



Syllabus

Course Number/Title: BU 212 Business Communications

Department: Business

Required Text:

Guffey, Mary Ellen and Loewy, Dana (2011). *Business Communication Process and Product, 7th Edition* with Premium Web Site Access. South-Western Cengage Learning

Textbook Web Site: <http://www.meguffey.com>

Other Requirements:

Internet access and a campus e-mail address

Instructor: Diane Williams

Office Hours: MW: 9:30-10:30 a.m.; 1:30-5:00 p.m.

TH: 11:00 a.m.-Noon; 3:00-5:00 p.m.

F: 8:30 a.m.-12:30 p.m.

Course Placement: Freshman or Sophomore

E-mail: diane.williams@colbycc.edu

Year: Fall 2012

Credit Hours: Three

Days/Time: MW 10:50 a.m.-12:05 p.m..

Room #: Bedker 702/706

Phone #: 785-460-5527

Prerequisite: None.

RATIONALE:

This course is designed to enhance students' knowledge and performance of effective business communication skills, both written and oral. These skills are necessary to communicate effectively in a professional business environment.

COURSE DESCRIPTION:

This course is designed to develop mastery in the composition and preparation of written business communication including grammar, punctuation and formatting. Students will plan and compose effective business letters, memorandums, reports and other routine office communication through practical career applications. Students will also prepare for all phases of the job interview process.

COURSE OUTLINE:

1. Communication Foundations
 1. Effective and Ethical Communication at Work
 2. Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills
 3. Intercultural Communication
2. The Writing Process
 1. Planning Business Messages
 2. Organizing and Writing Business Messages
 3. Revising Business Messages
3. Workplace Communication
 1. Electronic Messages and Digital Media
 2. Positive Messages

3. Negative Messages
4. Persuasive and Sales Messages
4. Reports, Proposals, and Presentations
 1. Report and Research Basics
 2. Informal Business Reports
 3. Proposals, Business Plans, and Formal Business Reports
 4. Business Presentations
5. Employment Communication
 1. The Job Search, Resumes, and Cover Letters
 2. Interviewing and Following Up

COURSE LEARNING OBJECTIVES ASSESSED:

- Describe the role of business communication
- Explain how to communicate effectively within a diverse workplace
- Compose effective print and electronic messages
- List the attributes of well-written goodwill, persuasive, and bad news messages
- Prepare a business report and business presentation
- Demonstrate knowledge of interpersonal skills and effective teamwork
- Distinguish between effective and ineffective listening
- Use standard business English

COURSE COMPETENCIES:

1. Demonstrate skill in proper use of punctuation and grammar
2. Describe the components of communication
3. Discuss verbal and nonverbal communication
4. Describe strategies for communicating across cultures
5. Describe technological developments that affect business communication
6. Format correctly a variety of business documents, i.e. letters, memos and reports
7. Proofread documents for content, typographical and format errors
8. Compose effective messages using a variety of sentence types and strategies in standard format.
9. Compose, revise and analyze good news letters
10. Compose, revise and analyze persuasive messages
11. Compose, revise and analyze bad news letters
12. Present an effective business presentation
13. Analyze yourself as the first step in a job search
14. Compose and prepare effective letters of application – solicited and unsolicited
15. Compose effective resumes – standard and electronic
16. Identify and research a problem within a team setting
17. Construct, organize in a logical manner, and write a business report
18. Practice good listening skills
19. Exhibit punctuality, initiative, courtesy and honesty
20. Complete assigned tasks in a timely manner

METHOD OF INSTRUCTION: Each course unit will be handled according to the best learning situation for the topic and the individual student. Following are methods used to present the material.

1. Class discussion
2. Textbook readings
3. Lecture periods
4. Electronic presentations
5. Library and Internet research for report materials
6. Handout materials
7. Student evaluation of business letters
8. Videos

Assigned material is to be read before class, and students are expected to arrive prepared to participate in class discussions. Class lectures and related assignments will be directly relevant to your understanding of the material and other aspects of your performance, but the exams will go into depth on what you have been assigned to read.

METHOD OF EVALUATION:

50% - Tests and quizzes

40%* - Class activities, assignments, business report and business presentation

10% - Attendance and class participation—Includes punctuality, attendance, attitude, and constructive comments and questions

*Assignments have varying points according to the difficulty level of the assignment.

Scale for grade distributions:

90-100 = A

80- 89 = B

70- 79 = C

60- 69 = D

59 below = F

COURSE REQUIREMENTS: You are expected to attend class, be on time and complete each assignment. Please take responsibility from the beginning by completing the assigned reading. You are expected to actively participate in class discussion and activities. Please plan to devote at least three to four hours per week in addition to class meetings for completing assignments, reviewing, composing rough and final drafts and preparing for the next class session.

