

Revised: * March, 2018 Term: Spring 2018

Note: the instructor reserves the right to change this syllabus should it become necessary.*Course Title:** BUSINESS COMMUNICATION**Course Number:** EN103**Quarter Credit Hours:** 4.8**Prerequisites:** EN102**Lecture Hours:** 48**Laboratory Hours:** 00**Out-of-Class Hours:** 96**Course Description:**

A study of effective correspondence, communication skills, and listening skills in a business environment. ◊

Instructor	Leasa L. Davis	Office Hours	Fridays: 9:00-12:30 or by appointment.
Email	ldavis@msc.edu	Phone	(304) 485-5487
Additional Details			

Instructional Materials and Technology Requirements:

Textbook Title: Essentials of Business Communication

Authors: Mary Ellen Guffey and Dana Loewy

Publisher: Cengage Learning

ISBN: 978-1-285-85891-3

Course Objectives:

Upon completion of this course, the student should be able to:

- Describe how solid communication skills help students succeed in the digital-age workplace.
- Confront the barriers of effective listening and improve listening skills.
- Explain the importance of nonverbal communication and improve nonverbal communication skills.
- Understand how culture affects communication and the use of social media and overcome negative cultural barriers.
- Develop expert writing techniques including the use of positive and courteous tone, bias free language, and precise words.
- Complete business messages that are clear and concise and avoid redundancies, trite phrases, clichés, slang, and buzzwords.
- Enhance readability by understanding document design including the use of white space, margins, typefaces, fonts and headings.
- Understand the professional standards for usage, structure, and format of e-mails and interoffice memos in the digital workplace.
- Address business uses of social media networks, and assess their advantages as well as risks; and be able to format e-mails, memos, and business letters.
- Compose messages that request items, respond to inquiries, voice complaints, and convey kindness and goodwill.
- Explain the components of negative messages including apologizing, showing empathy, and closing pleasantly.
- Create effective and ethical direct mail and e-mail messages that gain attention, build interest, develop desire, and motivate action.
- Describe typical report formats and write short informational and analytical reports.
- Describe how etiquette, ethics, and teamwork are important to professional meetings.
- Present business presentations using visual aids, such as power point presentations.

Instructional Methods: *(Description of how the course will be taught, including lecture, lab, online, community activities, etc.)*

Students will utilize the Sakai System online to complete several activities. Specific instructions are given to student to allow them to transition into online courses easily. The instructor will be available to answer questions on Fridays between the hours of 9:00 a.m. and 12:30 p.m. and by appointment.

- Handouts and worksheets will be given to help facilitate the learning process and will be located under the Resources Tab.
- PowerPoints are provided to help facilitate student learning.
- Student will complete review questions at the end of chapters to strengthen their comprehension of the material.
- Exams will be given at the end of each unit to allow students to demonstrate their comprehension of the material presented.

Assessment Criteria and Evaluation Methods: (*Weight of tests, assignments, etc. and basis for determination of final grade*)

- Chapter Review Questions for each of the chapters will be submitted for a grade.
- Critical Thinking Questions for each of the chapters will be submitted for a grade.
- Exercises and Radical Rewrites will be submitted for a grade.
- Exams will be given at the end of each unit.

Chapter Review Questions, Critical Thinking Questions, Exercises, and Radical Rewrites, account for one-third of the students' grade. Exams account for two-thirds of the student's grade. The lowest grade for the Chapter Review Questions and the lowest exam grade will be dropped before the grades are averaged. This is a safeguard that will allow for any problems that may exist during the quarter in which a student is unable to complete an exam or assignment.

Grading Scale	Letter	A	B	C	D	F	S	U
	Percent	90-100	80-89	70-79	60-69	0-59	Satisfactory	Unsatisfactory
	Numeric	4.0	3.0	2.0	1.0	0.0	-	-

Policies and Other Information:**Attendance:**

Any student habitually absent cannot hope to benefit from an instructor's knowledge, supplementary material, and any personal help necessary to achieve satisfactory grades. Online students inactive for 14 consecutive calendar days will be administratively withdrawn from the course. If a student is administratively withdrawn from all courses in a term, the student will be withdrawn from the College. All absences are recorded and cannot be excused regardless of reason.

