

Effective Communications Management

MGT 309

Chaminade University
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Text: 7 Habits of Highly Effective People by Stephen Covey

Class Time: Interim Course
September 15, 16, 18, 20, 22, 23, 25, 26, 27, 29

Location: Schofield

Business Elective for Business Degree or an elective outside the Major

Course Description: Developmental exercises and practical applications in writing, speaking, planning, and styling of business communications. Prerequisites: EN 102, COM 140, BU 200 or approval from instructor.

Objectives:

- * Develop an understanding of the Role of Communication in Business
- * Develop proficiencies in Verbal and Nonverbal Communication
- * Develop the Fundamentals of Basic Written Communication for Business
- * Practice in Public Speaking and Presentations

Grading:

- * Presentation 100 pts
- * Quiz 100 pts
- * Class Participation (ie Class activities) 100 pts
- * Resume 50 pts
- * Book Reflection 50 pts
- * Article Presentation 25 pts

Class attendance is necessary in this class to fulfill the objectives. Class activities are an important part of the learning process. Please plan ahead to attend class sessions.

80% or above in class requirements = A
80% - 69% = B
70% - 69% = C
60% - 69% = D
below 60% = F

Quiz (Total 100 pts)

- * Quiz will be on assigned reading, class lecture, discussions and class activities
- * Combination of M/C did short answer
- * Quiz will be on the last night

Class Participation (Total 100 pts)

- * Each class is worth 10 participation points
- * ~~YOU have to be in class to participate~~ There is no make up for Class Participation pts)
- * Class will be a combination of lecture, discussion, activities, group work, and assignments; all emphasizing effective communication

Presentations (Total 125 pts)

Short oral presentation (25 pt)

- * 3-5 minutes on current Business Article (2 pages of text minimum - copy to instructor.)
- * Needs to be a topic different from your 10-minute presentation topic)
- * Needs to be organized (with Intro, Body and Conclusion)
- * Informative

Ten Minute Presentation (100 pts)

- * Pick a contemporary issue in Business today that interests you
- * Research the topic - use a minimum of three different Secondary sources (printed sources)
- * 1 Ten-minute presentation on your research topic (100 pts)
- * Do not read your paper to the class as your presentation. This is not an acceptable presentation style to receive credit. Utilize what you learn in this class and expand on your techniques.
- * Presentation should utilize
 - creativity
 - visual aids (overheads, flip charts, videos, posters, power point, etc)
- * You will provide a class handout with information on your topic and with your sources Reference/Bibliography at the bottom, use MLA or APA style
- class handouts (one for each class member and the instructor)
- handout should be an informative sheet giving the audience an overview of your main topics and factual information on your topic with sources. (Can use creativity)
- * Presentation outline to the instructor (separate from your paper outline)
- * Topics for ten minute presentations/paper need to be approved by the instructor on the third class. If a topic is not approved, a topic will be assigned.

Resume (50 pts) - professional looking resume, utilizing techniques discussed in class

Book Reflection (50 pts)

- * 2 pages typed, reflect on the content of the book and how it can apply to your life (personal and professional)

Effective Business Communication

September 15 Friday
Syllabus Review
Introduction

September 16 Saturday

September 18 Monday
Presentation Topics Due
Covey - pg 62

September 20 Wednesday
Covey - 144

September 22 Friday
Resume Drafts Due (bring 2 copies)
Covey - 182

September 23 Saturday

September 25 Monday
Resumes Due
Covey - 234

September 26 Tuesday

September 27 Wednesday
Presentations
Covey - 284

September 29 Friday
Quiz
Book Reflections
Covey -319