Business 346, Business Communication

Note: The instructor reserves the right to modify this syllabus any time at his discretion.

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Office: Main Campus -- EMB

Each student must have a valid email address to be in the course, as well as consistent and easy access to a computer and the Internet.

Required Text:

(Note that this is documented in APA format for a book citation.)

COURSE DESCRIPTION

Enhances verbal, nonverbal, and written communications. Explores professional and interpersonal dialog, group communications, and processes…” (from the ULV catalog, 2006-2007).

GOALS

This course will familiarize students with the theories, tools, and techniques used in business communication. Through online discussions, readings, written assignments, exams and quizzes, students will learn to effectively evaluate and apply communication tools and techniques that will enhance their leadership abilities as managers.

CONTENT COVERED:

Communication Fundamentals

- Business Communication Foundations (Ch. 1)
- Multicultural & Global Communication (Ch. 2)
- Technological, Legal, and Ethical Considerations (Ch. 3)
Effective Communication Development

- Principles of Business Communication (Ch. 4)
- Print and Electronic Messages (Ch. 5)

Correspondence Applications

- Message Formats, Positive, Neutral & Social/Negative/ Persuasive Messages (Chs. 6-9)

Written Report Applications

- Business Research and Report Writing (Ch. 10)
- Proposals, Plans, and Special Reports (Ch. 11)
- Visual Aids (Ch. 12)

Oral & Nonverbal Communication

- Interpersonal Communication and Teamwork (Ch. 13)
- Listening and Non-Verbal Messages (Ch. 14)
- Oral Communication Essentials (Ch. 15)

Employment Communication

- The Job Search and Resume (Ch. 16)
- Employment Communication and Interviewing (Ch. 17)

Business English Basics

- Parts of Speech
- Sentence Structure
- Punctuation
- Style
- Word Usage
**Expected Outcomes:** At the completion of this course, students will:

- Be aware of the communication process in the organizational environment
- Develop an understanding of how appropriate word usage and selection will strengthen writing skills
- Understand how to apply writing techniques when composing business letters and memoranda
- Realize how technological change affects communication in the business environment
- Understand the importance of differences in a multi-cultural communication situation

**Requirements:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>Midterm Exam</td>
<td>100 pts</td>
<td>Week 5 – Must be completed by due date</td>
</tr>
<tr>
<td>Final Exam</td>
<td>150 pts</td>
<td>Week 10 – Must be completed by due date</td>
</tr>
<tr>
<td>Final Paper</td>
<td>200 pts</td>
<td>Week 10 – No late papers accepted</td>
</tr>
<tr>
<td>Participation on the Discussion Board</td>
<td>45 pts. (5 pts. per week times 9 weeks)</td>
<td>Weeks 1, 2, 3, 4, 5, 6, 7, 8, &amp; 9. Excludes week 10.</td>
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<td></td>
<td>10 pts x weeks 2, 4, 6, 8</td>
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<tr>
<td>Quizzes</td>
<td>20 pts x week 9</td>
<td>Weeks 2, 4, 6, 8, 9. 60 pts. total</td>
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<td></td>
<td></td>
<td>Weeks 1-3 – Individual Weeks 1, 3, 4, 5, 6, 7: 10 pts. each</td>
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<td>Weeks 4-8 – Group Week 2: 35 pts.</td>
</tr>
<tr>
<td>Writing Assignments</td>
<td>10 pts.</td>
<td>Week 1 135 pts. total</td>
</tr>
<tr>
<td>Professional Bio</td>
<td>10 pts.</td>
<td>Week 9: 20 pts. 700 pts. available</td>
</tr>
<tr>
<td>Total:</td>
<td>700 pts. available</td>
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</tbody>
</table>

Due dates will be given at the start of each online week (often, well before), in the form of an email from the instructor. These weekly due dates and guidelines are called “The Week at a Glance.”

Students will complete writing assignments individually during weeks 1 through 3. To enliven the online experience, beginning in week 4 and continuing through week 8, writing assignments will be turned in as
a group. During weeks 4-9, participation points will be earned in each group’s defined meeting space—meaning you’re still making at least 2 substantive responses per week within your group. The instructor will define the groups, and he reserves the right to modify the groups as necessary. Participating in your assigned group for weeks 4 through 9 is not an option; it is mandatory.

***Writing assignments may be modified very slightly in terms of points available. The instructor will notify students of any point changes via email.

***Neither weekly assignments (those completed individually or in groups) nor the final paper may be revised. However, the instructor may offer extra credit during the course, but this is not guaranteed. Students will be notified via email as to what the extra credit opportunity is.

