



ENGL 2020 Business Communications Syllabus Spring 2017

Instructor:	Dr. B. LaFace
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Office:	#240
Office Hours:	online and by appointment before and after class
Meeting Time/Place:	online and in the classroom
Web Access Site:	http://www.cengagebrain.com (MindTap access)
Textbook:	Mary Ellen Guffey and Dana Loewy: <i>Essentials of Business Communication</i> , 10 th edition, ISBN 13 978 128 5858 913
Other Requirements:	Internet access and e-mail address
Prerequisites:	ENGL 1102
Expected skills:	Basic writing skills, including grammar and mechanics; Computer skills, including ability to create PowerPoint presentations, communicate via email, and use the Internet.

E-Mail Access: Please use GeorgiaView email. You will need a personal BSC e-mail account to complete assignments and to send/receive messages from the instructor and class members during this semester. Other email addresses are less reliable and often incompatible with GV email servers. Students are responsible for checking their university email accounts regularly. Emails usually contain important information but **Do NOT contact the instructor or classmates using BSC email (outside GV) except for an emergency.**

Office hours: Meetings can be arranged by appointment when students' schedules conflict with the listed hours. I am often available before and after class. GV e-mail is the best way to contact me for quick answers for your questions.

Midterm is March 3rd: last day to drop the class with no academic penalty.

- Classes begin January 9th
- Midterm March 3rd - Last day to withdraw without academic penalty –and Hardship withdrawal deadline (for classes taken previous semester)
- Last day of class on Monday, May 1st
- Final exams May 2nd through 4th
- Final grades due 5 pm, May 5th

Spring 2017 Holidays

- MLK holiday Monday, January 16th (campus closed)
- Spring Break, March 6th - 10th (campus closed)

Course Disclaimers: *This syllabus is intended to provide structure for the semester and will be followed as closely as possible. However, I reserve the right to make changes as course needs arise such as adding SACS-related assessments that could be stand-alone instruments or questions embedded into an exam. Remaining registered for this class after drop-add indicates that students have read, understood, and accepted all course policies as enumerated by this syllabus and by me.*

Students will attend **an online GaVIEW orientation:** use a BC email address for this class. Banner may block commercial accounts. Follow online instructions in GaVIEW *Get-Started* at <http://fswb.bainbridge.edu/gaview/students/gettingstarted.html> for further information.

Required Readings: Mary Ellen Guffey and Dana Loewy: *Essentials of Business Communication*, 10e
The content of this text is thorough and easily understood. Staying up with your reading makes your class participation much more effective and the text also serves as a helpful guide for assignments. In-class graded exercises are based on reading assignments from these texts and other materials.

Mission Statement: provide Business undergraduates with a conceptual framework and specific tools for communicating in complex environments and accomplishing strategic academic and professional business goals. This core course provides writing, oral, and collaborative skills necessary for future business courses, internships, and professional positions.

Course Objectives: the course focuses on writing, speaking, and interpersonal communication. Although differences in instructors' presentation styles are a natural and valuable part of a multi-section course. These objectives specify that business students, at the conclusion of the course, should be able to

- Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages
- Conduct research that includes the use of electronic library resources and the Internet; use the results of that research to complete written and oral reports
- Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations
- Provide feedback, accept feedback, and use feedback to improve communication skills
- Write business documents grammatically correct and use appropriate business style
- Develop effective interpersonal communication skills
- Use communication technology appropriately and effectively

Writing Assistance: BSC tutors in the Learning Center provide help with basic writing skills as well as the Purdue University online writing lab at <http://owl.english.purdue.edu/handouts/print/grammar/>

Grading Policy: the following scale will be used to determine final course grades. Due to the amount of work to be completed, it is critical that you take responsibility for your own work, cooperate fully with your peers and instructor. ASK QUESTIONS if you need information not found in your syllabus, textbook, or assignment sheets.

<u>Grading Scale</u>	<u>Graded Assignments</u>	
A 90 and above	Chapter quizzes (1-14)	= 30%
B 80-89	Unit exams (3)	= 30%
C 70-79	Grammar quizzes (10)	= 10%
D 60-69	Presentations	= 10%
F 59.9 and below	Attendance, Participation, and Preparation (APP)	= 20%

Turnitin.com: Bainbridge State College has a license agreement with Turnitin.com, a service that helps prevent plagiarism by comparing student papers with Turnitin's database and Internet sources. Students who take this course agree that all required papers may be submitted to Turnitin.com. While student privacy is protected, papers submitted to Turnitin become source documents in Turnitin's reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin service is subject to the Terms and Conditions of Use posted on Turnitin's website. Bainbridge College is committed to preserving academic integrity as defined by the Academic Integrity--Policies and Procedures. See the *Student Handbook* for honesty policies.

