**PBM110: Communication in Practical Business Management**

**CRN 26106, Fall 2016**

Instructor: **Will Fleming** Email: [**fleminw@linnbenton.edu**](mailto:fleminw@linnbenton.edu) Phone: **(541) 917-4570**

Class Hours: **Tues/Thurs 2:30 - 3:50 p.m.** Classroom: **IA/219**

Office Hours: **Tues/Thurs** **1:00 - 2:00 p.m.** Office: **NSH/201**

**Required Text:** No required textbook; all course readings posted on Moodle

**PBM110** focuses on developing oral and written communication skills that will allow a business professional to communicate effectively with customers, clients, and employees. Students will develop and deliver effective presentations using presentation software, learn negotiating skills, and practice extemporaneous speaking. Students will craft effective emails, product descriptions, resumes, and other business-related writing and oral communication skills. Students will practice skills needed to effectively apply and interview for jobs.

**Outcomes**:Upon successful completion of this course, you will be able to: 1.) Communicate effectively in customer service situations and with vendors; 2.) Concisely and professionally document agreements; 3.) Deliver effective presentations that utilize charts or visual aids in presentation software; 4.) Write effective text aimed at customers using a variety of formats (e.g. emails, blog posts, social media, and printed promotional material); 5.) Write effective job application materials; and 6.) Employ effective oral communication in an interview.

**TERM ASSIGNMENTS**

**ORAL COMMUNICATION ASSIGNMENTS (OA) (25 pts)**

* **OA#1 Sales/Product Pitch** – Working with materials from WA#2, you will prepare a product/sales pitch, or what is commonly referred to as an “elevator speech,” and present it to the class. (**7.5 pts**)

* **OA #2 Mock Interview** – Partners/groups will develop sets of questions, and then each student will have an opportunity to both ask and answer questions in an interview format. **(7.5 pts)**

* **OA #3 Final Presentation** – A presentation of findings from your final project. You will have access to the classroom’s computer and overhead projector, but you may also use their own equipment. **(10 pts)**

**WRITTEN ASSIGNMENTS (WA) (50 pts)**

* **WA#1 Introduction Email –** send me an email of several paragraphs introducing you in a professional manner. If it helps, imagine you are writing to a potential employer or client. **(7.5 pts)**

* **WA#2** **Product/Service Sales Pitch** –a brief sales pitch of a product, service, app, etc. **(7.5 pts)**
* **WA#3 Bad News Message/Apology (Email** or **Memo)** – an email or printed memo that delivers bad news or makes an apology to an employee, a coworker, a boss/manager, a client/customer, or a vendor. You may create the scenario/situation, you may choose one of the examples on the assignment handout, or you may base it on an actual workplace experience. **(7.5 pts)**

* **WA#4 Workplace Ethics Memo** – a one-to-two-page memorandum that encourages greater attention to ethical concerns in the workplace. Memos must use Joshua Joseph’s article “Ethics in the Workplace” as support, either by direct quotes, paraphrasing, or summarizing. **(7.5 pts)**

* **WA#5 Employment Inquiry Letter** AND **Cover Letter - \*2 parts (10 pts total)**

1. **Inquiry Letter**: a brief (two or three paragraphs) email inquiring about possible job openings. Research an actual company for which you would like to work, including the contact information of the hiring department and/or contact person who handles interviews. Assignment will be graded on clarity, conciseness, and In a clear, concise, and brief single-page email letter, inquire about possible job openings now or in the near future. **(5 pts)**
2. **Cover Letter**: Research an actual job listing, and in a well-written, one-page formal business letter apply for this position, keeping in mind that your resume will also be attached. **(5 pts)**

* **WA#6 Resume** – Create (or revise) a resume, a brief document that summarizes your education, employment history, and relevant experience. For more help with resume types and formats, see the resume handouts on Moodle. **(5 pts)** \*Employment documents will be used with the mock interviews; students will exchange cover letters prior to the interviews.

