



Lincoln University COURSE SYLLABUS

Course Title: Business Communication
Course Number: E93
Semester: Summer 2017
Class meetings: Tuesdays and Thursdays, 9:00-11:45
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
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)

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. (4th. Ed.) New York: McGraw-Hill.
ISBN-13: 978-0073403205 ISBN-10: 007340320 (“L”)
Lewicki, R. J., et al. (2016). Essentials of negotiation (6th 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

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.

It is expected that for every hour of classroom time, the student will spend approximately two hours of study time outside of class.

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	6/13/17	Introduction	L01: What is Leadership Communication? N01: Nature of Negotiation
2	6/15/17	Strategy	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation
3	6/20/17	Document Language	L02: Leadership Communication Purpose, Strategy, and Structure L03: The Language of Leaders
4	6/22/17	Strategy, Ethics, and Perception	N04: Negotiation: Strategy and Planning N05: Ethics in Negotiation
5	6/27/17	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	6/29/17	Perception, Cognition, and Communication	N06: Perception, Cognition, and Communication N07: Communication
	7/4/17	Holiday	Independence Day
7	7/6/17	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	7/11/17	Midterm	
9	7/13/17	Teams	N10: Multiple Parties and Teams L10: High Performance Team Leadership L11: Meetings: Leadership and Productivity
10	7/18/17	Strategic Internal Communication	L12: Leadership Communication in an Organizational Context L13: Transformational Leadership through Effective Internal Communication
11	7/20/17	Global Negotiation External Relations	L9: Diversity and Intercultural Communication N11: International and Cross-Cultural Negotiation L14: Leadership through Effective External Relations
12	7/25/17	Best Practices Review - ePortfolio 2	N12: Best Practices in Negotiation Review - ePortfolio 2
13	7/27/17	Final Exam	

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
Total	100

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. Students should plan to arrive on time, stay in the classroom except for session breaks and class dismissal times. 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 5/17