Make-up Work:

The make-up policy only applies to test and quizzes. Make-up work will be allowed in the event the student or student's child is admitted to the hospital (doctor appointments do not qualify), the student is ordered to appear for court, or the student experiences a death in the immediate family (spouse, partner, child, or parent). Documentation is required (hospital discharge papers, court records, etc.). The student must inform the Director of Student Services and the Instructor as soon as possible; failing to inform or provide proper documentation will result in make-up work being disallowed. For all other reasons, the make-up policy is at the discretion of the instructor.

Course Schedule and Topical Outline

Week	Objective and Supporting Activity	Out of Class Activities
1	Chapter 1 –Communicating in the Digital Age ----Workplace -Assign Chapter Review Questions 1- 10 pages 23-24 -Assign Critical Thinking Questions 11-15 page 24 -Assign Grammar/Mechanic –Checkup - 1 page 29 -Complete Exam 1 – Unit 1- Chapter 1	-Read Chapter 1 (2 hours) -Complete and submit Chapter 1 - Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11-15 (1 hour) -Complete Grammar Mechanics (1 hour) Prepare for Exam 1 – Unit 1 (2 hours)
2	Chapter 2 – Planning Business Messages -Assign Chapter Review Questions 1-10 pages 53-54 -Assign Critical Thinking Questions 11-15 page 54 -Assign Writing Improvement Exercise Questions 24-41(Conversational but Professional, Positive and Courteous Expression and Bias Free Language) pages 55 & 56	-Read Chapter 2 (2 hours) -Complete and submit Chapter 2 - Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11-15 (1 hour) -Complete and submit Writing Improvement Exercise Questions 24-41 (2 hours)
3	Chapter 3 – Organizing and Drafting Business Messages -Assign Chapter Review Questions 1-10 page 77-78 -Assign Critical Thinking Questions 11-15 page 79 -Assign Writing Improvement Exercise Questions 28-36 page 80 Chapter 4 – Revising Business Messages -Assign Chapter Review Questions 1-10 pages 106-107	-Read Chapter 3 (2 hours) -Complete and submit Chapter 3 - Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11-15 (1 hour) -Complete and submit Writing Improvement Exercise Questions 28-36 (2 hours)

