

## School of Business and Nonprofit Management

### Course Syllabus

**BSE 2540 Fall 2012 Quad B**  
**Business Communication 10/23-12/13 2012**  
**Tuesday & Thursday 11:40am - 1:20pm**  
**Magnuson Campus Center, Room 2**

#### **Instructor**

Michele Klich Wayte PhD  
Professor of Marketing  
Office 773.244.4578 Cell 503.537.8953  
[mkwayte@northpark.edu](mailto:mkwayte@northpark.edu)  
See *Instructor Bio* on page 9.

#### **Office Hours**

Tuesday/Thursday 12:30-1:30  
Wednesday 11-2, or by appointment  
Virtual office hours via email

#### **Text**

Locker, K.O. and Kaczmarek, S.K. (2009). *Business Communication: Building Critical Skills, 4e or 5e*. Boston, MA: McGraw Hill. ISBN: 978-0-07-337772-8 / 978-0-07-340315-1.

***A copy of this text is located in the library.***

#### **Course Description** (from NPU catalog)

This course emphasizes the importance of communicating in the workplace. Emphasis will be placed on multiple modes of communication; written, oral, nonverbal, and other visual modes. The processes of imparting and receiving information will be explored. Business writing, personal interviewing, resume writing, the use of visual aids, and professional presentation methods are practiced. Ethical behavior in business communication is examined.

#### **Individual Development and Education Assessment**

The University is moving to a standard student assessment instrument based on the IDEA Center's recommended approach. This approach requests that the instructor identify three key overriding objectives of the class. "Rather than emphasizing teaching style or personality, the IDEA system focuses on student learning and the methods used to facilitate it," noted the IDEA Center (2009) when discussing its rating system.

The three IDEA goals are:

1. Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course. *This course will help you develop the ability to find job opportunities for which you qualify, write an effective cover letter and resume, interview, and present effective oral presentations.*
2. Work with others as a member of a team. *This course will help you learn what is needed to work effectively in teams and provide opportunities for you, as a member of a mock company, to demonstrate effective team participation.*
3. Express yourself orally or in writing. *This course will help you learn about effective written and oral communication, develop techniques to be more successful, and provide opportunities to improve your current skills.*

### Course Objectives

1. To understand how businesses communicate and its importance in the workplace.
2. To learn and practice ethical behavior in business communication.
3. To discover and apply communication strategies and tactics for personal and professional success in business.
4. To enhance your overall verbal and nonverbal business communication skills.
5. To develop effective job search, cover letter, resume, and interviewing skills what will help you secure employment.

### Class Format

The class is interactive in that students learn from the instructor and other students. You will complete a number of assignments and participate in a variety of activities that apply major business communication concepts.

### Evaluation

1. Quizzes To encourage a timely reading of the information, 5 quizzes will be given covering the readings at the beginning of class. Each quiz is worth 16 points for a total of **80 points**.
2. Assignments

Assignment	Points
<b>Written vs. Oral Communication</b>	
Intercultural Experience Paper	25
Informative Oral Presentation of Intercultural Paper	25
<b>Job Search</b>	
Job Position	10
Resume	20
Job Interview	25
Thank You Note to Interviewer	10
Job Sales Presentation	10
<b>Total Possible Points</b>	<b>140</b>

3. Attendance & In-Class Activities You will earn two (2) points for attending and participating in class for each of the 15 sessions (15 x 2) = **30 points**.

### **Written Assignments**

Email all written assignments to [mkwayte@northpark.edu](mailto:mkwayte@northpark.edu). Papers will be evaluated and returned to you via your email.

### **Late Assignments**

It is important that you turn in all class assignments in class when they are due. All assignments are due by the beginning of class. On the other hand, we all recognize that circumstances may arise where you might be unable to turn an assignment in on time. In those rare cases, the grade will drop 10% for each day the assignment is late.

### **Final Grade and Grade Mapping**

Your final grade will be based on a total of **250 points** and the following scale will be used to determine your final letter grade.

