



BU212 Business Communications

2023 - FALL - LATE FALL

COURSE INFORMATION

Instructor Details

Instructor: Sami Talsma

Days/Time: ONL 00:00:00-00:00:00

Credit Hour(s): 3.00

Instructor Email: sami.talsma@colbycc.edu

Phone Number: 7854605526

Office Hours: Email to set up appointment

Required Text

None

Colby Community College Mission

Challenge students to adapt to a diverse society. **Create** opportunities for student growth. **Connect** student learning with professional experiences.

COLBY COMMUNITY COLLEGE POLICIES

Attendance

Colby Community College views class attendance as a mandatory activity. However, if students must be absent, the students should make arrangements in advance with the instructors. Students absent as official college representatives (athletics, activities, or scholarship fulfillment) are not counted absent but **MUST** make advance arrangements with instructors to complete all course work. Punitive grades cannot and will not be assigned if the absence is excused by the college. It is always the student's responsibility to notify instructors of any absence due to illness or any other reason.

Communication

Course communication will occur through Canvas Announcements, Canvas Inbox, and CCC student email accounts. Response to emails will occur within 24 hours during the week and 48 hours on the weekend.

Netiquette

This is a professional educational environment, and your emails should reflect that. Consequently, you should remember to type your first and last name at the close of every email so I know who I am replying to.

When posting on the Discussion Board in your online class, you should:

- Make posts that are on topic and within the scope of the course material
- Take your posts seriously and review and edit your posts before sending
- Be as brief as possible while still making a thorough comment
- Always give proper credit when referencing or quoting another source
- Be sure to read all messages in a thread before replying
- Don't repeat someone else's post without adding something of your own to it
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point
- Always be respectful of others' opinions even when they differ from your own
- When you disagree with someone, you should express your differing opinion in a respectful non-critical way
- Do not make personal or insulting remarks
- Be open-minded

Tech Support Information

- Canvas Support Hotline: 855-691-5024

You can access Canvas Support Information by selecting the help button on the left-hand menu.

- Colby Community College Support: support@colbycc.edu

Finals

In accordance with Colby Community College policy, students are required to be present for their final exam and/or complete any assessment during the time stated. **If you have a conflict with this time, you must obtain written permission two weeks prior from the Executive Vice President and the instructor to schedule a make-up exam.** Please note that vacations, previously purchased tickets or reservations, graduations, social events, misreading the final exam schedule, and oversleeping are not viable reasons for rescheduling a final.

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 stay current with any changes, modifications, adjustments or amendments that are made to this document. Students should adhere to the attendance, cell phone, assignment, test and grading policies in the course syllabus.

Academic Integrity

Colby Community College (CCC) defines academic integrity as learning that leads to the development of knowledge and/or skills without any form of cheating or plagiarism. All CCC students, faculty, and staff, are responsible for upholding academic integrity.

CCC believes that successful students are independent critical thinkers who possess the work ethic and skills necessary to make a positive difference in their professions and communities. In order to maximize student success, CCC is committed to maintaining an honest academic environment and upholding academic integrity as a core value. All individuals across all course modalities are expected to practice academic integrity, which encompasses honesty, trust, respect, fairness, accountability, and responsibility.

Cheating is the giving, receiving, or use of unauthorized help on individual and/or group assignments. Cheating includes, but is not limited to:

The use of any unauthorized assistance in taking quizzes, tests, or examinations;

The use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;

Taking an examination for another student, or asking or allowing another person to take an examination for you;

Impersonating another student, or submitting someone else's work as your own, including allowing others to research and write assigned papers or do assigned projects, including the use of commercial term paper services;

The acquisition, without permission, of tests or other academic material belonging to a member of the College faculty or staff;

Sharing content without authorization;

Fabricating or falsifying data, and/or altering academic documents, including records, with or without the use of digital devices;

Unauthorized use of any electronic devices such as cell phones, computers, or other technologies to retrieve or send unauthorized information, including but not limited to, information regarding tests, quizzes, or examinations;

Submitting substantial portions of the same paper to more than one course without consulting with each instructor, and gaining permission to do so;

Engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion;

Participating in, or giving assistance to, acts of academic misconduct or dishonesty.

Plagiarism is using someone else's work as if it were one's own (without attribution), whether or not it is done intentionally. This includes, but is not limited to:

Using the exact language, without proper citation;

Using nearly the exact language, without proper citation;

Using ideas without citation showing they originated in another's work;

Omitting quotation marks when using language copied from another's work;

Failing to use citations for ideas or language taken from other authors, and,

The unacknowledged use of materials prepared by another person or agency engaged in the selling of papers or other academic materials, and,

Taking credit for a group project without contributing to it.

Consequences may include any and/or all of the following, depending on the facts in each individual case:

_____ The student will receive a zero for the assignment and the student will be reported to the Vice President of Academic Affairs.

_____ The student will receive a failing grade in the class, report to the Vice President of Academic Affairs, and will be removed from the class in which the offense occurred.

_____ The student will be reported to the Vice President of Academic Affairs and dismissed from the College.

A documentation copy of each Academic Integrity infraction will be housed with the Vice President of Academic Affairs and with the Registrar (as an electronic file).

Any questions about academic integrity may be referred to the Vice President 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.

Tutoring

Free tutoring is available to all students at Colby Community College. The Comprehensive Learning Center (CLC), located in the Library, provides support services for all learners, on-campus and online. To schedule an appointment, visit <https://hfdavismemoriamlibrary.setmore.com/>, email tutor@colbycc.edu or call 785-460-5480.

