



Lincoln University

ENGLISH 93

Course Syllabus-Fall 2018

Course Title: Business Communication

Course Number: English 93

Class Schedule: Thursdays, 12:30 – 3:15 PM

Credit: 3 units

Lecture hours: 45 hours / 15 weeks

Prerequisite(s): None

Co-requisite(s): None

Level: Introductory (I)

Instructor: Dr. Sylvia Y. Schoemaker Rippel

Office hours and location: Tuesday, and Thursday from 11:45 AM to 12:30 PM and
by arrangement in room 308

Instructor Lincoln University email: sysr@lincolnuca.edu

Course-related email for the semester: profsylvia@gmail.com

Course blog and other content to be announced in class.

Course Catalog 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)

Educational 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.

Course Learning Outcomes

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

	Course Learning Outcome	Program Learning Outcome	Institutional Learning Outcomes	Assessment
1	Demonstrate appropriate applications of primary and secondary research and analytical techniques and tools to manage and apply information in support of problem-solving, conflict resolution, decision-making, and goal attainment	PLO 3	ILO 2b, ILO 7b	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
2	Apply analytical skills to formulate and implement strategic responses to changes in external and internal environment	PLO 3	ILO 2b, ILO 7b	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
3	Demonstrate ability to garner and evaluate potential global business situations, opportunities and risks relevant to current and future leadership applications and communicative contexts	PLO 5	ILO 4b, ILO 5b	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
4	Define and apply leadership and communication business objectives for shared growth and development	PLO 5	ILO 4b, ILO 5b	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
5	Manage responsibly local and global business interaction and development within relevant ethical, social, and economic criteria.	PLO 6	ILO 33b	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios

Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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

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

Recommended Text:

Business Communication Handbook.

Course Texts Companion Sites

Leadership Communication Text:

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

Instructional Methods

This is a direct classroom instruction course.

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.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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.

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 schedule below:

Read assigned materials with care and understanding.

Respond to the main points of each chapter assigned by listing three or four key questions with answers (no more than two or three sentences each).

Reflect on the unit in writing (a brief paragraph or two).

Email your unit and chapter assignments to me at profsylvia@gmail.com, before the date on the schedule.

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

Schedule

#	Date	Unit	Chapter- Read, Reflect, Respond – Email due by date on this schedule L: Leadership Communication N: Essentials of Negotiation
1	8-23-2018	Introduction	L01: What is Leadership Communication? N01: Nature of Negotiation
2	8-30-2018	Strategy	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation
3	9/6/2018	Document Language	L02: Leadership Communication Purpose, Strategy, and Structure L03: The Language of Leaders
4	9/13/2018	Strategy, Ethics, and Perception	N04: Negotiation: Strategy and Planning N05: Ethics in Negotiation

5	9/20/2018	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	9/27/2018	Perception, Cognition, and Communication	N06: Perception, Cognition, and Communication N07: Communication
7	10/4/2018	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	10/11/2018	Midterm	
9	10/18/2018	Teams	N10: Multiple Parties and Teams L10: High Performance Team Leadership L11: Meetings: Leadership and Productivity
10	10/25/2018	Strategic Internal Communication	L12: Leadership Communication in an Organizational Context
11	11/1/2018	Global Negotiation	L9: Diversity and Intercultural Communication N11: International and Cross-Cultural Negotiation
12	11/8/2018	Internal Relations	L13: Transformational Leadership through Effective Internal Communication
13	11/15/2018	External Relations	L14: Leadership through Effective External Relations
	11/20-11/24	Fall Recess	
14	11/29/2018	Best Practices Review - ePortfolio 2	N12: Best Practices in Negotiation Review - ePortfolio 2
15	12/6/2018	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
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. 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: 8/2018