<b>Grade / % of Total Points</b>		<b>Points (Out of 250)</b>
A	93%+	232+
A-	90-92%	225-231
B+	87-89%	217-224
B	83-86%	207-216
B-	80-82%	200-207
C+	77-79%	192-199
C	73-76%	182-192
C-	70-72%	175-181
D+	67-69%	167-174
D	63-66%	157-166
D-	60-62%	150-156
F	Less than 60%	<150

## Grading Rubrics

**Your Intercultural Experience Paper will be graded according to the following criteria:**

	5 pts	4 pts	3 pts	2 or less pts
<b>Content</b>	Effectively references course content and properly applies principles to real-world situation.  Length of paper is within the stated limit (approx. 2 pages).	References course content but application of principles is only partially appropriate for the particular situation.	References course content but principles not correctly applied, or unfitting to situation.	Does not refer to course content. Little or no application of course principles.  Paper is not the proper limit.
<b>Response to Questions</b>	Fully addresses all posed questions. Provides a thorough and insightful response to the questions.	Addresses all posed questions. Responses adequate but not exhaustive.	Addresses some but not all of the posed questions. Responses less than adequate.	Does not address the posed questions
<b>Overall Analysis</b>	Thorough and concrete analysis, going beyond posed case questions. Firm position taken, with strong justification. Discussion, conclusions and recommendations demonstrate strong grasp of course content and principles being studied in this course.	Solid analysis, sufficient depth. Firm position taken and justified in analysis. Conclusions are recommendations follow directly from stated rationale.	Adequate analysis, adequate depth. Conclusions and recommendations are unclear or questionable, and/or do not correctly apply principles being studied in this course.	Poor analysis. Insufficient depth, no conclusions drawn or rationale is questionable.
<b>Clear Writing</b>	Organized, concise, grammatically correct, clearly written in understandable language.	Writing is adequate.	Writing is adequate but may include inconsistencies, inaccuracies, and/or some grammatical errors.	Writing is poor, unclear, disorganized or contains significant grammatical errors.
<b>APA Format</b>	Follows APA format	Follows APA format with some errors	Partially follows APA format	Does not follow APA format

Adapted from Acles, K., *SBNM 4550 Course Grading Rubric*, Spring 2012.

**Your PowerPoint Presentations will be graded on the following criteria:**

	5 pts	4 pts	3 pts	2 or less pts
<b>Content</b>	Effectively references course content and properly applies principles to real-world situation.  Conforms to suggested length.	References course content but application of principles is only partially appropriate for the particular situation.	References course content but principles not correctly applied, or unfitting to situation.	Does not refer to course content. Little or no application of course principles.  Does not conform to suggested length.
<b>Response to Questions</b>	Fully addresses all posed issues. Provides a thorough and insightful response to the issues.	Addresses all posed issues. Responses adequate but not exhaustive.	Addresses some but not all of the posed issues. Responses less than adequate.	Does not address the posed issues.
<b>Overall Analysis</b>	Thorough and concrete analysis, going beyond posed questions. Firm position taken, with strong justification. Discussion, conclusions and recommendations demonstrate strong grasp of course content and principles being studied in this course.	Solid analysis, sufficient depth. Firm position taken and justified in analysis. Conclusions are recommendations follow directly from stated rationale.	Adequate analysis, adequate depth. Conclusions and recommendations are unclear or questionable, and/or do not correctly apply principles being studied in this course.	Poor analysis. Insufficient depth, no conclusions drawn or rationale is questionable.
<b>Quality of PowerPoint/Presentation</b>	Organized, concise, grammatically correct, clearly written in understandable language.	PowerPoint is adequate.	PowerPoint is adequate but may include inconsistencies, inaccuracies, and/or some grammatical errors.	PowerPoint is poor, unclear, disorganized/ contains significant grammatical errors.

Adapted from Acles, K., *SBNM 4550 Course Grading Rubric*, Spring 2012.

