

# **PBM110: Communication in Practical Business Management**

## **Fall 2020 > CRN: 26106**

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Class Hours: **Weds, 12:00-1:20 p.m.** Room: **ZOOM/ONLINE**  
Office Hours: **Tuesdays from 12:00-1:30 p.m. & appt.** Office: **ZOOM**

**No required textbook:** all course readings posted/linked on Moodle

**PBM110** focuses on developing oral and written communication skills that will allow a business professional to communicate effectively with customers, clients, and employees. Students will develop and deliver effective presentations using presentation software, learn negotiating skills, and practice extemporaneous speaking. Students will craft effective emails, descriptions, resumes, and other business-related writing and oral communication skills. Students will practice skills to effectively apply and interview for jobs.

**Course Outcomes:** Upon successful completion of this course, you will be able to: 1.) Communicate effectively in customer service situations and with vendors; 2.) Concisely and professionally document agreements; 3.) Deliver effective presentations that utilize charts or visual aids in presentation software; 4.) Write effective text aimed at customers using a variety of formats (e.g. emails, blog posts, social media, and printed promotional material); 5.) Write effective job application materials; and 6.) Employ effective oral communication in an interview.

### **COURSE POLICIES & INFORMATION**

#### **Attendance & Lateness:**

**Attendance** – Consistent attendance is crucial to your success in this course. Class participation is an integral part of the structure of this class; therefore, your attendance and involvement are mandatory. Since we meet only once per week, more than one (1) absence from a ZOOM session class will require documentation and may result in a loss of class participation points

**Lateness** – Lateness is distracting and inconsiderate. Please make every effort to log in to ZOOM on time, especially when students are delivering speeches. .

**Late Assignments:** Assignments are due at the start of class on the date specified in the class calendar. Students who foresee a problem turning in an assignment on time should contact me immediately. With the exception of excused absences, any work not turned in by the following class will not be accepted.

**Revision:** You may rewrite and resubmit **two written assignments (WA)** demonstrating significant revisions. Please note, however, that the assignments can only be revised and resubmitted if the original grade was 84% or lower.

**Plagiarism:** **All work submitted in this course must be your own and be written exclusively for this course. The use of sources (ideas, quotations, paraphrases) must be properly documented.** \*If you have questions about plagiarism, please let me know. You can also learn more [about plagiarism here](#).

**Class Cancellation:** If for any reason I need to cancel or reschedule one of our ZOOM meeting, I will notify you via email and post a cancellation notice on Moodle.

## ADDITIONAL RESOURCES

### **LBCC Writing Center**

The LBCC Writing Center can help you take your writing to the next level. Drop in during regular hours or make an appointment. In addition to your draft, please bring your assignment. You may also submit your writing online at [lbcc.writingcenteronline.net](http://lbcc.writingcenteronline.net) where you will receive a response within 1-2 business days. For more information, visit the [LBCC Writing Center online](#).

### **CFAR**

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Rights (CFAR) and would like to use your accommodations, please contact me as soon as possible to discuss your needs. If you think you may be eligible for accommodations but are not yet registered with CFAR, please visit the [CFAR website](#) for steps on how to apply for services. Online course accommodations may be different than those for on-campus courses, so it is important that you make contact with CFAR as soon as possible.

**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), at (541) 917-4877. Please also feel free to talk to me about these issues if you are more comfortable doing so.

**LBCC Non-Discrimination Policy:** Everyone is welcome at LBCC, regardless of whether they are black, white, Latino, native, gay, straight, Christian, Muslim, Jewish, male, female, transgender, married, disabled, a veteran, a non-English speaker, an immigrant, or any number of other categories not listed here. What is more, LBCC sees our differences as a source of strength and an important part of education.

## TERM ASSIGNMENTS - (100 possible points)

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

- **VA#1 Sales/Product Pitch** (sometimes called an “elevator speech”) presented to the class on ZOOM (7.5 pts)
- **VA #2 Clock Talks** – 2-minute live ZOOM or recorded video speech (7.5 pts)
- **VA #3 Final Project Presentation** – slideshow/visual presentation of final project on ZOOM (10 pts)

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

- **WA#1 Introductory Email** (7.5 pts)
- **WA#2 Product/Service Sales Pitch** (7.5 pts)
- **WA#3 Bad News Message/Apology Letter** (7.5 pts)
- **WA#4 Workplace Ethics Memo** (7.5 pts)
- **WA#5 Employment Inquiry Letter AND Cover Letter** (\*2 parts (15 pts total))
- **WA#6 Resume** (5 pts)
- **FINAL PROJECT (FP)** (20 pts)

**CLASS PARTICIPATION** (5 pts)--includes ZOOM attendance, participation in class discussions and forums, and turning assignments in on time