

**Lincoln University**  
**ENG 93-BUSINESS COMMUNICATION**  
**Course Syllabus**  
**Fall, 2017**

**Lecture Schedule:**      **Mondays & Wednesdays 3:30 - 6:15 P.M.**  
**Credit:**                      **3 Units (45 lecture hours)**  
**Instructor:**                **Professor Richard S. Rachlin**  
**Email:**                        **rrachlin@lincolnuca.edu**  
**Office Hours:**              **Wednesdays 2:30-3:30 PM**

**Instructional Materials & References:**

**REQUIRED TEXTS:**

Barrett, D.J. (2014). Leadership Communication (4th. Ed.) McGraw-Hill  
ISBN: 978-0-07-340320-5. Make sure you have this Edition.

Fisher, Ury & Patton (2011). Getting to Yes (3d Ed. Updated & Revised) Penguin  
ISBN: 978-0-14-311875-6

**RECOMMENDED TEXTS:**

Lewicki, Saunders & Barry (2007). Essentials of Negotiation (5<sup>th</sup> Ed.) McGraw-Hill  
ISBN: 978-0-07-353036-9

Alred, Brusaw & Oliu (2009). The Business Writer's Handbook (9<sup>th</sup> Ed.) St. Martin's  
Press. ISBN: 0-312-57510-6

**Course Description**

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)

**Purpose of Course**

The course will stress leadership communication and the development of skills in negotiation. The leadership component of the course will cover both written and verbal communications, strategy, expressing visions, and introducing change. The negotiations component of the course will consider fundamentals of negotiation, conflict management, managing interdependence, defining objectives, selecting the best negotiating strategy, evaluating communication dynamics, finding and using negotiation power through ethical conduct.

By the end of the course you should be able to do the following:

1. Analyze audiences and develop format messages specific to them.
2. Communicate appropriately across different cultures with diverse audiences.
3. Structure and write clear, correct, and confident professional correspondence and reports.
4. Plan and deliver impromptu prepared individual and team presentations confidently and persuasively.
5. Recognize and exemplify communication ethics.
6. Work constructively in teams and evaluate peers effectively.
7. Project a positive ethos and display emotional intelligence and interpersonal skills.
8. Understand transformational leadership and the role of communication in organizations.

### **Individual Oral Presentations**

You will make at least two five minute oral presentations. The first will be with or without the use of Power Point or slides, at your option. The second will be on a topic of your own choice. Please wear professional attire for the second oral presentation at which time Power Point or slides shall be used.

### **Homework**

The Applications (Problem-Case Studies) at the end of each chapter in ‘Leadership Communication’ shall be typed (double-spaced), printed and turned in at the **beginning** of each class section.

### **Grading Standards**

Grades will be based on the following allocation:

Final examination: 50 per cent

Class Attendance & Participation: 25 per cent

Individual Presentations: 25 per cent

### **Grading**

#### Point/Grade Conversion

100-94	A	76-74	C
93-90	A-	73-70	C-
89-87	B+	69-65	D+
86-84	B	64-60	D
83-80	B-	59 or <	F
79-77	C+		

## Course Calendar and Assignments

The assigned material for each date should be thoroughly read **before** each class. Homework and class participation on the material is expected and plays an important part of your grade.

Date	Assignments
<b>Oct. 16:</b>	Lecture on leadership; overview of the course.
<b>Oct. 18:</b>	Chapters 1 & 2 of ‘ <b>Getting to Yes.</b> ’
<b>Oct. 23:</b>	Barrett: Chapter 1. Homework: All Applications.
<b>Oct. 25:</b>	Chapters 3 & 4 of ‘ <b>Getting to Yes.</b> ’
<b>Oct. 30:</b>	Barrett: Chapter 2. Homework: Applications 2.1, 2.2; impromptu speech.
<b>Nov. 1:</b>	Barrett: Chapter 5. Homework: Applications 5.1 and 5.2.
<b>Nov. 6:</b>	Chapters 5 & 6 of ‘ <b>Getting to Yes.</b> ’
<b>Nov. 8:</b>	Chapter 7 thru conclusion of ‘ <b>Getting to Yes.</b> ’
<b>Nov. 13:</b>	<b>Barrett: Chapter 6. Leadership Presentations.</b>
<b>Nov. 15:</b>	Barrett: Chapter 8. All Applications to be done in class.
<b>Nov. 20:</b>	<b>Class Discussion</b> of the movie ‘Twelve Angry Men.’
<b>Nov. 22:</b>	Thanksgiving Recess-No Class
<b>Nov. 27:</b>	Barrett: Chapter 9. Homework: Application 9.2
<b>Nov. 29:</b>	Barrett: Chapter 10. Team Leadership.
<b>Dec. 4:</b>	Five minute presentation on a topic of your choice. <b>Review for Final.</b>
<b>Dec. 6:</b>	<b>Final Exam</b>

Revised: August, 2017

**Appendix. Program and Institutional Learning Outcomes.**

<b>Institutional Learning Outcomes (ILOs)</b>	
<b><i>Graduates of the BA program of Lincoln University should be able to:</i></b>	
<b>1a</b>	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
<b>2a</b>	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
<b>3a</b>	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
<b>4a</b>	Focus on individual and organizational benefits; communicate to co-workers and company's leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
<b>5a</b>	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
<b>6a</b>	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
<b>7a</b>	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

<b>Program Level Outcomes (PLOs)</b>	
<b><i>Students completing General Education courses in BA program will be able to:</i></b>	
<b>1</b>	Demonstrate proficiency in college-level mathematics, English, sciences, humanities, and social sciences.
<b>2</b>	Represent mathematical information symbolically, visually, numerically, and verbally. Being able to interpret and apply arithmetical, algebraic, and geometric methods to solve problems.
<b>3</b>	Communicate effectively in multiple creative and academic writing genres by applying Standard American English.
<b>4</b>	Think critically and apply common sense in approaching and solving real-world problems.
<b>5</b>	Demonstrate proficiency in skills that sustain lifelong learning, particularly to think critically and responsibly in assessing, evaluating, and integrating information.
<b>6</b>	Understand the responsibilities of active citizenship, community engagement, and social responsibility.

<b>Institutional Learning Outcomes (ILOs)</b>	
<b><i>Graduates of the BS program of Lincoln University should be able to:</i></b>	
<b>1a</b>	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
<b>2a</b>	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
<b>3a</b>	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
<b>4a</b>	Focus on individual and organizational benefits; communicate to co-workers and company's leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
<b>5a</b>	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
<b>6a</b>	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
<b>7a</b>	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

<b>Program Level Outcomes (PLOs)</b>	
<b><i>Students completing General Education courses in BS program will be able to:</i></b>	
<b>1</b>	Demonstrate proficiency in college-level mathematics, English, sciences, humanities, and social sciences.
<b>2</b>	Being able to interpret and apply arithmetical, algebraic, and statistical methods to solve problems
<b>3</b>	Communicate effectively in diagnostic field by applying Standard American English. Be able to use appropriate terminology accepted in DI field.
<b>4</b>	Think critically and apply common sense in approaching and solving DI and real-world problems.
<b>5</b>	Demonstrate proficiency in skills that sustain lifelong learning, particularly to think critically and responsibly. Be able to evaluate and integrate DI information.
<b>6</b>	Understand the responsibilities of active citizenship, community engagement, and social responsibility.
<b>7</b>	Develop basic understanding of bioethics' standards acceptable in the field of diagnostic imaging.