**For your Intercultural Presentation, your final score (out of 20 possible points) will be multiplied by 1.25 to equal a total possible score of 25 points.**

**For your Job Sales Presentation, your final score (out of 20 possible points) will be multiplied by .5 to equal a total possible score of 10 points.**

**Class Schedule**

<u>Date</u>	<u>Topic</u>	<u>Reading &amp; Assignments</u>
Oct 23	<p><b><i>Introduction to Class</i></b></p> <ul style="list-style-type: none"> <li>• Introduction to Class</li> <li>• Business Communication</li> <li>• Importance of Communication in Business</li> </ul>	<p><b>Course Syllabus</b></p>
Oct 25	<p><b><i>Effective Building Blocks of Business Communication</i></b></p> <ul style="list-style-type: none"> <li>• Managing Business Communication</li> <li>• Communication is Audience Focused</li> <li>• Role of Culture in Business Communication</li> </ul>	<p><b>Modules 1-3</b></p>
Oct 30	<p><b><i>Interpersonal Communication</i></b></p> <ul style="list-style-type: none"> <li>• Intercultural Communication</li> <li>• Listening</li> </ul>	<p><b><u>Quiz 1</u></b></p> <p><i>Edward T. Hall, The Silent Language of Business, Harvard Business Review, 1960.</i></p> <p><b>Module 17</b></p>
Nov 1	<p><b><i>Interpersonal Communication</i></b></p> <ul style="list-style-type: none"> <li>• Working in Teams</li> <li>• Groups</li> </ul>	<p><b>Module 18</b></p>
Nov 6	<p><b><i>Interpersonal Communication</i></b></p> <ul style="list-style-type: none"> <li>• Basis of Conflict</li> <li>• Conflict Resolution Strategies</li> </ul>	<p><b><u>Quiz 2</u></b></p> <p><b><u>Assignment Due:</u></b> Intercultural Experience Paper <b>via email by Nov 6 @6:00pm</b></p>
Nov 8	<p><b><i>Interpersonal Communication</i></b></p> <p>Public Presentations</p>	<p>Module 5 &amp; 20</p> <p>No Brainers: Public Speaking</p>
Nov 13	<p><b><i>Informative Oral Presentations</i></b></p>	<p><b><u>Quiz 3</u></b></p> <p><b><u>Assignment Due:</u></b> Intercultural Presentation in class</p>
Nov 15	<p><b><i>Informative Oral Presentations</i></b></p>	<p><b><u>Assignment Due:</u></b> Intercultural Presentation in class</p>

<b>Date</b>	<b>Topic</b>	<b>Reading &amp; Assignments</b>
Nov 20	<p><b><i>The Job Search: Researching Jobs &amp; Résumés</i></b></p> <ul style="list-style-type: none"> <li>• Researching jobs</li> <li>• Job descriptions</li> <li>• NPU Résumé format</li> <li>• Cover letters</li> </ul>	<p><b>Modules 26-27</b></p> <p>Search for/select a job and start developing your résumé using the North Park format.</p> <p><b>4 Bonus Points!!!! Schedule/keep an appointment before Nov 29 at the Resume Review Center Brandel Library Room 017; Drop In Hours T/Th 9-1:30 or by appt. Email Career Development @careers@northpark.edu</b></p>
Nov 22	<b>Thanksgiving</b>	<b>No class</b>
Nov 27	<p><b><i>Writing: You Attitude, Handling Negatives, &amp; Reader Benefits</i></b></p> <ul style="list-style-type: none"> <li>• Readability</li> <li>• Reader focus</li> <li>• Focus on the positives</li> </ul> <p><b><i>The Job Search: Interviewing</i></b></p>	<p><b><u>Quiz 4</u></b></p> <p><b>Modules 6-8</b></p> <p><b>Modules 28-30</b></p>
Nov 29	<b><i>The Job Search: Interviewing</i></b>	<p>No-Brainers: Interviewing</p> <p><b><i>Assignments Due:</i></b> Job position, cover letter, and resume; Schedule an appointment with a faculty interviewer for next week.</p>
Dec 4	<b><i>Job Interviews</i></b>	<b><u>Quiz 5</u></b>
Dec 6	<p><b><i>Job Interviews</i></b></p> <p><b><i>Sales Presentations</i></b></p>	<p><b><i>Assignment Due by Dec 11:</i></b> Handwritten "thank you" note to your interviewer. Please send it to me first for review/grading.</p> <p><b>Module 12</b></p>
Dec 11	<b><i>Sales Presentations</i></b>	<b><i>Assignment Due:</i></b> Sales presentation to class "selling" yourself for the job position.
Dec 13	<b><i>Sales Presentations</i></b>	<b><i>Assignment Due:</i></b> Sales presentation to class "selling" yourself for the job position.

