Northern Kentucky University  
Haile/US Bank College of Business  
Department of Management  
MGT 240: Managerial Communications  
Spring 2016 Term

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Office Hours: **Tuesdays**, from 10:40 a.m. to 1:40 p.m. and from 5:15 p.m. to 6:15 p.m.; **Thursdays**, from 10:40 a.m. to 1:40 p.m.; or any other time, preferably by appointment.

**Our Vision**
The College of Business at Northern Kentucky University will be the first choice of students, faculty and other stakeholders in our region. We will be known for the excellence of our students, faculty and staff as well as the success of our alumni as business and community leaders.

**Our Mission**
Our mission is to prepare our graduates for successful careers as ethical and effective business and community leaders in the global economy. We pursue this mission with dedicated and caring faculty committed to active learning, rigorous scholarly inquiry of all types, and public engagement

**Assurance of Learning:**
The College of Business has established learning outcomes for all its majors. All business majors share some learning outcomes, and some learning outcomes are specific to the majors.

This course, *MGT 240*, is designed to meet the objectives that all Management students graduate with a demonstrated understanding of: (1) **Conceptualizing a complex issue into a coherent written statement and oral presentation**; and (2) **Analyzing problems and defending resolutions for practical situations**.

**Student Learning Outcomes/Course Objectives**
After successful completion of this course, students will be able to analyze and solve managerial problems by writing and speaking effectively. Specifically, the successful student will be able to (1) Write clearly and effectively about management issues using Memoranda, Formal Letters, E-Mails, and Short Business Reports with Executive Summaries; (2) Speak clearly and effectively about management issues using Formal Group Presentations; (3) Present relevant managerial data about management issues clearly and effectively in Tables and Graphs; and (4) Choose the appropriate communications medium/media through which to share information.

**Catalog Description:** Prepares students to write and speak effectively when solving problems managers face. Speaking as a manager through formal and informal addresses, business meetings, news conferences. Writing managerial documents: memoranda; letters;
email; short formal special reports; executive summaries and informal notes to superiors, peers and subordinates.

**Prerequisites:** ENG 101, CMST 101 and Sophomore Standing

**Required Text:** Effective Writing Guidelines (free, from instructor)

**Course Grading**

**Mid-term Grade:**
Mid-term grades will be posted in myNKU by the deadline established in the Academic Calendar (http://registrar.nku.edu/academiccalendar.html).

Note: For those few courses with an exception to the mid-term grade policy (as approved by the department chair and the college dean), there should be an indication that a mid-term grade will not be provided and but suggest other ways in which feedback will be provided.

**Final Exam Information:**
This course does not feature a comprehensive final examination. During the semester Final Exam Period, students will complete the Formal Group Presentation.

**Written Problem Solving Assignments**
There will be four written Problem Solving Assignments (PSA) in which students analyze and remedy contemporary management problems. **Each PSA must be typewritten/word-processed; I will not accept a hand-written PSA.** The four PSAs will use the following respective formats: a Formal Letter; an E-Mail; a Memorandum with visual aids; and a Short Business Report that includes an Executive Summary. I will use PSAs to evaluate student writing and problem analysis.

**Group Presentation**
There will be a Group Presentation in which students will address and discuss before the class a contemporary management problem. I will use the group presentations to evaluate student analysis and mastery of oral communication principles.

<table>
<thead>
<tr>
<th>Grade Component</th>
<th>Component Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSA # 1 [Business Email]</td>
<td>15 percent</td>
</tr>
<tr>
<td>PSA # 2 [Formal Business Letter]</td>
<td>20 percent</td>
</tr>
<tr>
<td>PSA # 3 [Memorandum with Visual Aids]</td>
<td>25 percent</td>
</tr>
<tr>
<td>PSA # 4 [Short Report w/Executive Summary &amp; Visuals]</td>
<td>30 percent</td>
</tr>
<tr>
<td>Formal Group Presentation</td>
<td>10 percent</td>
</tr>
<tr>
<td></td>
<td>100 percent</td>
</tr>
</tbody>
</table>

**Course Policies**

**Format**
Primarily, class activities will consist of exercises in which students acquire and apply business-writing principles to create a variety of business management documents.
Secondarily, class activities will consist of exercises in which students acquire and apply business-speaking principles in addressing audiences. In-class performance of activities and discussion of the attendant issues and information raised by these activities will represent an integral part of the learning process.

