

**MGT360: BUSINESS COMMUNICATIONS**

Course Schedule

**Instructor**: Gary

**Title:** Associate Professor **Office:**

## Phone:

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**Office Hours:** China Time Saturday mornings after class by appointment. Email to me ahead of time with your questions.

## Course Description

This course analyzes elements in the communication process with business and management applications. Emphasis is placed on letters, reports, memoranda, and presentations during the communication process.

## Grading Policy

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| **Assignment** | **Due Date** | **Percentage** |
| Mid-Term Examination | TBD | 25% |
| Final Examination | TBD | 25% |
| Individual Assignments-Week | Per Course Schedule | 20% |
| Discussion Boards |  |  |
| Team Project | On or before Week 5 | 30% |
|  | **TOTAL** | **100%** |

Class Participation Bonus: up to extra 10% maximum bonus

## Grading Scale

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| **Grade** | **Numeric Value** | **Standard** |
| A | 90-100 | Excellent |
| B+ | 85-89 |  |
| B | 80-84 | Good |
| C+ | 75-79 |  |
| C | 70-74 | Average |
| D\*\* | 60-69 | Min. Passing |
| F | Below 60 | Failure |

\*\*For Aviation Training Institute students, minimum passing grade for all courses in the Airframe and Power plant curriculum is a “C”.

## Deadlines are firm. Lateness will be penalized

## Course Schedule

### *Studying Approach*

***Before reading the text of each Chapter, read the LEARNING OUTCOMES at the beginning of each Chapter and the SUMMARY OF LEARNING OUTCOMES at the end of each Chapter. This should help you focus on major concepts during your reading of the text.***

***The Lecture Notes will reinforce the text and PowerPoint for each Chapter.***

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| **Week** | **Chapters and Topics** | **Individual Assignments- Week Discussion Boards** | **Team Project** |
| Week 1 | 1.Business Communication in the Digital Age | Chapter 1 Learning Objective 3 is to describe the significant trends in today’s dynamic, networked, work environment, and recognize that social media and other communication technologies require excellent skills in any economic climate.Based on Learning Objective 3, how do you feel about the work-life balance in today’s 24/7 “anytime, anywhere” digital workplace? Do you anticipate negative effects on your health and personal life? | Form Teams of 5 members and tell your Class Representative1. the names and student identification numbers of each Team Member and of the Team Leader your choose; and
2. the topic of your Team Project.
 |
|  | 2.Professionalism; Team, Meeting, Listening, Nonverbal, and Etiquette Skills |
|  | 3.Intercultural Communications |
|  | \*Lecture Notes for each Chapter |
|  | \*Summary of Learning Objectives at the end of each Chapter |
| Week 2 | 1. Planning Business Messages
2. Organizing and Drafting Business Messages
 | Chapter 4 Learning Objective 3 is to analyze the purpose of the message, anticipate the audience, and select the best communication channel. |  |
|  | 6.Revising Business Messages\*Lecture Notes for each | Based on Learning Objective 3, think about a time whensomeone had to reveal bad news to you. Did you feel |

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|  | Chapter\*Summary of Learning Objectives at the end of each Chapter | that the best communication was used to deliver that news? What channels are richest? Should they alwaysbe used to reveal bad news or be persuasive? |  |
| Week 3 | 1. Short Workplace Messages and Digital Media
2. Positive Messages

\*Lecture Notes for each Chapter\*Summary of Learning Objectives at the end of each Chapter | Midterm Exam |  |
| Week 4 | 9.Negative Messages | Chapter 10 Learning Objective 2 is to describe the four-part AIDA strategy (see Figure 10.4 at page 345) for creating successful persuasive messages, and apply the four elements to draft effective and ethical business messages.Based on Learning Objective 2, think of a product you have used and like. If you were trying to sell that product, what rational appeals would you use?What emotional appeals would you use? Try to sell that product to your classmates? |  |
|  | 10.Persuasive and Sales Messages |
|  | 11.Reporting in the Digital Age Workplace |
|  | Article by Steven C. |
|  | McNeeley: QMS vs. |
|  | SMS, Lessons Learned |
|  | from Toyota, Flight |
|  | Safety Information Feb. |
|  | 2010 cited in **Additional** |
|  | **Suggested Reading** |
|  | **List** in this Syllabus. |
|  | \*Lecture Notes for each Chapter |
|  | \*Summary of Learning Objectives at the end of each Chapter |
| Week 5 | 12.Informal Business Reports |  | Submit Team Project Paper |
|  | 13.Proposals, Business Plans, and Formal Business Reports |  |
|  | 14.Business Presentations |  |

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|  | \*Lecture Notes for each Chapter\*Summary of Learning Objectives at the end of each Chapter |  |  |
| Week 6 | 1. The Job Search. Resumes, and Cover Letters in the Digital Age
2. Interviewing and Following Up

\*Lecture Notes for each Chapter\*Summary of Learning Objectives at the end of each Chapter | Final Exam |  |

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| Instructor：1663266668241Time：August 27, 2022 | Department head audited signature:1535883053(1) |