Tutoring is available in Student Support Services to eligible SSS participants. Please contact Student Support Services for qualifying program criteria at 785-460-5510, or by stopping by Student Support Services, located in the Student Union.

Online tutoring from ThinkingStorm is available to Colby Community College students 24/7 through their Canvas accounts. Every student can access up to 10 free hours of online tutoring each semester. For assistance with online tutoring, students may contact ThinkingStorm Support at care@thinkingstorm.com or by phone at 1-877-889-5996.

Copyright Disclaimer

Some of the videos, images, links, and written content in this class may include material found using commonly available search engines and attributable authorship not readily apparent. The works on this course have been created for non-profit, educational use. We reasonably believe the contents are within the fair use protection of existing copyright laws. If any copyright owner objects to the use of any work appearing in this site, please contact the instructor and we will remove the work and review the propriety of its continued use.

Accommodations for Students w/ Disabilities

According to the Americans 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 is requesting special accommodations, he/she should contact disability services at disability@colbycc.edu.

Notice of Non-Discrimination

Colby Community College provides equality of opportunity to its applicants for admission, enrolled students, graduates, and employees. The College does not discriminate with respect to hiring, continuation of employment, promotion, tenure, other employment practices, application for admission or career services and placement on the basis of race, color, gender, age, disability, national origin or ancestry, sexual orientation or religion. For inquiries regarding the nondiscrimination policies, contact the Vice President of Student Affairs, Title IX and ADA Coordinator, Colby Community College, 1255 S. Range Ave., Colby, KS 67701 (785) 460-5490).

Accreditation

Higher Learning Commission
230 S. LaSalle St., Suite 7-500
Chicago, IL 60604-1411
(800) 621-7440

FAX (312) 263-4162

<https://www.hlcommission.org/>

Course Description

No matter what career into which you want to go, this class will benefit you. Communication is essential in every aspect of life, especially the business environment. In this class we will walk through all aspects of the communication cycle including analyzing your audience, preparing the message, choosing the appropriate channel, and providing feedback. You will compose various business messages including letters, a report, presentation, resume, and cover letter.

COURSE OUTCOMES AND COMPETENCIES

- Objective 1: Describe the role of business communication
Upon completion of Objective 1, students will:
 - Analyze yourself as the first step in a job search
 - Compose and prepare effective letters of application – solicited and unsolicited
 - Compose effective resumes – standard and electronic

- Objective 2: Explain how to communicate effectively within a diverse workplace
Upon completion of Objective 2, students will:
 - Demonstrate skill in proper usage of punctuation and grammar
 - Describe the components of communication
 - Discuss verbal and nonverbal communication
 - Describe strategies for communicating across cultures
 - Describe technological developments that affect business communication

- Objective 3: Compose effective print and electronic messages
Upon completion of Objective 3, students will:
 - Format correctly a variety of business documents, i.e. letters, memos, and reports
 - Proofread documents for content, typographical and format errors

- Objective 4: List the attributes of well-written goodwill, persuasive, and bad news messages
Upon completion of Objective 3, students will:
 - Compose effective messages using a variety of sentence types and strategies in standard format.
 - Compose, revise and analyze good-news letters
 - Compose, revise and analyze persuasive messages
 - Compose, revise and analyze bad news letters
- Objective 5: Prepare a business report and business presentation
Upon completion of Objective 5, students will:
 - Present an effective business presentation
 - Construct, organize in a logical manner, and write a business report
- Objective 6: Demonstrate knowledge of interpersonal skills and effective teamwork
Upon completion of Objective 6, students will:
 - Identify and research a problem within a team setting
 - Exhibit punctuality, initiative, courtesy and honesty
 - Complete assigned tasks in a timely manner
 - Distinguish between effective and ineffective listening
 - Practice good listening skills

COURSE POLICIES

Assignments and Tests

When you first view your class, look over class requirements, assignments, and other class content to ensure that you wish to remain in the class. If you decide to drop the class, do NOT post in Canvas at all, as that counts as attendance per College policy, and you will be charged a portion of tuition for dropping after attending/posting.

The student is expected to have assignments done when the instructor determines they are due. The instructor determines acceptance of late assignments. There are no written examinations in this class. Submitting timely work and participating determine the final grade.

METHOD OF EVALUATION

Your grade will be based on the following:

Items	Points / Percentage
Assignments	200
Final Exam	50
TOTAL POINTS	250

Grade Scale

Your grade will be based on the following:

Grade	Percentage
A	90 - 100
B	80 - 89
C	70 - 79
D	60 - 69
F	0 - 59

CLASS SCHEDULE

Due Date	Assignment	Type	Points
12/16	Introductions	Discussion	5
12/18	Persuasive Message	Assignment	20

Due Date	Assignment	Type	Points
12/18	Bad News Message	Assignment	20
12/18	Goodwill Message	Assignment	20
12/18	Discussion Board: Unplugged	Discussion	10
12/22	Revising Sheet	Assignment	5
12/22	Presentation	Assignment	20
12/22	Presentation Discussion	Discussion	10
12/22	Report about Your Future Career	Assignment	50
12/27	Cover Letter	Assignment	10
12/27	Your Resume	Assignment	10
12/27	Interview Prep	Assignment	10
12/27	Discussion: Communication in a Diverse Workplace	Discussion	10
12/28	Final Exam	Quiz	50
	NETIQUETTE AND GUIDELINES	Discussion	0