* **WA#7 Reflective Essay** – a brief analysis/overview of your coursework progress this term. **(5 pts)**

**FINAL PROJECT (20 pts) -** For the final project, there are **five options**:

**Option 1:** create a **website**, **blog**, or **Facebook** page related to your small business or organization.

**Option 2:** create a **video presentation** related to your workplace, small business, or organization.

**Option 3:** create a **presentation**, using the software of your choice (PowerPoint, Slideshare, Prezi, Clear Slide, SlideDog, etc.) related to your workplace, small business, or organization. You may further develop your pitch from WA#2.

**Option 6**: create a detailed **set of instructions** (with visuals) explaining a (fairly elaborate) process—for example, navigating, assembling, operating, or repairing something.

**Option 7**: create your **own project idea**: you may modify any of the previous options or come up with something on your own. \*Be sure to discuss your idea with me before you begin.

\***All final projects will be presented to the class** during Weeks 9-10; you will discuss your design and content choices and provide reasons for making these choices.

**CLASS PARTICIPATION**: (**5 pts)** includes attendance, class discussion participation, class preparation, and peer review.

**COURSE POLICIES & EXPECTATIONS**

**Attendance & Lateness:**

**Attendance** – Consistent attendance is crucial to your success in this course. Class participation is an integral part of the structure of this class; therefore, your attendance and involvement are necessary.

**Lateness** – Lateness is distracting and inconsiderate. Please make every effort to arrive on time.

**Participation & Preparation:** Class participation is an important part of this course. I expect students to have completed their readings and any necessary assignments prior to class, and to be prepared to participate in classroom discussions about the work.

**Late Assignments:** Assignments are due at the start of class on the date specified in the class calendar. Students who foresee a problem turning in an assignment on time should contact me immediately. With the exception of excused absences, any work not turned in by the following class will not be accepted.

**Revision:** Revision is a necessary aspect of writing. No writers ever write perfect first drafts. I will allow an opportunity to resubmit one assignment demonstrating significant revisions. Please note, however, that the assignment can only be revised and resubmitted if the original grade was a C or lower.

**Plagiarism:** **All work submitted in this course must be your own and be written exclusively for this course. The use of sources (ideas, quotations, paraphrases) must be properly documented.**

**Class Cancellation:** If for any reason I need to cancel class, I will notify you via email and post a cancellation notice outside the classroom.

**Disability Services**: Students who may need accommodations due to documented disabilities, or who have medical information which the instructor should know, or who need special arrangements in an emergency, should speak with the instructor during the first week of class. If you think you may need accommodation services, please contact ​​Center for Accessibility Resources at (541) 917-4789. More information about Disability Services and LBCC's disability policies.

**LBCC Learning/Writing Center**: From initial ideas to final drafts, the LBCC Writing Center can help you take your writing to the next level. Please feel free to drop in during regular hours to work one-on-one with one of the supportive Writing Assistants. You may also submit your writing online at [lbcc.writingcenteronline.net](http://lbcc.writingcenteronline.net/) where you will receive a personalized response within 1-2 business days. For more information, visit us online at http://www.linbenton.edu/go/learning-center/writing-help.

**LBCC Non-Discrimination Policy**:Everyone is welcome at LBCC, regardless of whether they are black, white, Latino, native, gay, straight, Christian, Muslim, Jewish, male, female, transgendered, married, disabled, a veteran, a non-English speaker, an immigrant, or any number of other categories not listed here. [For the official nondiscrimination policy click here.](http://www.linnbenton.edu/go/about-lbcc/policies/equal-opportunity) What is more, LBCC sees our differences as a source of strength and an important part of education. [Click here to see what the LBCC board has to say about diversity.](http://po.linnbenton.edu/BPsandARs/1015%20-%20Nondiscrimination%20Policy.pdf)

**Zero Tolerance Policy**:Racism, sexism, homophobia, and other forms of discrimination and bias are hurtful and unacceptable. There is no tolerance for words, speech, behavior, actions, or clothing/possessions that insult, diminish, demean, or belittle any individual or group of persons based on race, ethnicity, religion, gender, sexual preference, ability, economic class, national origin, language, or age. Academic freedom, freedom of speech, and freedom of discourse DO NOT protect racism or other acts of harassment and hate.

