



## **Lincoln University COURSE SYLLABUS**

Course Title: Business Communication  
Course Number: E93  
Semester: Spring 2017  
Class meetings: Tuesdays, 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@lincolnuca.edu](mailto:sysr@lincolnuca.edu)  
Course-related email for the semester: [profsylvia@gmail.com](mailto: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)

### **LEARNING 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:**

- Barrett, D. J. (2013). Leadership communication. (4<sup>th</sup>. Ed.) New York: McGraw-Hill.  
ISBN-13: 978-0073403205 ISBN-10: 007340320 (“L”)  
Lewicki, R. J., et al. (2016). Essentials of negotiation (6<sup>th</sup> Ed.). New York: McGraw-Hill.  
E-text: ISBN-10 1259298981, ISBN-13 9781259298981  
Print: ISBN-10 0077862465, ISBN-13 978007786246 (“N”)

### **RECOMMENDED TEXT:**

Business Communication Handbook.

### **COURSE TEXTS COMPANION SITES**

Leadership Communication Text:

[http://highered.mheducation.com/sites/0073403202/information\\_center\\_view0/index.html](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](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](mailto: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

Session	Date	Unit	Chapter- Read, Reflect, Respond – Email due by date on this schedule
1	17-Jan	Introduction	L01: What is Leadership Communication? N01: Nature of Negotiation
2	24-Jan	Strategy	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation
3	31-Jan	Document Language	L02: Leadership Communication Purpose, Strategy, and Structure L03: The Language of Leaders
4	7-Feb	Strategy, Ethics, and Perception	N04: Negotiation: Strategy and Planning N05: Ethics in Negotiation
5	14-Feb	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	21-Feb	Perception, Cognition, and Communication	N06: Perception, Cognition, and Communication N07: Communication
7	28-Feb	Power, Relationships, Emotional Intelligence ePortfolio I	N08: Finding and Using Negotiation Power N09: Relationships in Negotiation L8: Emotional Intelligence and Interpersonal Skills for Leaders ePortfolio I
8	7-Mar	Midterm	

	3/14-3/18	Spring Recess	
9	21-Mar	Teams	N10: Multiple Parties and Teams L10: High Performance Team Leadership L11: Meetings: Leadership and Productivity
10	28-Mar	Strategic Internal Communication	L12: Leadership Communication in an Organizational Context L13: Transformational Leadership through Effective Internal Communication
11	4-Apr	Global Negotiation	L9: Diversity and Intercultural Communication N11: International and Cross-Cultural Negotiation
12	11-Apr	External Relations	L14: Leadership through Effective External Relations
13	18-Apr	Best Practices Review - ePortfolio 2	N12: Best Practices in Negotiation Review - ePortfolio 2
14	25-Apr		
15	2-May	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

Items	Points
Exercises / Daily Assignments: Oral and Written	10
Midterm	30
ePortfolio I, II	10
Presentation of Assignments	10
Final Exam	40
<b>Total</b>	<b>100</b>

100-95	A
94-90	A-
89-87	B+
86-84	B
83-80	B-
79-77	C+
76-74	C
73-70	C-
69-65	D+
64-60	D
59 or <	F

### 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 12/16