Academic Integrity: The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty--it is defined by university standards will not be tolerated. Students found to engage in scholastic dishonesty, including plagiarism and unauthorized collaboration, will be referred to the Office of the Dean of Students for disciplinary action. An 'F' in the course

will be the recommended penalty in most cases of scholastic dishonesty. All cases of academic dishonesty are handled according to the procedures outlined in the Student Handbook under "Academic Integrity - Policies and Procedures." Bainbridge State College defines academic dishonesty in the following way:

- Receiving or providing unauthorized assistance for an academic course.
- Procuring or providing unauthorized material for an academic course.
- Reusing one's own work produced for another course.
- Plagiarizing

Any instance of academic dishonesty will result in failure of the assignment and, depending upon the importance of the assignment and the egregiousness of the instance, may result in failure of the course and the assignment of an "FX" (failure due to academic dishonesty) to the student's record. The instructor will determine the nature of the infraction; however, the student has the right to appeal any infraction affecting his/her standing in the course through the appeals process. See the Student Handbook for more details on policies and procedures.

Core Communication Skills and Required Assignments: the course focuses on a core set of communication skills and requires assignments that support students in their learning of these skills. Students can expect to work on this core set of skills. These communication skills and the types of assignments will be evaluated in course readings and online quizzes. Save all your documents on a USB and all graded hardcopies! Keep your grade records up-to-date and retain your completed assignments! Check the Gradebook in GV for latest updates.

Grievance Procedures: See the *Bainbridge College Student Handbook* for current information. A student must produce his/her assignments when disputing a final grade.

Attendance: Reliable and punctual attendance is critical in the workplace. Attendance in this class is important for you to learn through experiential development of written and oral communication skills. Each student is allowed three absences (WWW = 3 absences) without grade consequences, but he or she is responsible for emailing the instructor concerning all absences. After three absences before midterm, a student will be dropped from the course. Three late arrivals constitute one absence. A student who arrives 20 or more minutes after the beginning of class will be considered absent. Regardless of the reason for your absence, notify all members of your group before your absence if possible. It is your responsibility to provide your contributions to group efforts in advance of any absence.

Students who do NOT meet the class attendance requirement may be withdrawn by a faculty-initiated withdrawal with a grade of W prior to the midterm date or a grade of WF after the midterm. A student who stops attending after 60% of the semester is complete (see dates below) earns an "F" for the term, when it is no longer necessary to submit a Faculty Initiated Withdrawal form.

Late or Missed Assignments: late or missed assignments are not accepted. No late assignments are accepted or extensions for written assignments are made without a verifiable medical emergency. This policy is enforced during the semester.

General Grading Criteria for Written Assignments: specific criteria for each assignment describing the nature of the assignment are evaluated as follows

- write with appropriate formats
- write without errors in spelling, mechanics, grammar, and punctuation
- write clearly, cohesively, emphatically, and concisely
- write effectively in different situations
- write tactfully, positively, credibly, interestingly, and without bias
- write accurately and include all and only relevant content material

Attendance Participation and Preparation (APP): Professional Conduct Grade

The following behaviors will be considered evidence of your professional conduct and will be evaluated by your peers and your instructor.

- Participation in class and group meetings
- Completion of online tests and exams
- Timely notice about absences to instructor via email
- Attention to and courteous behavior toward instructor and peers
- Completion of assignments and preparation for class
- Courteous and respectful communication to faculty, staff, guest speakers, and peers
- Encouragement of others by asking questions, by allowing others to complete their ideas, and by responding to what others have said
- Use of supportive feedback
- Respect for diversity of others
- Honest responses (i.e., if you do not know something or have not yet completed an assignment, say so!)
- Contributions of information and ideas that add to the value of the class
- Behavior consistent with that expected in any business meeting or business environment (i.e. on time, stay until end, no eating, prepared, accept and give constructive feedback)

Course Goals: this course is designed to help you:

- Develop basic communication skills you need to write, make oral presentations, communicate interpersonally, and work effectively in groups.
- Value the differences between yourself and others and to employ that understanding to improve the quality of your communication.
- Recognize and value the diverse contributions of all members of an organization.
- Improve your communication in future courses and in your career.
- Refine the process of written and oral communication in business.
- Use methods of problem solving in business communication that can be used as an individual or as a group.
- Develop basic reading, writing, listening, and speaking skills in addition to the ability to follow complete, complex written and oral instructions.

