Course Title: Business Communication
Course Number:  E93
Semester:  Fall 2015
Class meetings:  Thursdays, 12:30-3:15
Credit:  3 Units
Lecture hours:  45
Prerequisite(s):  None
Co-requisites:  None

Instructor:  Dr. Sylvia Y. Schoemaker Rippel
Office hours and location:  T, Th 11:45-12:30 and by arrangement, room 308

University instructor email:  sysr@lincolnuc.edu
Course-related email for the semester:  profsylvia@gmail.com
Course blog and other content to be announced in class.

COURSE DESCRIPTION

E93 - BUSINESS COMMUNICATION
Communication and information science in the applied context of business studies, including vocabulary, reading, writing, and speaking skills in the subject areas of marketing, international business, data processing, accounting, finance, and management. (3 units)

The course emphasizes the role of critical and creative thinking in the business communication process. Students learn a systematic approach to designing messages for targeted business communication
COURSE OBJECTIVES

Primary objectives are to:
Improve your ability to comprehend and produce effective written and oral business communications for leadership and negotiation purposes,
   Evaluate business communications within appropriate contexts, and
   Apply systematic communicative language processing strategies for critical thinking, problem solving, conflict resolution, decision making, goal setting and attainment.

Upon successful completion of this course, students will be able to:
   Analyze the communicator, audience, purpose, context, and strategies of business communications in functional settings. Select appropriate content, style and organization for various contexts

INSTRUCTIONAL MATERIALS AND REFERENCES

REQUIRED TEXTS:

RECOMMENDED TEXT:

COURSE TEXTS COMPANION SITES

Leadership Communication Text:
http://highered.mheducation.com/sites/0073403202/information_center_view0/index.html

Negotiation Text Link:
http://highered.mheducation.com/sites/0077862465/information_center_view0/sample_chapter.html

FORMAT

The course sessions will include lectures , A/V-augmented presentations (text-based and other topically related slides and relevant audio/video/web resources), written and oral classroom exercises applying course concepts, small group and classroom discussions, student presentations of individual and group assignments based on course units, with emphasis on engaging students in learning by doing.
TOPICAL OUTLINE and ASSIGNMENTS

The scope of the course involves applying and extending communication skills relevant to managerial discourse, leadership and negotiation, including the theoretical foundation and technological extensions of business communications.

For each of the units (as well as additional assignments given in class), students will do the following by the date listed on the syllabus schedule below:

- **Read** assigned materials with care and understanding.
- **Reflect** on the unit/chapter topics in writing (a brief personal paragraph or two).
- **Review** the main points of the unit/chapter reading by listing three or four key questions with answers.
- **Email** your assignments to me at profsylvia@gmail.com, before the date on the schedule (see below).

For midterm and final review assignments, students will present ePortfolios/PPts adapted from the weekly assignments as individual or team projects.

STUDENT RESPONSIBILITIES

Students are expected to attend class, to participate in individual and group work in a productive manner, to complete assignments according to schedule and at a level appropriate to university rubrics, and to take personal responsibility for meeting the objectives of the course.

Assignments are due on the dates indicated in the schedule below. Additions/revisions to the schedule will be announced in class as needed. Class attendance is mandatory for content, interactions, and presentations. Researched materials must be documented using a consistent style for both in-text and end-text citations of sources using the published standards of the most recent subject-appropriate style guide, such as APA (social sciences) or MLA (humanities), for example.

SCHEDULE

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Unit</th>
<th>Chapter</th>
</tr>
</thead>
</table>
| 3 | 9/10/2015 | Document Language | L02: Leadership Communication Purpose, Strategy, and Structure  
L03: The Language of Leaders |
N05: Ethics in Negotiation |
| 5 | 9/24/2015 | Leadership Presentations | L04: Using Social Media and Creating Other Leadership Correspondence  
L05: Creating Leadership Documents and Reports  
L06: Leadership Presentation in Person and Online  
L07: Graphics with a Leadership Edge |
| 6 | 10/1/2015 | Communication, EI, Cultural Literacy | N06: Perception, Cognition, and Communication  
N07: Communication |
N09: Relationships in Negotiation  
L08: Emotional Intelligence and Interpersonal Skills for Leaders |
| 8 | 10/15/2015 | Midterm | |
| 9 | 10/22/2015 | Teams | N10: Multiple Parties and Teams  
L10: High Performance Team Leadership  
L11: Meetings: Leadership and Productivity |
| 10 | 10/29/2015 | Strategic Internal Communication | L12: Leadership Communication in an Organizational Context  
L13: Transformational Leadership through Effective Internal Communication |
| 12 | 11/12/2015 | External Relations | L14: Leadership through Effective External Relations |
| 14 | 11/24-28 | Fall Recess | |
| 15 | 12/1/2015 | Review | Review - ePortfolio 2 |
| 15 | 12/8/2015 | Final | |

**ASSESSMENT CRITERIA & METHOD OF EVALUATING STUDENTS**

Students will demonstrate their level of achievement through appropriate and accurate application of classic and contemporary principles and best practices in communication for leadership and negotiation. Students attaining the higher levels of course goals will show successful application of critical and creative communication skills in approaching and solving academic and real-world examples,
individually and as group participants. The following tables quantify assignment areas and grade distribution scales.

GRADING GUIDELINES

<table>
<thead>
<tr>
<th>Items</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exercises / Daily Assignments: Oral and Written</td>
<td>10</td>
</tr>
<tr>
<td>Midterm</td>
<td>30</td>
</tr>
<tr>
<td>ePortfolio I, II</td>
<td>10</td>
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<tr>
<td>Presentation of Assignments</td>
<td>10</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40</td>
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<td><strong>Total</strong></td>
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<table>
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<tr>
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<th>B+</th>
<th>B</th>
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<th>C</th>
<th>C-</th>
<th>D+</th>
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<td>89-87</td>
<td>86-84</td>
<td>83-80</td>
<td>79-77</td>
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<td>73-70</td>
<td>69-65</td>
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PLEASE NOTE:

Revisions to the schedule will be announced in class as needed. Class attendance is required. Required textbooks should be obtained as soon as possible and brought to class for each session. Class participation is encouraged for enhanced learning through applied content, group interactions, and individual and small group presentations. Plagiarized content is strictly prohibited: Researched materials must be documented using a consistent style for both in-text and end-text citations of sources using the published standards of the most recent subject-appropriate style guide, such as APA (social sciences) or MLA (humanities), for example. Missed exams and assignments require certified excuses (signed documentation by an appropriate medical or other official representative). With documentation, a makeup exam may be scheduled. Electronics are not allowed during exams. Cell phones should not be active during class sessions.

Revised 08/15