

# **BCOM 3223.582 – Oral Communications**

(Spring 2015)

Spears School of Business  
**Oklahoma State University**

## **Instructor:**

Dr. Dennis L. Mott, Professor, Management

## **Contact Information:**

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## **Course administration Information:**

***EMAIL: [spearsdistance@okstate.edu](mailto:spearsdistance@okstate.edu)***

***PHONE: 405-744-4048***

***TWITTER: @SPEARSDISTANCE (NOTE: TWITTER IS USED TO ANNOUNCE D2L ISSUES)***

**Technical Assistance for Video Lectures: <http://ra.okstate.edu/cepd/VideoHelp>**

## **Overview of the Course**

A behavioral approach to the study of the communication processes. Emphasis will concentrate on the “how” of business communication improvement and the implementation strategies--for greater impact and usability of communication metrics as implemented for managers and workers within the modern organization. As such, the course builds on managerial styles and preferences, hinges on the behavioral science, and includes the study of cognitive, social, cultural, and political aspects of business-communication strategy implementation in both simple and complex organizations.

## **Course Prerequisites**

MGMT 3013.

## **Course Goals**

BCOM 3223 encompasses the design, progression, and scope of organizational communications. Class lectures and activities are designed to assist with bridging the gap between communication theory and "real world" business communication applications. Emphasis will concentrate on improved managerial effectiveness through timely and accurate communications. A plethora of learning activities are possible that

may include but are not limited to the following: communication-related research, required readings; analysis of communication related cases, and situational research.

## Course Objectives

The course format builds from the behavioral sciences to enact a comprehensive study of the cognitive, social, cultural, and political aspects of communication implementation—for both simple and complex organizations. Specific attention and time allotment will be targeted to the following areas of organizational communication: the communication process; communication models, formal and informal communications within organizations, individualistic and collective cultures and how various cultures views and react to change and conflict, communication style and how they impact managerial success within organizations, effective listening, nonverbal communications, communication obstacles and how to overcome them, the ten most common types of interviews and guidelines for effective use of each type, small group communication and problem solving, participation and leadership in teams.

## Texts and Supplementary Materials

Hamilton, Cheryl, (2014) *Communicating for Results*, 10<sup>th</sup> edition), Wadsworth Publishing Company, a product of Cengage learning, ISBN 978-1-111-84216-1. In addition to the textbook, required readings will be identified and required for each of the hourly examinations.

### **Additional required reading:**

In addition to the required textbook for BCOM 3223, there will be designated additional reading (typically three or four articles or readings for each of the three hour examinations) that are considered essential for full understanding of course content. These readings will be identified and communicated within the Content tab of the *Desire to Learn* space provided by OSU for this class. The final examination will include some but not all of these readings and will be communicated via *Desire to Learn* as the course unfolds.

## Grading Policy

<u>Requirement</u>	<u>Max for Class</u>	<u>Student Obligation</u>
Exam 1	150	Required
Exam 2	150	Required
Exam 3	150	Required
Final Exam	200	Required
Announced Quizzes (3)	90	Required
Cases, topical research, etc.	Varies	Required

### **Mgmt. 4313 Final course grades will be assigned as follows:**

A = 89.5 to 100%

B = 79.5 to 89.4%

C = 69.5 to 79.4%

D = 59.5 to 69.4%

F = less than 59.5% or failure to complete course requirements.

## Description of Course Requirements and Grading Rubric

## **Exams**

BCOM 3223 examinations are completed on-line via Desire to Learn and will require completion at a designated and approved official Testing Center.

Three examinations and a final examination must be completed according to dates and times indicated in the course schedule at the end of this syllabus.

The three hour examinations include 75 multiple-choice questions. The comprehensive final examination includes 100 questions.

Examination content is largely based on textbook content, video lectures, and required readings. Each hour examination accounts for 150 points (3 x 150 – 450 points for this administration of BCOM 3223).

