

# PBM110: Communication in Practical Business Management

## Fall 2019 > CRN: 26106

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Office Hours:

Will: <b>M/W 10:00-11:00; T/R 10:00-11:00am &amp; appt.</b>	Office: <b>NSH/201</b>	Phone: <b>(541) 917-4570</b>
Hailey: <b>M/W 1:30-2:30pm; TR 1:00-2:30pm &amp; appt.</b>	Office: <b>SSH/202</b>	Phone: <b>(541) 917-4757</b>

Class Hours: **M/W 12:00-1:20 p.m.**      Room: **Takena/219**

**No required textbook:** all course readings are 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 & PROCEDURES

**Late Assignments:** Assignments are due at the start of class on the date specified in the class calendar. **Late work will not be accepted.** If you foresee a problem turning in an assignment on time, please contact us immediately.

**Revision:** You may rewrite and resubmit **one written assignment** demonstrating significant revisions. Please note, however, that the assignment can only be revised and resubmitted if the original grade was 82% or lower.

**Attendance:** Class participation is an integral part of the structure of this class; therefore, your attendance and involvement are necessary. Students are allowed to miss **only two days** of class. **Thereafter, your final grade will be lowered by two points for each day you miss class.**

**Tardiness:** Arriving late to class is distracting and inconsiderate. Please make every effort to arrive on time. Continual lateness may result in a loss of points.

**Participation & Preparation:** Class participation is an important part of this course. We expect students to have completed their readings and any necessary assignments prior to class, and to be prepared to participate in classroom discussions about the work.

**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.

**Class Cancellation:** If for any reason we need to cancel class, we will notify you via email and post a cancellation notice outside the classroom.

**Cell/Laptop Phone Policy:** While internet and cell phone access have become a regular part of our culture, please silence your mobile devices during the duration of class. If you are expecting an urgent phone call/text, please notify us before class and excuse yourself from the room when responding.

Laptops should only be used for notetaking and/or on in-class work days. Please refrain from visiting any websites that are not related to the class (including social media) and/or working on homework for other classes.

**Communication and office hours:** In order for both of us to stay “in the loop” with every student, please email both of us with any questions/concerns. While we check our email often, after 5:00pm M-F and during weekends are times we set aside for family. If you email us after 5:00pm M-F or on the weekends, do not expect a response until the next business day. While the best way to get ahold of us is typically email, we thoroughly enjoy when students stop by our offices. If our office hours do not work with your schedule, please let us know and we will try our best to meet with you at a different time.

### **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 Writing Center online at <http://www.linnbenton.edu/go/learning-center/writing-help>.

**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 believe 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 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), at (541) 917-4877, or in Takena/112. Please also feel free to talk about these issues with me if you are 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.

### ASSIGNMENTS & GRADING

POINTS POSSIBLE	ASSIGNMENT	DUE DATE
5	<b>Introduction Email</b>	<b>Oct. 7</b>
5	<b>Clock Talk</b>	<b>Oct. 7 or Oct. 9</b>
10	<b>Personal Pitch</b>	<b>Oct. 14 or Oct. 16</b>
10	<b>Resume</b>	<b>Oct. 16</b>
10	<b>Apology/Bad News Email or Memo</b>	<b>Oct. 30</b>
15 (5 pts each)	<b>Meeting Materials</b> (facilitator reflection, agenda, and meeting minutes)	<b>Nov. 4 and throughout the term</b>
10	<b>Personal Mission Statement</b>	<b>Nov. 6</b>
35	<b>Final Project- Group Presentation and Portfolio</b>	<b>Nov. 27, Dec. 2, Dec. 4 or Dec. 11</b>
<b>TOTAL= 100</b>		

**Assignment Details:** This list provides an overview of assignments. Due dates and points may be adjusted if need be. More information for each assignment will be handed out in-class on the day it is assigned.

- **Introduction “Email”/letter** – On Moodle, submit in an email/letter format of several paragraphs introducing yourself in a professional manner. It may help to imagine you are writing to a potential employer or client. **(5 pts)**
- **Clock Talk-** In order to become more comfortable with public speaking, you will be asked to give a “mini” speech about your greatest accomplishment. This speech is designed to be informal and short in nature (1-2 minutes max). **(5 pts)**
- **Personal Pitch** – Working with materials from your resume, you will **prepare a short (2-3 minute) sales pitch**, (sometimes called an “elevator speech”) about your professional talents, skills, and experience to present to the class. **(10 pts)**
- **Resume** – Create a new (or revise an old) resume, a brief document summarizing your education, employment history, and relevant experience. This will be a printed document you will turn in for grading and also use to help with your Personal Pitch. **(10 pts)**

- **Bad News Message/Apology (Email or Memo)** – On Moodle, submit a professional “email” that delivers bad news or makes an apology to an employee, a coworker, a boss/manager, a client/customer, or a vendor. You may create the scenario/situation, you may choose one of the examples on the assignment handout (on Moodle), or you may base it on an actual workplace experience. **(10 pts)**
  