ADA STATEMENT: Bainbridge State College is committed to providing accessibility to all students in accordance to ADA/504 guidelines. Students should not hesitate to contact the Disabilities Services and Testing offices; Katie Harrell (BSC Main Campus) at (229)243-3021, or Lori Haddock (BSC Early County Center) at (229)724-2405, regarding accessibility, if any accommodations are necessary. The Instructor will not be able to discuss any accommodations without a formal letter from the Disabilities Services and Testing office. Students with disabilities needing academic accommodation must **during the first week of class:**

1. Register with and provide documentation to the Student Disability Resource Center; and
2. Bring a letter to the instructor indicating the need for accommodation and what type.

This syllabus and some other class materials can be made available in alternative format upon request. For more information about services available to students with disabilities, contact the Student Disability Resource Center at Bainbridge State College.

Assignment Schedule: the course covers chapter readings and quizzes, grammar and mechanics practice, and employment communication. Assignments are due Tuesday by midnight before each class meeting.

Meetings	Activities
Week 1 Due 1/17	Chapter 1, COMMUNICATION SKILLS AS CAREER FILTERS <ul style="list-style-type: none"> • Chapter 1 IM lecture notes and PowerPoint slides. • Read Ch 1, complete Ch 1 question and Grammar/Mechanics Checkup (online in GV), and view PowerPoint slides at Web site. • Complete Chapter 1 activities discussed in class. • MindTap overview and study guides. • Watch video "Career Success Begins With Communication Foundations" or "Intercultural Communication at Work"
Week 2 Due 1/24	Chapter 2, PLANNING BUSINESS MESSAGES <ul style="list-style-type: none"> • Chapter 2 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 2 quiz) and check homework.
Week 3 Due 1/31	Chapter 3, COMPOSING BUSINESS MESSAGES <ul style="list-style-type: none"> • Chapter 3 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 3 quiz) and check homework.
Week 4 Due 2/7	Chapter 4, REVISING BUSINESS MESSAGES <ul style="list-style-type: none"> • Chapter 4 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 4 quiz) and check homework. • Watch video, "Guffey Writing Process Develops Fluent Workplace Skills." • UNIT 1 TEST, Chapters 1-4
Week 5 Due 2/14	Chapter 5, ELECTRONIC MESSAGES AND DIGITAL MEDIA <ul style="list-style-type: none"> • Chapter 5 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 5 quiz) and check homework. • Watch video, "Smart E-Mail Messages and Memos Advance Your Career" and "Technology in the Workplace."
Week 6 Due 2/21	Chapter 6, POSITIVE MESSAGES <ul style="list-style-type: none"> • Chapter 6 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 6 quiz) and check homework.
Week 7 Due 2/28	Chapter 7, NEGATIVE MESSAGES <ul style="list-style-type: none"> • Chapter 7 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 7 quiz) and check homework.
Week 8 Due 3/7	Chapter 8, PERSUASIVE MESSAGES <ul style="list-style-type: none"> • Chapter 8 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 8 quiz) and check homework. • UNIT 2 TEST, Chapters 5-8 midterm.
Week 9 Due 3/14	Chapter 9, INFORMAL REPORTS <ul style="list-style-type: none"> • Chapter 9 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 9 quiz) and check homework

Week 10 Due 3/21	<p>Chapter 10, PROPOSALS AND FORMAL REPORTS</p> <ul style="list-style-type: none"> • Chapter 10 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 10 quiz) and check homework.
Week 11 Due 3/28	<p>Chapter 11, PROFESSIONALISM AT WORK</p> <ul style="list-style-type: none"> • Chapter 11 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 11 quiz) and check homework.
Week 12 Due 4/4	<p>Chapter 12, BUSINESS PRESENTATIONS</p> <ul style="list-style-type: none"> • Chapter 12 IM lecture notes and PowerPoint slides. • Discuss selected activities (Ch. 12 quiz) and presentations. • Watch video "Effective On-the-Job Presentations."
Week 13 Due 4/11	<p>Chapter 13, THE JOB SEARCH, RESUMES, AND COVER LETTERS</p> <ul style="list-style-type: none"> • Chapter 13 IM lecture notes and PowerPoint slides. • Complete activities (Ch. 13 quiz) and presentations. • Students write resumes. • Watch video "The Job Search."
Week 14 Due 4/18	<p>Chapter 14, INTERVIEWING AND FOLLOWING UP</p> <ul style="list-style-type: none"> • Chapter 14. Use IM lecture notes and PowerPoint slides. • Complete activities (Ch. 14 quiz) and presentations. • Watch video, "Sharpening Your Interview Skills." • Final exam review and course evaluations.
Week 15 Due 4/25	<p>UNIT TEST -- Final Exam</p> <ul style="list-style-type: none"> • Unit Test 3. •

It is the student's responsibility to keep up with any changes in the class schedule. The assignments included here are to be completed each week prior to class meetings. Slight adjustments to the schedule may be made at the time the assignment is discussed.