**FALL 2016 COURSE CALENDAR**

Wk 1

**9/27 (T)** – Introductions/Course requirements/Expectations/Assignments discussion

Assignments: Review course syllabus

Log in to course Moodle page

**9/29 (H) –** Effective communication/Workplace writing

Assignments: Prepare **Writing Assignment (WA) #1** – Introduction Email (**DUE by**

**Sunday, 10/2**) – **\*emailed to me**

Wk 2

**10/4 (T)** – Workplace writing / Product/service pitches

Assignments: Prepare **WA#2** – Written product/service pitch (**DUE Tuesday, 10/11**)

**10/6 (H)** – Product/service pitches / Oral presentations discussion / Monroe’s Motivated Sequence

Assignments: Complete **WA#2** – Written product/service pitch (**DUE Tuesday, 10/11**)

Prepare **OA#1** – Product/service pitch (**begin Thurs, 10/13**)

Wk 3

**10/11 (T)** – **WA#2 DUE** / Oral presentations discussion / Monroe’s Motivated Sequence

Assignments: Prepare **OA#1** – Product/service pitch (**presentations begin 10/13**)

**10/13 (H)** – **OA#1 Presentations begin**

Bad news/Apologies

Assignments: Prepare **WA#3**—Bad news/Apology letter (**DUE 10/20**)

Wk 4

**10/18 (T)** – Bad news/Apologies

**OA#1** Presentations continue

Assignments: Complete **WA#3**—Bad news/Apology letter (**DUE 10/20**)

**10/20 (H)** – **WA#3 DUE**

Communication and workplace ethics

Assignments: Read Joshua Joseph’s “Ethics in the Workplace” article (on Moodle)

Prepare **WA#4**—Workplace ethics memo (**DUE 10/27**)

Wk 5

**10/25 (T)** – Workplace ethics / Employment documents / Interviews

Assignments: Complete **WA#4**—Workplace ethics memo (**DUE 10/27)**

**10/27 (H)** – **WA#4 DUE**

Employment documents/Interviews

Assignments: Prepare **WA#5**—Inquiry and cover letter (**DUE 11/3**)

Wk 6

**11/1 (T) – OA#2 Group assignments**

Assignments:Complete **WA#5**—Inquiry letter (**DUE 11/3**)

**11/3 (H) – WA#5 (Inquiry letter ONLY) DUE**

**OA#2** preparation

Assignments: Prepare **WA#5** (**Cover letter**) (**DUE 11/8**)

Wk 7

**11/8 (T) – WA#5 (Cover letter) DUE** & **OA#2** Interviews begin

Assignments: Complete **WA#6**—resumes (**DUE 11/15**)

**11/10 (H) – OA#2** Interviews

Assignments: Complete **WA#6**—resumes (**DUE 11/15**)

Choose final project option

Wk 8

**11/15 (T) – WA#6 final drafts due**

Final project topics discussion

Assignments: Work on final project

Prepare **OA#3** – short final project presentations (begin **11/22**)

**11/17 (H) –** Final projects continued

Assignments: Continue work on final project

Prepare **OA#3** – short final project presentations (begin **11/22**)

Wk 9

**11/22 (T) – Final project presentations begin**

Assignments: Continue work on final project

**11/24 (H) – NO CLASS – Thanksgiving**

Assignments: Continue work on final project

Prepare **OA#3** (continue **11/29)**

Wk 10

**11/29 (T) – Final project presentations**

Assignments: Continue work on final project

Prepare **OA#3** (continue **12/1)**

**12/1 (H) – Final project presentations**

Assignments: Complete final project (**DUE 12/5**)

Prepare **WA#7—**Reflective essay (**DUE 12/5**)

Finals

**12/5 (M) – All final work (final projects, reflective essay, rewrites, and/or any work not yet**

**turned in) due to my office (NSH/201) by 2:00 p.m.**

\*NOTE: If you’d like to receive written or oral feedback on your final work, please let me know, and we’ll make the necessary arrangements.