

# PBM110: Practical Business Management

Fall 2023 ➤ CRN: 26106 ➤ HYFLEX

Instructor: **Will Fleming**

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Class Hours: **Tuesdays 1:00-2:30 p.m.**

Class format: **Hyflex** (in-person or virtual attendance)

Classroom: **NSH-106** (North Santiam Hall, 1st floor, room 106) or [Zoom](#)

Office Hours: [Zoom](#): **Mondays 10:00-11:00 a.m.**

**In-person: Tuesdays 11:00 a.m.-12:00 p.m.** (in NSH/201)

**By appt: In-person or Zoom** (schedule a one-on-one Zoom appointment [here](#) or contact me to schedule an in-person meeting)

**Welcome to PBM110.** Practical Business Management 110 focuses on developing oral and written communication skills aimed at helping business professionals communicate effectively with customers, co-workers, and employees. Students will develop and deliver effective presentations using presentation software, learn interviewing and verbal persuasion skills, and practice extemporaneous speaking. Students will also craft various business-related documents and complete a final project and portfolio.

## COURSE OUTCOMES

Upon successful completion of this course, PBM-110 students will be able to:

1. Communicate effectively in customer service situations and with vendors;
2. Design professional-looking documents and visual aids;
3. Deliver presentations that make use of presentation software;
4. Craft documents aimed at customers using a variety of formats (emails, formal letters, memos, blog posts, social media posts, and printed promotional materials);
5. Write effective job application materials; and
6. Employ effective oral communication skills in sales and interview situations.

## COURSEWORK

- Weekly lectures, lessons, and readings
- Weekly writing assignments
- Oral presentations (3)
- Final project and portfolio

**GRADE SCALE - Final course grades are calculated in the following way:**

**A = 90 - 100%; B = 80 - 89%; C = 70 - 79%; D = 60 - 69%; F = 59% or less**

## LATE WORK POLICY

- Written assignments and quizzes may be turned in/completed up to two weeks late without penalty.
- Work submitted two weeks after the due date is subjected to a letter grade reduction (10%).

## REWRITES/REVISION

- You may rewrite and resubmit any assignment where the original grade is 82% or lower. Please email me the revised copy. \*Late assignments may not be revised/resubmitted for a better grade.

## ATTENDANCE & LATENESS

- **Attendance** – Consistent attendance is crucial to your success in this course. Class participation is an integral part of this class; therefore, **attendance and participation are crucial to your success**. Since we meet only once weekly, more than one (1) consecutive absence will require documentation; unexcused absences will result in a loss of class participation points and negatively affect your final grade. If possible, I ask that you please let me know if you are unable to attend class.
- **Lateness** – Lateness is distracting and inconsiderate. Please make every effort to arrive to class on time, especially when classmates are delivering speeches.

## HOW TO REACH ME

- I am happy to talk with you at any point in the term—in-person, on [Zoom](#), by [email](#), or by phone.
- If you cannot attend my weekly office hours (see days and times above), we can schedule an appointment in-person or on Zoom.
- [Email](#) is usually the best way to contact me. I check and respond to emails at least once a day on weekdays. I will not always respond to emails after business hours or on weekends and holidays.

## ACCESSING GRADES

- I will do my best to grade and return your work promptly with feedback.
- I am always happy to talk to you about your grade or assignments if you have questions.
- I will post assignment grades on Moodle, which will show a coursework grade average throughout the term.

## ACADEMIC INTEGRITY

Academic integrity is the principle of engaging in scholarly activity with honesty and fairness, and participating ethically in the pursuit of learning. Academic integrity is expected of all learners at LBCC. Behavior that violates academic integrity policies at LBCC includes cheating, plagiarism, unauthorized assistance or supporting others in engaging in academic dishonesty, knowingly furnishing false information, or changing or misusing college documents, among others. LBCC students are responsible for understanding and abiding by the College's academic integrity policy.

## PLAGIARISM

**Plagiarism** is a type of academic dishonesty that involves the theft of another person's idea, words, images, music/sounds, or creative works and/or deceit in the representation of who created the work by not properly crediting sources. Plagiarism, one form of cheating or dishonesty, is not just the failure to give credit for an exact quotation. Plagiarism includes both intentional and unintentional acts, such as:

- Obtaining a paper on the Internet and turning it in as your own work; this is obviously intentional.
- Handing in a paper you have submitted for another class; this is self-plagiarism.