This is a fast-paced, intensive course. It will be assumed that you have a good understanding of basic business English grammar and punctuation rules. These will not be covered extensively in class. Please see your instructor if you feel you need extra assistance regarding grammar and punctuation rules.

As a business student, you are encouraged to be an active Phi Beta Lambda member. This is a state and national professional organization.

ASSIGNMENT POLICY: Students are expected to come to class with the assignments completed. Late assignments, without a medical or instructor approved excuse, will not be accepted. All outside assignments must be prepared using a word processor and in appropriate format. Correct English and grammar must be used. Proofreading and revision are extremely important when preparing business documents. All writing

assignments submitted should be final drafts and of the quality you would feel comfortable submitting to your supervisor. Only error-free documents will receive an "A". Plagiarism will not be tolerated. Please take advantage of the textbook Website. Make sure that you commit enough time each week to this course.

TEST POLICY: All exams will be announced and are to be taken at the scheduled time. Students who miss a test will not be allowed to make it up unless prior arrangements have been made with the instructor. The final is given only during the scheduled time.

ATTENDANCE POLICY: Colby Community College views class attendance as a mandatory activity. Students are expected to attend courses in which they are enrolled. If you are sick, you are encouraged to visit the Health Center. It is your responsibility to notify your instructors of any absence due to illness or any other reason.

Attendance will be checked the first five minutes of each class; therefore you must be on time. Three unexcused absences reduce your final grade by one letter. Lectures and class activities enhance your understanding and application of new skills and knowledge.

ACADEMIC INTEGRITY POLICY:

Colby Community College defines academic integrity as learning that leads to the development of knowledge and/or skills without any form of cheating or plagiarism. This learning requires respect for Colby's institutional values of quality, service and integrity. All Colby Community College students, faculty, staff, and administrators are responsible for upholding academic integrity.

Cheating is giving, receiving, or using unauthorized help on individual and group academic exercises such as papers, quizzes, tests, and presentations through any delivery system in any learning environment. This includes impersonating another student, sharing content without authorization, fabricating data, and altering academic documents, including records, with or without the use of personal and college electronic devices.

Plagiarism is representing or turning in someone else's work without proper citation of the source. This includes unacknowledged paraphrase, quotation, or complete use of someone else's work in any form. It also includes citing work that is not used and taking credit for a group project without contributing to it.

The following procedure will be used for students who violate the policy:

- First Offense – Student will receive a zero for the assignment and the student will be reported to the Dean of Academic Affairs.
- Second Offense – The student will be reported to the Dean of Academic Affairs and removed from the class.
- Third Offense – The student will be reported to the Dean of Academic Affairs and dismissed from the college.

Any questions about this policy may be referred to the Dean of Academic Affairs.

ASSESSMENT: Colby Community College assesses student learning at several levels: general education, program, and course. The goal of these assessment activities is to improve student learning. As a student in this course, you will participate in various assessment activities. An example of your work, a paper, some test questions, a presentation, or other work may be selected for assessment. This process will not affect your grade, will not require you do additional work and your evaluation will be confidentially handled. Results of these activities will be used to improve teaching and learning at Colby Community College.

CELL PHONE POLICY: It is your choice to be in this class. If you choose to come to class, the instructor and fellow students demand your attention and respect. Cell phone usage, including text messaging, iPod usage, or usage of any other electronic device is not allowed in class. Any student who cannot meet these expectations will be asked to leave the classroom and will be counted absent for that day. Please turn off all cell phones prior to entering the classroom.

SYLLABUS INFORMATION DISCLAIMER: I reserve the right to change any information contained in this document, when necessary, with adequate notice given to the student. Notice shall be given in the classroom during class. No other notice is required. It is the students' responsibility to keep up with any changes, modifications, adjustments or amendments that are made to this document.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES: According to the Americans with Disabilities Act, it is the responsibility of each student with a disability to notify the college of his/her disability and to request accommodation. If a member of the class has a documented learning disability or a physical disability and needs special accommodations, he/she should contact Student Support Services, which is located in the Student Union.

EQUIPMENT: Students have access to the computers located in rooms BMC 704, 706 and 707. Computers are provided for student use at other locations on campus, including the library. Software provided includes: Microsoft Office Suite and Internet Explorer.

BIBLIOGRAPHY:

Guffey, M.E. & Loewy, D. (2011). *Business Communication: Process and Product, 7th Edition*. Ohio: South-Western Cengage Learning.