	-Assign Critical Thinking Questions 11-15 page 107 Complete Exam 2 – Unit 2 – Chapters 2, 3, and 4	- Read Chapter 4 (2 hours) -Complete and submit Chapter 4 - Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11 – 15 (1 hour) -Prepare for Exam 2 – Chapters 2, 3, and 4 (3 hours)
4	Chapter 5 – Short Workplace Messages and Digital Media -Assign Chapter Review Questions 1-10 pages 140-141 -Assign Critical Thinking Questions 11-15 pages 141-142 -Assign 5.2 Radical Rewrites: Informational E-Mail – Web Conferencing Made Simple page 145 -Assign Grammar/Mechanics Checkup - 5 pages 150-151	-Read Chapter 5 (2 hours) -Complete and submit Chapter 5 – Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11-15 (1 hour) -Complete and submit 5.2 Radical Rewrites: Informational E-mail – Web Conferencing Made Simple (2 hours) -Complete Grammar/Mechanics Checkup - 5 (1 hour)
5	Chapter 6 –Positive Messages -Assign Chapter Review Questions 1-10 pages 176-177 -Assign Critical Thinking Questions 11-15 page 177 -Assign 6.4 Radical Rewrite: Direct Claim – Car Rental Horror Story page 181 -Complete Grammar/Mechanics Checkup - 6 page 188	-Read Chapter 6 (2 hours) -Complete and submit Chapter 6 – Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11- 15 (1 hour) -Complete and submit 6.4 Radical Rewrite : Direct Claim – Car Rent Horror Story (2 hours) -Complete Grammar/Mechanics Checkup – 6 (1 hour)
6	Chapter 7 – Negative Messages -Assign Chapter Review Questions 1-10 pages 212-213 -Assign Critical Thinking Questions 11-14 page 213 -Assign Writing Improvement Exercise – Passive-Voice Verbs page 213 -Assign Grammar/Mechanics Checkup -7 page 222	-Read Chapter 7 (2 hours) -Complete and submit Chapter 7 - Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11-14 (1 hour) -Assign Writing Improvement Exercise – Passive – Voice Verbs (1 hour) -Assign Grammar/Mechanics Checkup – 7 (1 hour)
7	Chapter 8 – Persuasive Messages -Assign Chapter Review Questions 1-10 pages 244-245 -Assign Critical Thinking Questions 11-15 page 246 -Assign 8.2 Radical Rewrite: Claim Letter from Seriously Displeased Customer page 248 -Complete Exam 3 – Unit 3 – Chapters 5, 6, 7, and 8	-Read Chapter 8 (2 hours) -Complete Chapter 8 Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11-15 (1 hour) -Complete and submit 8.2 Radical Rewrite: Claim Letter from Seriously Displeased Customer (2 hours) -Prepare for Exam 3 – Chapters 5, 6, 7, and 8 (3 hours)
8	Chapter 9 – Informal Reports -Assign Chapter Review Questions 1-10 pages 289-290 -Assign Critical Thinking Questions 11-15 page 290 Assign 9.1 Information Report: Added Value from Work or Volunteer Experience page 290 Assign Grammar/Mechanics Checkup - 9 pages 294-295	-Read Chapter 9 (2 hours) -Complete and submit Chapter 8 – Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11-15 (1 hour) -Complete and submit 9.1 Information Report: Added Value from Work or Volunteer Experience (2 hours) -Complete Grammar/Mechanics Check – 9 (1 hour)
9	Chapter 10 – Proposals and Formal Reports -Assign Chapter Review Questions 1-10 pages 340-341 -Assign Critical Thinking Questions 11-15 page 341 -Assign Activity 10.8 Unsolicited Proposal: Requesting Funding for Your Campus Business Club page 344 -Assign Grammar/Mechanics Checkup -10 page347 Complete Exam 4 – Unit 4 – Chapters 9 and 10	Read Chapter 10 (2 hours) -Complete and submit Chapter 10 – Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11-15 (1 hour) -Complete and submit Activity 10.8 Unsolicited Proposal: Requesting Funding for your Campus Business Club (1 hour) -Complete Grammar/Mechanics Checkup -10 (1 hour)

		-Prepare for Exam 4 – Chapters 9 & 10 (2 hours) -Start preparing for Final Exam (2 hours)
10	Chapter 11 –Professionalism at Work; Business Etiquette, Ethics, Teamwork, and Meeting -Assign Chapter Review Questions 1-10 pages 377-378 -Assign Critical Thinking Questions 11-15 page 378 -Assign Activity 11.3 Soft Skills: Personal Strengths Inventory page 379	Read Chapter 11 (2 hours) -Complete and submit Chapter 11 – Review Questions 1-10 (2 hours) -Complete and submit Critical Thinking Questions 11-15 (1 hour) -Complete and submit Activity 11.3 Soft Skills: Personal Strengths Inventory (1 hour)
11	Chapter 12 – Business Presentations -Assign Review Questions 1-10 pages 412-413 -Complete Exam 5 – Unit 5 Chapters 11 and 12 -Complete Final Exam	Read Chapter 12 (2 hours) -Complete and submit Chapter 12 – Review Questions 1-10 (1 hour) -Prepare for Exam 5 – Chapters 11 and 12 (2 hours) -Prepare for Final Exam (3 hours)
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