

Syllabus: Managerial Communications (MGMT 250W)

Spring 2003

Instructor: Lane Barrow
Assistant: Jeff Roberts
Office: BUSN 231, 486-1614
E-mail: lane@business.uconn.edu
keyotay@earthlink.net

Textbooks: *Business Writing at Its Best*
Minerva Neiditz

The Business Writers Handbook
Brusaw, Alred & Oliu

PURPOSE: This course is intended to improve your professional writing and speaking skills.

CRITERIA: The criteria for grading this course will be:

- Midterm exam
- Oral presentations
- Homework
- Portfolio of business writing
- Final group project

Oral presentations should always be accompanied by a one-page outline.

The portfolio will consist of revised and improved homework and must be presented without flaws.

The final project will consist of a group presentation, plus a written report and executive summary.

The percentages for the final grade will be approximately as follows:

- 10% for midterm
- 30% for homework
- 30% for oral presentations
- 15% for the portfolio
- 15% for final project

Class participation is also an important factor in the final grade.

Jan 27

Introduction

Explanation of course & syllabus

Writing to people / Speaking to people

Concepts of audience, clarity, brevity

Feb 3

Grammar workshop

Confronting stage fright

1st Oral Presentation: Getting started (3 minutes)

Reading: Grammar selections from handbook, as needed.
Presentations from handbook (pp. 478-491)

△**Homework:** Grammar diagnostic

Feb 10

Writing to people / Speaking to people

Concepts of audience, clarity, brevity

Resume tips

Reading: Principles 1-6, 12 from Neiditz
Readers from handbook (pp. 547-548 Also see "Audience" in index)
Resumes from handbook (pp. 561-576)

◆**Homework:** Memo using audience, clarity, brevity (2 pg min).
Also bring your resume to class.

Feb 17

Stylistic variety

The Plain English Dictionary

The guidelines for readability and listing

2nd Oral Presentation: Target your audience (5 minutes)

Reading: Principles 1-6 from Neiditz.
Application letters from handbook (pp. 59-61)

Feb 24

PowerPoint workshop / Visual aids

Reading: Graphs from handbook (pp. 273-280)

◆**Homework:** Finished resume and application letter

Mar 3

Interviewing techniques

Group Oral Presentation: Project using PowerPoint (10-12 minutes)

- Mar 10 **Stylistic variety:** Parallelism, vivid verbs, passive voice, nominals
Structural variety: Formatting, visual layout
- Reading:** Principles 7-11, 13-15 from Neiditz
Layout & Design from handbook (pp. 353-360)
- ◆ **Homework:** Document using principles to this point (2 pg min)
Bring copies of your homework for everyone in your team
-
- Mar 24 **Midterm**
-
- Mar 31 **Argument & Persuasion**
Claim, evidence & rationale
- 4th Oral Presentation:** Problem/Solution (5 minutes)
- Reading:** Principles 18-20 from Neiditz
Logic errors from handbook (pp. 373-375)
-
- Apr 7 **Argument & Persuasion**
Creative thinking
Brainstorming, lateral thinking
- Reading:** Principles 18-22 from Neiditz
Logic errors from handbook (pp. 373-375)
- ◆ **Homework:** Document (2 pg. min.) using CER/persuasion to accomplish a goal
-
- Apr 14 **Creative thinking**
5th Oral Presentation: Persuasion (5 minutes)
- Reading:** Principles 21-22 from Neiditz.
-
- Apr 21 **Collaborative Writing**
Topics for Final Project
Formal Reports / Executive Summaries
- Reading:** Principles 16-17 from Neiditz
Executive summaries from handbook (pp. 229-231)
- ◆ **Homework:** Document using principles to this point (2 pg min)
Bring copies of your homework for everyone in your team
-
- Apr 28 **To Be Announced**
-
- May 5 **Summation and portfolios**
Final Group Projects