*N.B. The instructor reserves the right to change the course schedule to better serve the interests of students.*

### **Laptop Computer and Other Electronic Devices Use in Class**

You may use laptop computer in class to take notes and support presentations. They not may be used for personal use to search the Internet (for activities unrelated to class), send and receive email messages, play games, etc., as these activities may be disturbing to the students near you and disrupt

their learning. Cell phones must be shut off or placed on silent/vibrate mode and may not be used during the class to send text messages.

### **Academic Honesty & Integrity**

In keeping with our Christian heritage and commitment, North Park University and the School of Business & Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

- Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using material from the Internet.
- Copying another’s answers on an examination.
- Deliberately allowing another student to copy one’s answers or work.
- Signing an attendance roster for another student who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating, as well. For further information on this subject you may refer to the Academic Dishonesty section of the University’s online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

### **Students with Disabilities**

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the SBNM program office (773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>.

### **Use of APA Publication Manual**

The School of Business and Nonprofit Management (SBNM) has adopted the *Publication Manual of the American Psychological Association* (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the *APA Manual* is to enhance student learning by:

- Improving student’s writing skills.
- Standardizing the required format of all written assignments in all SBNM courses.
- Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the *APA Publication Manual*, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed in the Student Resources section of the SBNM website. ***It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.***

## Instructor Bio



**Michele Klich Wayte, PhD** joined the SBNM faculty at NPU in 2011 as a Professor of Marketing. Born and raised in nearby Gary, Indiana, she relocated back to Chicago in August 2010 after 20 years on the West Coast and abroad.

With over 10 years in academia, Dr. Wayte has been a marketing professor at Concordia University-Portland, California State University at Fullerton, and University of Guam. She has taught principles of marketing, consumer behavior, advertising, personal selling, global marketing, research and analytics, as well as psychology and communication courses. She also taught graduate marketing courses in Hangzhou, China in association with the Beijing School of Management. She has conducted seminars, presented conference papers and published articles on transformational leadership, new product development (NPD) and the innovative use of case studies in business education.

She has served as both a research director and senior analyst for global marketing research firms in Chicago, Phoenix, Los Angeles and Portland, OR. She is also a private marketing consultant and principal of the MKR/C Group. As a market researcher, she has designed and managed large-scale research projects for a number of Fortune 500 companies including Procter & Gamble, IBM, Colgate-Palmolive, SC Johnson, and Anheuser-Busch. For Hormel International Foods, she completed the all-island SPAM<sup>®</sup> study on Guam.

Entrepreneurship and small business development have long been research interests. On Guam, she was an advisor to Citibank's Women in Business (WIB) group and a contributing editor for *Business Success* magazine which profiled small business owners in Asia Pacific. She examined the psychological development of Portland-area social change leaders in *Social Entrepreneurs: Profiles in Faith, Courage and Risk-Taking* and has served as a judge for several business competitions such as the Seattle Pacific University (SPU) Social Venture Competition. In 2012, she presented on the accountability of social enterprises at the IACBE Annual Conference in Kansas City, MO and at the NPU Social Justice and Reload Conference in Chicago. Current research projects include assessing cultural impact on social enterprise development and examining ecosystems of urban renewal .

Dr. Wayte received her PhD in Communication from Purdue University, specializing in marketing and media studies. Her dissertation was the first comprehensive study of the Hispanic market in the United States. She also holds a master's degree in Clinical Psychology from DePaul University and was formerly a professor of psychology and a marriage and family therapist.

She lives with her husband, Kevin, a retired USAF officer turned retail manager, teenage daughter Cher, and a Norwegian Forest cat named Caramel. She has traveled extensively in Europe and parts of Asia and Australia and speaks fluent French and Spanish.