**Attendance**
Since much of the course is structured around the class activities of writing and speaking, regularly attending class and performing all assigned activities is absolutely vital to each student’s learning experience. As is the case with many activities, writing practice improves writing performance. The more you practice writing and correcting your writing errors, the better you will write; this is especially true if you apply the feedback you receive about your work’s quality when you correct your errors.

Since missing class robs students of an opportunity to develop better communication skills, class absences may jeopardize student learning. However, a student who misses class may email me the work he/she would have done if he/she had attended class and I will provide him/her feedback.

If a student does miss a class, he/she should visit me in my office before returning to class and collect his/her previous class’s work.

**Classroom Behavior**
Before entering the classroom, students should silence cell phones. Students should be present in the classroom when class begins and remain in the classroom until class ends. If entering the classroom after class has begun or exiting the classroom before class has concluded, students should do so quietly. When contributing to class discussion, students should speak when called upon and refrain from interrupting one another. When communicating privately with each other, students should write notes or, if speaking, talk softly so as not to disrupt either the instructor’s or other students’ comments to the class.

**P.S.A. Tardiness Policy**
Each out-of-class written assignment is due at the beginning of the respective class period indicated on the course syllabus. If a student submits a P.S.A. late but within 48 hours after the deadline has passed, I will accept it but will assess a two-letter-grade penalty. If a student submits a P.S.A. more than 48 hours after its deadline has passed, I will not accept it and will assign the student a grade of 0% for the assignment.

If a student cannot attend class or come to campus on a day when an assignment is due, he/she must email me the assignment (as a Microsoft Word document) as proof that he/she had completed the assignment by the due date. I will accept without penalty an assignment a student emails me if I receive it no later than the beginning of class the day the assignment is due. Please note, however, that emailing me his/her assignment does NOT relieve a student of his/her obligation to deliver to me a hard (printed) copy of the work; he/she must still deliver in person the assignment to me as soon as possible.
**P.S.A. Revise and Re-Submit Policy**
A student who submits a P.S.A. no later than 48 hours after its deadline may revise and re-submit it for a higher grade. [A P.S.A submitted more than 48 hours after its deadline is not eligible for revision and resubmission.] If the revised and re-submitted P.S.A. contains no errors, I will raise the student’s original assignment grade by ten percent (for instance, from a 68% to a 78%). However, if the revised P.S.A. contains errors, I will identify all errors and return it to the student with the original grade unchanged. There is no limit to the number of times a student may revise and re-submit a Problem–Solving Assignment. The last day on which a student may revise and re-submit a PSA is Thursday, April 28.

**Missed Formal Group Presentation**
A student who fails to attend and participate in the Formal Group Presentation will earn a grade of zero percent for the assignment.

**Credit Hour Policy:**
In accordance with federal policy, NKU defines a credit hour as the amount of work represented in the achievement of student learning outcomes (verified by evidence of student achievement) that reasonably approximates one hour (50 minutes) of classroom instruction and a minimum of two hours of out-of-class student work. For every course credit hour, a typical student should expect to spend at least three hours per week of concentrated attention on course-related work including, but not limited to, class meeting time, reading, reviewing, organizing notes, studying and completing assignments. At least an equivalent amount of time is expected for other academic activities such as online courses, laboratory work, internships, practica, studio work and other academic work leading to the award of credit hours.

Time estimates a typical student requires to complete course expectations are as follows:

- **In-class:** 2 days x 75 minutes x 15 weeks = 37.5 Hours [2250 minutes]
- **Revising In-Class Writing:** 13 weeks x 2 hours each week = 26.0 Hours
- **Writing out-of-class PSA One:** 3 hours/week x 4 weeks = 12 hours
- **Writing out-of-class PSA Two:** 3 hours/week x 4 weeks = 12 hours
- **Writing out-of-class PSA Three:** 4 hours/week x 5 weeks = 20 hours
- **Writing out-of-class PSA Four:** 6 hours/week x 4 weeks = 24 hours
- **Revising PSAs One through Four:** 3 hours/week for 4 weeks = 12 hours
- **Practicing Group Presentation:** 3 hours/week x 3 weeks = 9 hours
- **Instructor Assistance:** = 3.0 Hours
- **Total** = 155.5 Hours

**Blackboard**
We will use Blackboard as our web-based class management system this semester. Since your instructor and your classmates will be contacting you via the email in blackboard, please forward your NKU email to your regular e-mail account if necessary.