- **Personal Mission Statement-** On Moodle, submit your personal mission statement. This can be brief in nature and should be based off of the activity and resources we used in class. You will be sharing your mission statements in class on the day they are due. You are welcome to print something off and bring it with you for assistance. **(10 pts)**
  
- **FINAL PROJECT- Group Presentation and Portfolio (50 pts total)-** For the final project, you will work in teams to apply course content and develop a portfolio of professional materials that will be presented to the class and turned in for grading.
  - **Meeting Materials (15 pts total)-** Your group will be expected to meet a minimum of **three** times throughout the term. During these meetings, each group member will serve in one of three roles: agenda creator, meeting facilitator, secretary/meeting minutes. You will rotate roles each meeting. By the end of the term, you will have served in every role. Documentation related to each role should be turned in for a grade and are worth five (5) points each.
  - **Group Presentation (15 pts) and Portfolio (20 pts):** As a group, you will turn in a portfolio of professional materials related to your final project. Additionally, your team will pitch your idea and discuss your portfolio to the class. Details about what needs to be included in your portfolio and presentation will be discussed in the first few weeks of the term. However, part of your final grade involves peer evaluations from your group members. The theme of your portfolio and presentation must center around ONE of the options below:
    - **OPTION 1:** In your teams, come up with an idea for a new product and pitch this product to the class in your final presentation. The materials included in your portfolio should explain what the product does, why the consumer should buy your product, what makes it unique, why we should fund your product, etc. You **DO NOT** need to actually make this product, though feel free to be creative.
    - **OPTION 2:** In your teams, suggest an improvement in a workplace (real or made up). Some examples could include hiring a new position, implementing a campaign within the workplace (i.e. recycle more, exercise during lunch, etc.), allowing for a day off to volunteer, etc.
    - **OPTION 3:** In your teams, suggest an improvement in our community. The community could be Albany, Corvallis, Lebanon, Linn Benton Community College, Oregon State University, etc. This improvement should address a need in the community that your group identifies. Some examples include developing a new park, building a new public building, improving roads or schools, etc.

**Tentative Course Schedule\*: Fall 2019**

<b>WEEK</b>	<b>Date</b>	<b>Topics/Activities</b>	<b>Assignments</b> Assignments are due by the start of class (12:00pm) unless otherwise mentioned.
<b>Week 1</b>	<b>Sept. 30</b>	Course Overview General workplace writing	
	<b>Oct. 2</b>	General workplace writing	
<b>Week 2</b>	<b>Oct. 7</b>	Job Application Materials Final Project Discussed	Intro Email due ( <b>submit on Moodle</b> ) Clock Talk- ½ of class
	<b>Oct. 9</b>	Elevator pitches and Public Speaking	Clock Talk- ½ of class
<b>Week 3</b>	<b>Oct. 14</b>	Personal Pitches and Group Selection	Personal Pitch Due (½ of class)
	<b>Oct. 16</b>	Personal Pitches and Group Selection	Personal Pitch Due (½ of class) Resume Due ( <b>submit on Moodle</b> )
<b>Week 4</b>	<b>Oct. 21</b>	Group Dynamics Meeting facilitation	
	<b>Oct. 23</b>	Group Dynamics Listening styles	
<b>Week 5</b>	<b>Oct. 28</b>	Conflict and breaking bad news in the workplace	
	<b>Oct. 30</b>	Conflict and breaking bad news in the workplace	Apology/bad news email due ( <b>submit on Moodle</b> )
<b>Week 6</b>	<b>Nov. 4</b>	Ethics, Values, & Mission Statements	<b>Meeting #1 materials due:</b> Agenda, facilitator reflection, or minutes
	<b>Nov. 6</b>	Ethics, Values, & Mission Statements	Personal Mission statement due ( <b>submit on Moodle</b> )
<b>Week 7</b>	<b>Nov. 11</b>	<b>VETERAN'S DAY- No Class</b>	
	<b>Nov. 13</b>	Diversity/Culture in the workplace	
<b>Week 8</b>	<b>Nov. 18</b>	Presentation Tips & Delivery Techniques	
	<b>Nov. 20</b>	In-class work day	
<b>Week 9</b>	<b>Nov. 25</b>	In-class work day	
	<b>Nov. 27</b>	Final Projects	Group Presentation and Portfolio Due; <b>Meeting #2 &amp; #3 due</b>
<b>Week 10</b>	<b>Dec. 2</b>	Final Projects	Group Presentation and Portfolio Due; <b>Meeting #2 &amp; #3 due</b>

	<b>Dec. 4</b>	Final Projects	Group Presentation and Portfolio Due; <b>Meeting #2 &amp; #3 due</b>
<b>FINALS WEEK</b>	<b>Date/Time</b>	<b>Wednesday, Dec. 11- 1:00-2:50pm (tentative)---</b> Final Projects	Group Presentation and Portfolio Due; <b>Meeting #2 &amp; #3 due</b>

\*Please note that assignments, policies and schedule are subject to change upon instructors' discretion.