



Course Syllabus:

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Hours: Prefer appointments
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Catalog Course Description

An introduction to the standards of business professionalism which focuses on the development of skills such as the development of interpersonal relationships, collaboration, time management, and professional communication (written and oral). Additionally, career planning and management will be addressed.

Prerequisites

ENGL 101 English Composition and COMM 207 Speech Communication

Kelce College of Business Mission (part)

The Kelce College of Business prepares future business professionals within a student-focused environment by empowering students from diverse backgrounds to succeed within the global business community.

Textbook

In this course you will use Waymaker “Business Communication Skills for Managers” Etextbook instead of a traditional textbook. All course materials will be accessed via Canvas. Career Assessments will also be required for this course.

Course Objectives / Learning Outcomes

Upon successful completion of this course, you will be able to:

- Communicate effectively and professionally in business situations through writing, speaking, and listening.
- Understand the importance of becoming an effective and professional communicator.
- Outline procedures for planning, leading, and participating in productive business meetings and writing minutes of meetings and summaries.
- Construct a career development plan that outlines a path to a chosen career by delineating the skills required for the type of job, recognizing individual skill strengths and gaps, and identify activities that can be used to acquire the skills associated with the gaps.
- Demonstrate the skills needed to create, format and tailor a professional cover letter and resume.
- Demonstrate understanding of behavioral interview process by preparing interview questions and participating in practice behavioral interviews.
- Understand how to get a successful start in a job by demonstrating awareness of behavioral norms within a business in relationship to communication, appearance, business etiquette, and day-to-day business functions.

Writing to Learn Statement of Intent

This is a Writing to Learn course. In this course, you will write a minimum of 7 pages of professional writing. The course is intended to guide you through the process of creating formal business documents, including memos, letters, resumes, executive summaries, and position papers.

All professional writing portfolio assignments (WL) are listed in this syllabus, along with the due dates and instructions. Grading rubrics for each (WL) assignment will be available on Canvas. In order to pass this course, you must not only earn an average passing grade on course assignments but also on the professional writing portfolio assignments (WL).

Philosophy of Writing

Effective written communication is essential in building business relationships with internal and external stakeholders. Clear messages help build trust and integrity between the writer and the reader. Well-written communication helps define goals, analyze problems and arrive at solutions.

If/when you use sources in your writing, you are required to give credit for the words or ideas of others by documenting your sources, using the APA style of documentation.

Student Rights and Responsibilities:

<https://www.pittstate.edu/registrar/catalog/archive/2022-2023/student-rights-and-responsibilities.html>

Attendance Policy

Students are expected to attend class as scheduled. Class participation and professionalism will be considered when calculating the final grade. Attendance will be regularly taken. Students are responsible for any work covered during an absence, either for a school function or personal reasons. For those who will be absent due to PSU related events, please submit a schedule of those dates ahead of time from your faculty-sponsored advisor. If we have an assignment that is “in class only”, there is no way to make it up.

This class is a HYBRID. The definition of a hybrid: A minimum of 50% of instruction is online through Canvas, and established classroom meeting dates are listed in the schedule of classes.

Academic Integrity

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college’s Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones, laptops or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.

- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.
- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

Syllabus Supplement – Fall 2022

<https://www.pittstate.edu/registrar/files/documents/syllabus-supplement-fall-2022.pdf>

Changes to the Syllabus: As educators become acquainted with the backgrounds, needs, and knowledge of their students, decisions are made in how to best teach the class. The instructor of this course makes changes to the syllabus as needed during the semester. All changes are communicated to students either through Canvas or university email.

Teaching Methods: In this course we will utilize a combination of direct instruction, collaborative learning, and independent analysis to create opportunities for an increased understanding of business communication and professionalism. Assignments will include, but are not limited to emails, letters, memos, reports, mock interviews, and presentations.

Work on Time: Students will be expected to turn in due assignments on time. Late assignments will be accepted under extreme circumstances when the instructor agrees via e-mail prior to the due date. The instructor reserves discretion regarding late assignment grades. Most often, points are deducted for missing deadlines.

Student Accommodations: Students seeking assistance with academic programs at PSU because of disabilities (physical, emotional, mental, etc...) should contact the Student Accommodations Coordinator, PSU Student Success Programs, Axe 113. 620.235.6578

Inclement Weather: If campus closes due to inclement weather (on a class day), we will not have our regular class. Additional details will be posted via canvas or emailed.