Blackboard will be used to post course information, weekly class summaries, grades,
announcements and other information. Plan to check the Blackboard course page weekly.

**Student Honor Code/Rights and Responsibilities**
This Student Honor Code [the "Honor Code"] is a commitment by students of Northern Kentucky University, through their matriculation or continued enrollment at the University, to adhere to the highest degree of ethical integrity in academic conduct. It is a commitment individually and collectively that the students of Northern Kentucky University will not lie, cheat, or plagiarize to gain an academic advantage over fellow students or avoid academic requirements.

The purpose of the Honor Code is to establish standards of academic conduct for students at Northern Kentucky University and to provide a procedure that offers basic assurances of fundamental fairness to any person accused of violations of these rules. Each Northern Kentucky University student is bound by the provisions of the Honor Code and is presumed to be familiar with all of its provisions. Students also should aspire to conduct themselves in a manner that is consistent with the highest degree of ethical integrity in all matters, whether covered in the Honor Code or not. The success of this commitment begins in the diligence with which students uphold the letter and the spirit of the Honor Code. Students may view the complete honor code at [http://deanofstudents.nku.edu/policies/student-rights.html#policies](http://deanofstudents.nku.edu/policies/student-rights.html#policies).

In addition, the Haile/US Bank College of Business has its own *Code of Student Conduct*, created by student organizations. To read this document, please visit the College website at [http://www.nku.edu/~cob/CodeConduct.htm](http://www.nku.edu/~cob/CodeConduct.htm).

If I determine that a student has plagiarized or committed another form of cheating, I will penalize the offending student. *Depending on the nature of the offense, the penalty for dishonesty will range from 0 points for the assignment to suspension from the university.*

Your instructor will do all the grading of quizzes, exams, papers, projects, and presentations. Assessment and assignment of final grades are also the responsibility of each instructor.

**Accommodations Due to Disability:**
The University is committed to making reasonable efforts to assist individuals with disabilities in their efforts to avail themselves of services and programs offered by the University. To this end, Northern Kentucky University will provide reasonable accommodations for persons with documented qualifying disabilities. If you have a disability and feel you need accommodations in this course, you must present a letter to me from the Disability Programs and Services Office (SU 303), indicating the existence of a disability and the suggested accommodations. More information can be found at [http://disability.nku.edu](http://disability.nku.edu).

**Student Retention and Assessment (SRA)**
Students experiencing roadblocks to academic success may seek assistance from Retention Coordinators in SRA. Financial, personal, and social concerns sometimes
interfere with the dedicated focus needed to be successful in college. SRA helps students connect to academic and support services, create individual learning plans, and advance successfully towards graduation. More information is available at www.nku.edu/~retention. Call 859.572.6497 for an appointment or visit U.C. 120.

Student Evaluation of Instructor and Course
Northern Kentucky University takes Instructor and Course Evaluations very seriously as an important means of gathering information for the enhancement of learning opportunities for its students. It is an important responsibility of NKU students as citizens of the University to participate in the instructor and course evaluation process. During the two weeks* prior to the end of each semester classes, you will be asked to reflect upon what you have learned in this course, the extent to which you have invested the necessary effort to maximize your learning, and the role your instructor has played in the learning process. It is very important that you complete the online evaluations with thoughtfully written comments.

Student evaluations of courses and instructors are regarded as strictly confidential. They are not available to the instructor until after final grades are submitted, and extensive precautions are taken to prevent your comments from being identified as coming from you. **Students who complete an evaluation for a particular course (or opt out of doing so in the evaluation) will be rewarded for their participation by having access to their course grade as soon as that grade is submitted by the instructor.** On the other hand, any student who does not complete the course evaluation (or opt out of doing so in the evaluation) should expect to incur a two week delay in access to his or her course grade beyond the university's official date for grade availability. To complete online evaluations go to http://eval.nku.edu. Click on "student login" and use the same USERNAME and PASSWORD as used on campus.

