

# **PBM110: Communication in Practical Business Management**

## **Fall 2019 > CRN: 26403 > HYBRID**

Instructor: **Will Fleming**  
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Class Hours: **Mon 6:00-7:20 p.m.** Room: **MKH/107**  
Office Hours: **Mon 5:00-6:00 p.m. & by appt.** Office: **NSH/201**

**No required textbook:** all course readings posted/linked 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, descriptions, resumes, and other business-related writing and oral communication skills. Students will practice skills to effectively apply and interview for jobs.

**Course 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.

### **COURSE POLICIES & INFORMATION**

#### **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 mandatory. Since we meet only once per week, more than one (1) absence from class will require documentation and may result in a loss of class participation points

**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:** You may rewrite and resubmit **one written assignment (WA)** demonstrating significant revisions. Please note, however, that the assignment can only be revised and resubmitted if the original grade was 82% 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.

## **ADDITIONAL RESOURCES**

### **LBCC Writing Center**

The LBCC Writing Center can help you take your writing to the next level. Drop in during regular hours or make an appointment. In addition to your draft, please bring your assignment. You may also submit your writing online at [lbcc.writingcenteronline.net](http://lbcc.writingcenteronline.net) where you will receive a response within 1-2 business days. For more information, visit the Writing Center online at <http://www.linnbenton.edu/go/learning-center/writing-help>.

### **CFAR**

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Rights (CFAR) and would like to use your accommodations, please contact me as soon as possible to discuss your needs. If you think you may be eligible for accommodations but are not yet registered with CFAR, please visit the [CFAR website](#) for steps on how to apply for services. Online course accommodations may be different than those for on-campus courses, so it is important that you make contact with CFAR as soon as possible.

**Roadrunner Resource Center:** Get connected to resources that can help with: childcare, food, emergency housing, healthcare, taxes, utilities, textbooks and school supplies, transportation, and more. Contact Student Resource Navigator Amanda Stanley at [stanlea@linnbenton.edu](mailto:stanlea@linnbenton.edu), at (541) 917-4877, or in Takena/112. Please also feel free to talk about these issues with me if you are comfortable doing so.

**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, transgender, married, disabled, a veteran, a non-English speaker, an immigrant, or any number of other categories not listed here. What is more, LBCC sees our differences as a source of strength and an important part of education.

## **TERM ASSIGNMENTS - (100 possible points)**

### **VERBAL ASSIGNMENTS (VA) (25 pts)**

- **VA#1 Sales/Product Pitch** – Working with materials from WA#2, you will **prepare a short product/sales pitch**, (sometimes called an “elevator speech”) and present it to the class. **(7.5 pts)**
- **VA #2 Mock Interview** – You and your partner(s) will develop sets of interview questions, and then each of you will have an opportunity to **both ask and answer questions in an interview format**. **(7.5 pts)**
- **VA #3 Final Project Presentation** – You will present your final project to the class using a **slideshow/visual presentation** with the program of your choice (PowerPoint, Slideshare, Prezi, Clear Slide, SlideDog, etc.) You will have access to the classroom’s computer and overhead projector, but you may also use your own equipment. **(10 pts)**

## WRITTEN ASSIGNMENTS (WA) (50 pts)

- **WA#1 Introductory Email** – send me an email of several paragraphs introducing yourself in a professional manner. It may help to imagine you are writing to a potential employer or client. (7.5 pts)
- **WA#2 Product/Service Sales Pitch** – provide a brief sales pitch of a product, service, app, etc. (7.5 pts)
- **WA#3 Bad News Message/Apology Letter** – write a formal printed letter 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 (on Moodle), 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 responds to an ethically questionable workplace situation. (7.5 pts)
- **WA#5 Employment Inquiry Letter AND Cover Letter - \*2 parts (15 pts total)**
  - A. **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. (7.5 pts)
  - B. **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. (7.5 pts)
- **WA#6 Resume** – Create a new (or revise an old) resume, a brief document summarizing your education, employment history, and relevant experience. (5 pts) \*Employment documents will be used with the mock interviews; students will exchange cover letters prior to the interviews.

**FINAL PROJECT (FP) (20 pts)** - For the final project, there are several options to choose from (\*for some of the following options, you may further develop your product pitch from WA#2 and VA#1):

**Option 1:** create a **website/webpage** related to your workplace, small business, or organization.

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

**Option 3:** create **printed promotional materials** (brochures, posters, printed ads, newsletters/publications) related to your workplace, small business, or organization.

**Option 4:** write a **proposal for an improvement** in your workplace or community, funding for a specific project, or funding for product development

**\*You may also come up with 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.

## PBM110 (hybrid) FALL 2019 ASSIGNMENTS CALENDAR (WEEKS 1-F)

- Wk 1  
**9/30 (M)** – Introductions/Course requirements/Expectations/Assignments discussion  
Assignments: Review course syllabus  
Log in to course Moodle page  
Complete **WA#1--Introductory Email** (due Mon, 10/7)
- Wk 2  
**10/7 (M)** – **Email Assignment DUE to my email inbox by 11:59 p.m.**  
Workplace writing / Product/service pitches / Oral presentations discussion  
Assignments: Complete **WA#2--Written Product/Service Pitch** (due Mon, 10/14)  
Prepare for **VA#1--Product/Service Presentation** (due Mon, 10/21)
- Wk 3  
**10/14 (M)** – **WA#2 DUE**  
Oral presentations discussion / Product/service pitches  
Assignments: Complete **VA#1--Product/Service Pitch** (in-class presentations Mon, 10/21)
- Wk 4  
**10/21 (M)** – **VA#1 In-class Presentations**  
Bad news/Apology Letters  
Assignments: Complete **WA#3-Bad News/Apology Letter** (due Mon, 10/28)
- Wk 5  
**10/28 (M)** – **WA#3 DUE**  
Workplace Ethics/Communication Ethics  
Assignments: Complete **WA#4-Workplace ethics memo** (due Mon, 11/4)
- Wk 6  
**11/4 (M)** – **WA#4 DUE**  
Employment documents  
Assignments: Complete **WA#5-Inquiry Letter AND Cover Letter** (due to Moodle Mon, 11/11)
- Wk 7  
**11/11 (M)** – **NO CLASS - Veterans' Day**  
**WA#5 DUE to Moodle**  
VA#2 Discussion and groups  
Assignments: Prepare **WA#6-Resume (drafts due Mon, 11/18)**
- Wk 8  
**11/18 (M)** – **WA#6 DRAFTS DUE for in-class peer review \*Please bring printed copies of your resume\***  
Assignments: Revise **WA#6** (final resumes due 11/25 \*please include drafts and peer reviews\*)  
Prepare for **VA#2 interviews** (in class on 11/25)
- Wk 9  
**11/25 (M)** – **WA#6 DUE** (resume final copies, rough drafts, & peer reviews)  
**VA#2 Mock Interviews**  
Assignments: Begin **final project (DUE Mon, 12/9)**  
Prepare **VA#3** – short final project presentation (presentations begin 12/2)
- Wk 10  
**12/2 (M)** – **VA#3 Final project presentations**  
Assignments: Complete **final project (DUE Mon, 12/3)**
- Finals  
**12/9 (M)** – **Final Class Meeting / VA#3 Final project presentations** (continued if necessary)  
**\*ALL FINAL WORK DUE (final projects, rewrites, late work)**