Course Content/Grades will be based on the following (subject to change):

Module/Canvas Assignments/Study Plans and Quizzes:

Approximately 600 points

Additional Assignments:

Self-Assessments (50 points each) = 100 total points possible

Guest Speaker Reaction Papers = 50 points each

Big Interview = 100 total points possible

Company Analysis/Research Paper = 120 total points possible

Spring Career Day Assignment = 50 points

Miscellaneous Assignments = 50 to 100 points

(WL) FINAL:

Job Package Assignment = 200 points

Attendance/Class Participation:

As mentioned earlier, students are expected to attend class as scheduled. Attendance will be regularly taken and will be considered when calculating the final grade. In-class work/participation assignments will often be given and cannot be made up if a class is missed.

Total class points will slightly vary based on course flow but will range from 1200-1300 points.

At least 90% of total points = A

80%-89% of total points = B

70%-79% of total points = C

60%-69% of total points = D

< 59% of total points = F

Writing to Learn (WL) Assignments are included in above. These include:

Communicating in Business/Introduction

Communication Business Memo

Company Analysis/Paper

Speaker Reactions

Other Assignments

Module 1: Communicating in Business

Effective Communication in Business
Methods of Communication
Ethics in Business Communication
Staying Connected

Module 2: Writing in Business

Writing the Right Message
Word Choice and Tone
The Three-Part Writing Process
Word Processing Software

Module 3: Written Communication

Changing Communication Channels
Internal Emails and Memos
Other Internal Communications
External Communication
Using the Right Communication Channel

Module 5: Visual Media

Media and Your Message
Images
Charts, Diagrams, and Graphic Organizers
Contemporary Visual Aids
Accessible Visual Aids
Using Visuals

Module 6: Reports

Business Reports
Informal Reports
Formal Reports

Module 7: Public Speaking

Effective Public Speaking
Delivery Techniques
Audience Engagement
Speech Tips and Techniques

Module 8: Developing and Delivering Business Presentations

Visual Aids
Using Microsoft PowerPoint
Using Google Slides
Making a Presentation for a Meeting

Module 9: Communicating Through Technology

Communication Tools
Scheduling a Meeting
Scheduling Remote Meetings
Audio Conferences
Video Conferences
Web Sharing

Module 10: Social Media

Common Social Media Platforms
Additional Social Media Platforms
Selling Your Products
Building Your Brand

Module 11: Communicating Different Messages

Informative Business Messages
Team-Focused Messages
Professional Criticism
Responding to Criticism

Module 12: Collaboration In And Across Teams

Team Communication in the Workplace
Collaborative Projects
Workplace Etiquette

Module 13: Social Diversity in the Workplace

Diversity in the Workplace
Intercultural Communication
Working across Genders
Working across Abilities
Working across Generations
Combating Bias

Module 14: Finding a Job

Professional Skill Building
Networking
Résumés and Cover Letters
Interviewing

Module 15: Recruiting and Selecting New Employees

Finding Qualified Job Applicants
Interviewing
Selecting a Candidate

MGT*210*02 Business Professionalism - Fall 2022

| Week | Date | Topic |
|-------------|-------------|--|
| 1 | 24-Aug | Syllabus Review/Course Introduction |
| 2 | 31-Aug | Module 1 - Listening Exercise |
| 3 | 7-Sep | Modules 2 and Module 3 |
| 4 | 14-Sep | Modules 4, 7, and 8 |
| 5 | 21-Sep | Guest Speaker - Mr. Blake Benson - Community Engagement |
| 6 | 28-Sep | Modules 9, 10 - Values/Work Place Exercise |
| 7 | 5-Oct | Modules 14, 15 - Career Fair/Dining Etiquette |
| 8 | 12-Oct | Regular Class |
| 9 | 19-Oct | Attend Fall Career Expo - NO CLASS |
| 10 | 26-Oct | Guest Speaker - Ms. Brenda Flood |
| 11 | 2-Nov | Module 12, Student Etiquette Luncheon @ Crestwood Country Club |
| 12 | 9-Nov | Company Analysis Presentations |
| 13 | 16-Nov | Company Analysis Presentations |
| | 23-Nov | Fall/Thanksgiving Break - NO CLASS |
| 14 | 30-Nov | Regular Class |
| 15 | 7-Dec | Dead Week - Final Review |
| 16 | 14-Dec | Finals Week |

****Subject to Change**