In addition, you should be aware of:
• Evaluations can affect changes in courses. Evaluations without comments are less valuable and less credible than those filled out thoughtfully. Comments that are expressed well are more effective than those that are not.
• Positive feedback is just as important as criticism. Moreover, negative evaluations without any explanation and specifics are not especially useful.
• Once grades are submitted, all evaluations are read not only by the instructor, but also by the instructor’s department chairperson.
• Evaluations not only provide feedback to your instructor, but also provide information to the department chair for use in performance evaluations. This information affects reappointments, promotions, salaries, and teaching assignments.

**Course Grading Scale:**
930 to 1000 points = A; Grade Point = 4.0
900 to 929 points = A-minus; Grade Point = 3.67
870 to 899 points = B-plus; Grade Point = 3.33
830 to 869 points = B; Grade Point = 3.00
800 to 829 points = B-minus; Grade Point = 2.67
770 to 799 points = C-Plus; Grade Point = 2.33
730 to 769 points = C; Grade Point = 2.00
700 to 729 points = C-Minus; Grade Point = 1.67
670 to 699 points = D-Plus; Grade Point = 1.33
600 to 669 points = D; Grade Point = 1.00
0 to 599 points = F; Grade Point = 0.

**Important Notice: Syllabus Changes:**
Dates and assignments documented in this syllabus are subject to change at the discretion of the instructor. Every effort will be made to provide any changes to the course in writing. Verbal notification at a class meeting, however, will constitute sufficient notice.

### T/R Tentative Course Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC or ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 12</td>
<td>Course Introduction; Writing Fundamentals: Spelling;</td>
</tr>
<tr>
<td>Jan. 14</td>
<td>More Writing Fundamentals: Sentence Structure; Active/Passive Voice; Noun/Pronoun Agreement; Dangling Modifiers</td>
</tr>
<tr>
<td>Jan. 19, 21</td>
<td>Writing Fundamentals: Subject/Verb Agreement; Verb Tense Agreement; Singular/Plural Possessives and Plurals/Possessives; Parallel Structure</td>
</tr>
<tr>
<td>Jan. 26, 28</td>
<td>Writing a Business Email</td>
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<tr>
<td>Feb. 2, 4</td>
<td>Writing a Business Email</td>
</tr>
<tr>
<td>Feb. 9, 11</td>
<td>Writing a Formal Business Letter; <strong>Feb. 11, P.S.A. ONE IS DUE</strong></td>
</tr>
<tr>
<td>Feb. 16, 18</td>
<td>Writing a Formal Business Letter</td>
</tr>
<tr>
<td>Feb. 23, 25</td>
<td>Writing A Business Memorandum; <strong>Feb. 25, P.S.A. TWO IS DUE</strong></td>
</tr>
<tr>
<td>Mar. 1, 3</td>
<td>Writing A Business Memorandum</td>
</tr>
<tr>
<td>Mar. 8, 10</td>
<td>No Class – Spring Break</td>
</tr>
<tr>
<td>Mar. 15, 17</td>
<td>Writing A Business Memorandum</td>
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<tr>
<td>Mar. 22</td>
<td><strong>No Class – Business Week</strong></td>
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<tr>
<td>Mar. 24</td>
<td>Presenting Information Visually; <strong>Mar. 24, P.S.A. THREE IS DUE</strong></td>
</tr>
<tr>
<td>Mar. 29, 31</td>
<td>Writing a Short Business Report</td>
</tr>
<tr>
<td>Apr. 5, 7</td>
<td>Writing a Short Business Report</td>
</tr>
</tbody>
</table>
Apr. 12, 14  Writing a Short Business Report

Apr. 19, 21  Making Formal Presentations  Apr. 19, P.S.A. FOUR IS DUE

Apr. 26, 28  Making Formal Presentations

**Thursday, May 5, from 1:00 to 3:00 p.m.: Formal Group Presentations**