**Weekly Writing Assignments Will Include:**

I = Individual Response (student completes assignment by him/herself)
G = Group Response (small groups complete assignment)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Week(s)</th>
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</thead>
<tbody>
<tr>
<td>The You-Viewpoint (I)</td>
<td>week 1 – ch. 1</td>
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<tr>
<td>Professional Biography (I)</td>
<td>1 – 10 pts.</td>
</tr>
<tr>
<td>Composing at the word/sentence level (I)</td>
<td>week 2 – ch. 4</td>
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<tr>
<td>Composing a thesis statement (I)</td>
<td>4 – 35 pts.</td>
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<tr>
<td>Revising a poorly-written letter (G)</td>
<td>week 4 – 10 pts.</td>
</tr>
<tr>
<td>Composing a positive message (G)</td>
<td>week 5 – ch. 6</td>
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<tr>
<td>Composing a negative message (G)</td>
<td>6 – 10 pts.</td>
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<tr>
<td>Creating a persuasive message (G)</td>
<td>week 7 – ch. 9</td>
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<tr>
<td>APA practice scenarios (G)</td>
<td>9 – 10 pts.</td>
</tr>
<tr>
<td>References page (I)</td>
<td>week 8 – 20 pts.</td>
</tr>
<tr>
<td>Final paper (I)</td>
<td>week 10 – 200 pts.</td>
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***All assignments will be submitted to the instructor via the Digital Drop Box on Blackboard. Assignments sent via email will not be accepted. Remember to send the assignment; don’t just add it (see week 1 email on submitting to the Drop Box).
Late Work:

In order to earn full points, assignments must be submitted by the date and time indicated in the Week at a Glance email. The days of the week on which assignments are due may change (i.e., assignments may not always be due on a Monday, for example). Assignments will be docked 5 points for each 24-hour period late, beginning immediately after the due date indicated. Neither the References page, due in week 9, nor the final paper, may be submitted late. If they are, they will not receive any points.

Exams:

You will take quizzes (for a total of five during this course) on the chapters and weekly readings, and a midterm and final on Blackboard. There will be a short practice quiz available to you in week one so that you may become comfortable taking online assessments. Should you fail to complete the midterm or final exam by the specified due date, you will be required to take a make-up exam of essay questions, to be proctored at your regional center. This must be pre-arranged with the instructor. The final exam will be timed at 1 hour 20 minutes. The midterm exam will not be timed. Weekly quizzes are not timed and are generally 10 questions each.

Should a student require an Incomplete in the course, he or she must arrange this with instructor at least 2 weeks prior to the course’s ending date. The student must contact the instructor via email, and in requesting an Incomplete, specify as much as possible the extenuating circumstances necessitating the Incomplete. Incompletes are to be given for verifiable extenuating circumstances such as illness, death, etc.

Avoiding Plagiarism:

Plagiarism is defined as taking and using as one’s own the thoughts, writings, and inventions of another. Plagiarism is considered to be academic dishonesty, and may result in failure of the course. Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source. You will be provided with information on how properly to cite information and avoid plagiarism.
Mission Statement

Through its academic and co-curricular programs, the University provides rich educational opportunities that relate to both the academic and personal development of its students. For its undergraduates the University offers a challenging general education program, as well as a strong knowledge base in a particular discipline. Graduate programs at ULV are offered in selected professional disciplines. These programs are aimed at the practicing professional, and seek to integrate theory and practice.

Philosophically, the University emphasizes four major concerns that affirm a positive and rewarding life for its students.

1. **A Values Orientation**
   - The University affirms a philosophy of life that actively supports the health of the planet and its people. The University, therefore, encourages students to become reflective about personal, professional, and societal values in the light of this affirmation.

2. **Community and Diversity**
   - The University promotes the goal of community within a context of diversity. The University, therefore, encourages students to understand and appreciate the diversity of cultures which exists locally, nationally, and internationally. It also seeks to promote appreciation of biodiversity by helping students understand the impact/dependence of human beings on their environment.

3. **Lifelong Learning**
   - The University commits itself to an approach to education that is lifelong in nature. Therefore, it teaches students how to learn, how to think critically, how to do responsible research, and how to access and integrate information in order to prepare them for career growth and flexibility and continued personal growth.

4. **Community Service**
   - The University believes that service is a primary goal of the educated person. The University therefore encourages its students to experience the responsibilities and rewards of serving the human and ecological community.
Grade Rubric

- 100-95 = A
- 94-90 = A-
- 89-87 = B+
- 86-83 = B
- 82-80 = B-
- 79-77 = C+
- 76-73 = C
- 72-70 = C-
- 69-67 = D+
- 66-63 = D
- 62-60 = D-
- 59 and below = F