- Copying sections of another’s original document, photographs, artwork, songs/sounds, film, video images, lab project, or electronic files and putting the source material or text into one’s own work without documentation, as if it were one’s own original work;
- Copying a sentence, or an important exact phrase of two words or more, or a coined word (which may or may not have copyright protection) without the use of quotation marks and credit;
- Copying the structure of another’s argument or premise, thesis, theory, design, or composition and merely translating key parts;
- Using another’s results in one’s own words without giving him or her credit, failing to document any borrowing when quoting, paraphrasing, summarizing or importing and placing a graphic, sound bite, or another medium.

\*Plagiarized work will result in an award of “0” points on the assignment.

**Ghostwriting** is submitting work generated by machine, such as ChatGPT or other AI applications, as your own and is also unacceptable. If the work you submit at any point is suspected to be AI-generated, either by an AI checker or by me, you may be asked to provide documentation or evidence that your assignment is independent and original work. Assignments deemed to be AI-generated will result in an award of “0” points on the assignment.

\*\*Incidents of plagiarism or ghostwriting may require intervention by LBCC’s Manager of Student Conduct and Retention.

## **LBCC STATEMENT OF INCLUSION**

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

## **LBCC EQUAL OPPORTUNITY & NON-DISCRIMINATION POLICY**

Linn-Benton Community College does not discriminate based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, gender, gender identity, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws in its programs or activities. For further information see [Board Policy 1015](#) and [Administrative Rule 1015-01](#).

## **TITLE IX REPORTING POLICY**

If you or another student are the victim of any form of sexual misconduct (including dating/domestic violence, stalking, sexual harassment), or any form of gender discrimination, LBCC can assist you. You can [report](#) a violation of our sexual misconduct policy directly to our Title IX Coordinator. You may also report the issue to a faculty member, who is required to notify the Coordinator, or you may make an appointment to speak confidentially to our Advising and Career Center by calling (541) 917-4780.

## **ADDITIONAL RESOURCES**

### **LBCC WRITING CENTER**

[The LBCC Writing Center](#) provides one-on-one writing support for any enrolled student at the college. Tutors are available by appointment, on a drop-in basis, and asynchronously through the [Online Writing Lab](#) where you will receive a response within 1-2 business days.

### **ACCESSIBILITY RESOURCES**

Students who may need accommodations due to documented disabilities, who have medical information which the instructor should know, or who need special arrangements in an emergency should speak with their instructor during the first week of class. If you believe you may need accommodations but are not yet registered with Accessibility Resources, please visit their website at [www.linnbenton.edu/accessibilityresources](http://www.linnbenton.edu/accessibilityresources) for steps on how to apply for services or call (541) 917-4789.

### **ROADRUNNER RESOURCE CENTER**

Get connected to resources that can help with: childcare, food, emergency housing, healthcare, taxes, utilities, textbooks and school supplies, transportation, and more. Contact Student Resource Navigator Amanda Stanley at [stanlea@linnbenton.edu](mailto:stanlea@linnbenton.edu) or (541) 917-4877. Please also feel free to talk to me about these issues if you are more comfortable doing so.

## ASSIGNMENT DUE DATES AND VALUES

### VERBAL ASSIGNMENTS (VA) (25 points total)

Assignment:	<u>Points</u>	<u>Due Dates</u>
• <b>VA#1 Sales Pitch</b> (or “elevator speech”)	(7.5 pts)	<b>DUE 10/17</b>
• <b>VA #2 Personal Employment Pitch</b> (or “verbal resume”)	(7.5 pts)	<b>DUE 11/14</b>
• <b>VA #3 Final Project Presentation</b>	(10 pts)	<b>DUE 11/28 &amp; 12/5</b>

### WRITTEN ASSIGNMENTS (WA) (50 points total)

• <b>WA#1 Introductory Email</b>	(7.5 pts)	<b>DUE 10/3</b>
• <b>WA#2 Product/Service Sales Pitch</b>	(7.5 pts)	<b>DUE 10/10</b>
• <b>WA#3 Bad News Message/Apology Letter</b>	(7.5 pts)	<b>DUE 10/24</b>
• <b>WA#4 Workplace Ethics Memo</b>	(7.5 pts)	<b>DUE 10/31</b>
• <b>WA#5 Job Inquiry &amp; Cover Letter</b> (*2 parts)	(15 pts total)	<b>DUE 11/7</b>
• <b>WA#6 Resume</b> (5 pts)		<b>DUE 11/14</b>

**FINAL PROJECT (FP)** (20 pts) **DUE 12/5**

\*Final project requirements are posted on Moodle and will be discussed in class.

**CLASS PARTICIPATION** (5 pts)

\*Includes class attendance, participation in class discussions and online forums, and turning assignments in on time.

(100 total points)