

Business Communication Assignment

Case Studies

The purpose of this activity is to provide you with the opportunity to demonstrate an understanding of business communication concepts by assessing and responding to real world examples.

Case studies for chapters 1-16

Each chapter of the text highlights one aspect of business communication and provides a real world example to help illustrate this aspect. This example is located at the beginning of the chapter in the section called “On the job” and continues with a set of questions at the end of the chapter under the same heading. Your goal for each chapter case study is to summarize the issue designated at the end of the chapter and provide the most appropriate response, in your own words. Your completed case study should be less than one page and the issue and your response should be clear to the uniformed reader. Grading for this assignment is CR/NC.

Case studies for the :01 minute manager

The :01 minute manager is broken up in to three parts: goals, praise, and reprimands. This assignment requires that you take the characteristics of several employees and provide goals to address a workplace deficiency or enhance their performance, provide praise for them if they achieve their goals, and to reprimand them if they do not meet their goals. Each of the goals, praise, and reprimands should be short, clear, and concise and consist of no more than 100 words. If they are any longer, they won't be easy for you and your employee to remember! Grading for this assignment is CR/NC.

I like/I wish lists

When you conduct mock job interviews, you will generate an “I like” and “I wish” list for the people you interview. The week following the interviews you will provide a typed copy of these lists for me and each of your interviewees. Grading for this assignment is CR/NC.

The :01 Minute Manager employee characteristics

You are a supervisor at Brown's department store, and you have been told that your department is a mess. You have tried to be friends with everyone and the workers have started to take advantage of you. Your boss has told you that if you don't straighten up your department, you will be fired. You can't fire anyone because your department is so far behind in work and it would take too long to train a new employee. Using the tools you learned in the :01 minute manager, create goals, provide praise, and give reprimands to get your employees to straighten up and do a better job at work.

Staff Profiles:

1) M. Negative	On the job 8 months. A constant complainer. Complains about being assigned all the dirty work, being underpaid, and everything else. Never asks for extra work when finished with a job. Makes many mistakes and doesn't seem to care. Always on time and hardly ever absent.
2) "Red" Aies	Has been on the job one year. Attendance record is average but has a drug and alcohol problem and comes to work drunk or high. Married and has 3 children under the age of 10.
3) Gotta Gossip	Has been on the job 6 months. Loves to talk all the time. Often talks about confidential information such as information about store promotions to competitors. Work is about average. Is seldom absent and usually on time.
4) I. Spai	Has been at the store for 6 months. This person is very nosy and tries to find out everyone's business so that they can tell the other supervisors. The co-workers do not trust them. I. Spai is hoping to be in charge of the department store one day.
5) B. D. Odor	On the job for 3 months. They stink. This person is a good worker but does not use deodorant. They also do not brush their teeth or change their clothes very often. This employee is divorced and has four small children.
6) Sosi Ability	Has been with the company 2 months. Loves to chase other employees around the office. Gets very little work done. Always trying to hug the other employees. Married with three children.
7) I. B. Leight	She has been on the job for 6 months. She is always late in the morning and takes long lunch breaks, and is the first to leave at quitting time. She is absent a lot. When she does come to work, she does a good job.

I like/I wish

After completing each interview, prepare a list of things that you liked about the interview, and a list of things you wish the interviewee would have done differently. You should have at least two “I like” statements and at least one “I wish” statement. In both cases your responses should be directed to the person by name. Once you have the list, it should be formatted like the example below.

I like	I wish
<p><i>Angel, I liked how you used good nonverbal feedback during the interview. You had excellent posture, made good eye contact, and seemed very attentive.</i></p> <p><i>Angel, I also liked the way you answered question #2. I have never quite heard a response like that and the way you related that experience really made you stand out.</i></p>	<p><i>Angel, I wish you would have dressed more appropriately for the interview. I understand that you were coming in straight from school, but jeans and a t-shirt do not make a good impression.</i></p>