10%
- MLA exam – 20%
- Final exam – 20%

The professor reserves the right to tailor class activities based on student involvement and interest.

8. Technology
1) Must be able to utilize search engines for research projects.

2) Must have access to BlackBoard for assignment postings and assignment submissions. Class announcements and assignments will also be posted via BlackBoard.

9. Course Tentative Schedule:

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<tr>
<th>Assignments of topics, exams</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Intro to class</td>
<td>Week One</td>
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<tr>
<td>Diagnostic Writing</td>
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<tr>
<td>TEXTBOOK:</td>
<td>Week Two</td>
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<tr>
<td>Unit 3 – Introduction: 3 Step Writing Process</td>
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<tr>
<td>Chap. 3 – Planning the Writing</td>
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<td>Chap. 4 – Writing</td>
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<td>Chap. 5 – Completing the Writing</td>
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<td>Chap. 7 – Writing Positive Messages</td>
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On-line:
- Read & watch all material for Business Letter writing
- Follow assignment and template and complete a Business Letter

In-class:
- Quiz - 3 Step Writing Process
- Peer Review of Business Letter
- Grammar Review

<table>
<thead>
<tr>
<th>TEXTBOOK</th>
<th>Week Three</th>
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<tbody>
<tr>
<td>Chap. 10 – Understanding and Planning</td>
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<tr>
<td>Reports and Proposals</td>
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<tr>
<td>• Chap. 11 – Writing Reports and Proposals</td>
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**On-line:**

- Review of OWL Writing Lab- MLA
- Annotated Bibliography Introduced - Read, watch & study all info in Ann. Bib folder
- Read, review all material in Grammar folder
- *Business Letter Due* (via email by end of the week)

**In class:**

Research tutorial with librarian

**On-line:**

- Read, watch & review all material in MLA folder

**In-class:**

- *Ann. Bib. Peer Review*
- *MLA Exam*

**On-line: July 31st**

- *Review Grammar material*
- *Take practice Grammar quizzes*

**ON-LINE: AUG 2nd**

- *Annotated Bibliography Due (in hard*
10. Course Policies

- **Attendance Policy:** Every class and tutoring appointment matters. If some unforeseen reason arises that requires you to be absent, please contact me. **Please get a buddy-system.** If you miss class, it is your responsibility to retrieve handouts, materials and notes from this person.

- **CHECK YOUR UST email on a regular basis for class announcements or updates!**

  - Class Participation is required. Failure to participate in class discussions, keep tutoring appoints will result in 5 point deduction from final grade.
  - **Make-up Quizzes:** No makeup Quizzes will be offered.
  - Missed Assignments: Missed assignments are considered late and will receive no credit.
  - Extra credit opportunities: No extra credit is offered in this course.
  - Cell phones and electronic media are not permitted in class or during exams. During exams cell phones will be turned off and may not be accessed.

11. Student Grading Processes:

Grades are based on the following percentages:

- Annotated Bibliography-25%
- Business letter -25%
- 3 Step Writing Quiz – 10%
- MLA exam – 20%
- Final exam – 20%

- **Scale:**
  - 95-100 = A
  - 90-94 = A-
  - 87-89 = B+
  - 84-86 = B
  - 80-83 = B-
  - 79-77 = C+
  - 74-76 = C
  - 70-73 = C-
  - 67-69 = D+
  - 64-66 = D
  - 60-63 = D-
***Your OVERALL/ FINAL AVERAGE for the class must be 84% or higher to pass the course********

If you don’t pass the course, you will not be admitted into the MBA program, but you may retake the course and improve your skills and attempt to earn a passing score (84 or better) again.

12. Available Support Services:

Additional support may be found at the following: Library resources, learning center, computer center, on campus tutoring services. See instructor for additional guidance.

The Cameron School of Business at University of St. Thomas

MISSION STATEMENT

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy, and instilling in them a deep appreciation for ethical behavior as the hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunities for specialized study in major business fields. The faculty will provide quality teaching, as this is the core of our mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.

Academic Honesty Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

Accommodations The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crooker Center.

- Any student with a documented disability needing academic accommodations is requested to speak with me as early as possible. All discussions will remain confidential. Students with
Any student with a disability requiring accommodations in this course is encouraged to contact me after class or during office hours. Additionally, students will need to contact Counseling and Disability Services in Crooker Center. This office can be reached at (713) 525-2169 or 6953.

If you have a documented disability that will impact your work in this class, please contact me to discuss your needs. Additionally, you will need to register with the Counseling and Disability Services Office in Crooker Center. This office can be reached at (713) 525-2169 or 6953.