Option two for the hour examinations provides an opportunity to answer 60 of the 75 questions (leave 15 questions blank on the answer sheet. One must indicate his or her selection of this option by writing “60” at the top of the answer sheet. The questions selected to leave blank must be designated by circling the number of the 15 questions that one has decided to leave blank. **(60 x 2.5 pts. = 150 points.)**

For the final examination, option two provides an opportunity to answer 80 of the 100 questions (leave 20 questions blank on the answer sheet. One must indicate his or her selection of this option by writing “80” at the top of the answer sheet. The questions selected to leave blank must be designated by circling the number of the 20 questions that one has decided to leave blank. **(80 x 2.5 pts. = 200 points.)**

## **University Policy**

### **Drop Policy**

Information about university drop policy and dates can be reviewed by accessing the following website: <http://registrar.okstate.edu/>

Click on “class schedules,” and “short, internet, and outreach courses”

To drop this course, contact the Registrar’s office, (405) 744-6876, or drop through SIS (Student Information Services).

### **Academic Integrity:**

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your

transcript (F!), and being suspended from the University. Should you desire additional information, please contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, [academicintegrity.okstate.edu](http://academicintegrity.okstate.edu).

# BCOM 3223 Learning Goals

- Students should demonstrate proper business formatting (presentation slides, proposal, formal report). **Technical Competence, Written Communication**
- Students should demonstrate effective writing skills in a business context. **Business Knowledge & Competence, Critical Thinking, Written Communication**
- Students should be able to properly research, evaluate, incorporate, and document sources. **Critical Thinking, Written Communication, Ethical Decision Making**
- Students should be able to work in team to devise ideas and solutions to problems. **Team Work, Innovation, Business Knowledge**
- Students should be able to orally present, and defend their ideas in a matter that is organized, concise, and effective. **Professional Communication, Critical Thinking, Innovation**

# BCOM 3223.582

## SCHEDULE

Spring 2015

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### **WEEK 1 (January 12-16, 2015)**

Course introduction, review of syllabus, academic expectations;  
The Communication Process--Chapter 1

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### **WEEK 2 (January 19-23, 2015)**

Communication in the Workplace--Chapter 2

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### **WEEK 3 (January 26-30, 2015)**

Conflict, Culture, and Relationships--Chapter 3

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### **WEEK 4 (February 2-6, 2015)**

Effective Listening--Chapter 4

**Announced Quiz via Desire to Learn: Text chapters 1, 2, 3 - 30 points.**

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### **WEEK 5 (February 9-13, 2015)**

**Examination #1 (Chapters 1, 2, 3, 4, Notes, Required Readings – 150 points.)**

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### **WEEK 6 (February 16-20, 2015)**

Nonverbal Communication—Chapter 5

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### **WEEK 7 (February 23-27, 2015)**

Overcoming Obstacles to Communication in the Electronic Age--Chapter 6  
Basic Information for All Types of Interviews--Chapter 7

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### **WEEK 8 (March 2-6, 2015)**

The Employment Interview--Chapter 8

**Announced Quiz via Desire to Learn: Text chapters 5, 6, 7 – 30 points.**

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### **WEEK 9 (March 9-13, 2015)**

Small-Group Communication and Problem Solving--Chapter 9

**Examination #2 (Chapters 5, 6, 7, 8, 9, Notes, Readings – 150 points.)**

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### **WEEK 10 (March 16-20, 2014) **Spring Break****

### **WEEK 11 (March 23-27, 2015)**

Participation and Leadership in Teams--Chapter 10

Informative Presentations: Plan, Research, Organize, and Deliver--Chapter 11

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**WEEK 12 (March 30-Apr. 3, 2015)**

Verbal and Visual Supporting Materials—Chapter 12

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**WEEK 13 (April 6-10, 2015)**

Persuasive Presentations: Individual or Team--Chapter 13

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**WEEK 14 (April 13-17, 2015)**

Polishing Your Written Communication--Chapter 14

**Announced Quiz via Desire to Learn: Text chapters 10, 11, 12 (30 points)**

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**WEEK 15 (April 20-24, 2015)**

**Examination #3 (Chapters 10-14, Notes, Readings – 150 points.)**

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**WEEK 16 (April 27-May 1, 2015) Pre-finals Week**

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**Final Examination Week (May 4-7, 2015)**

**Comprehensive Final Examination**

**Note: Final examination must be completed no later than 5 p.m. on Thursday, May 7, 2015.**

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