



Lincoln University

ENG 170 – Business Communications COURSE SYLLABUS Fall 2026

Instructor:	Professor Susan R Stryker
Class Schedule:	Wednesdays 12:30 – 3:15 PM
Credit:	3 units / 45 Lecture hours
Prerequisite:	ENG 75 or ENG 82
Level:	Developed (D)
Office hours:	By appointment
Email:	sstryker@lincolnca.edu
Office phone:	(510) 520 3028

CATALOGUE DESCRIPTION

Communications in the applied context of business studies, including vocabulary, reading, writing, and speaking skills in the areas of marketing, international business, data processing, finance, and management. (3 units)

LEARNING OBJECTIVES

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 situations.

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.
- 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.

COURSE LEARNING OUTCOMES¹

	Course Learning Outcome	Program Learning Outcome	Institutional Learning Outcomes	Assessment Activities
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 2a, ILO 7a	Completed written work Oral presentations Peer evaluation Instructor evaluation
2	Apply analytical skills to formulate and implement strategic responses to changes in external and internal environment.	PLO 3	ILO 2a, ILO 7a	Completed written work Oral presentations Peer evaluation Instructor evaluation
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 4a, ILO 5a	Completed written work Oral presentations Peer evaluation Instructor evaluation
4	Define and apply leadership and communication business objectives for shared growth and development.	PLO 5	ILO 4a, ILO 5a	Completed written work Oral presentations Peer evaluation Instructor evaluation
5	Manage responsibly local and global business interaction and development within relevant ethical, social, and economic criteria.	PLO 6	ILO 3a	Completed written work Oral presentations Peer evaluation Instructor evaluation

INSTRUCTIONAL MATERIALS AND REFERENCES**Required Text**www.cengage.com

Go to “students” and purchase your book

Essentials of Business Communication by Mary Ellen Guffey, Dana Loewy

12th Edition | Copyright 2023

INSTRUCTIONAL METHODS

Instruction will take place in the classroom. Course sessions will incorporate audiovisual materials, including text-based content, slides related to the topics, and relevant audio/video resources. Students will engage in written exercises applying course concepts and complete assignments based on course units, with a focus on active participation through hands-on learning.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

Assignments and projects require students to actively use resources of the library. Detailed guides to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

STUDENT RESPONSIBILITIES

Students should consistently check their class's Canvas page for the daily outline, announcements, and assignments.

Participation in coursework is expected to be productive, with assignments completed on schedule and meeting university standards. Students are responsible for fulfilling the course objectives.

Punctuality is essential; please notify the instructor if you are absent. All absences are considered unexcused, regardless of the reason, and it is your responsibility to make up for any missed coursework.

OUTLINE AND ASSIGNMENTS

The course encompasses and enhances communication skills pertinent to personal, sociocultural, and professional contexts. It covers fundamental communication principles as well as the theoretical foundations and technological advancements that exemplify best practices in business leadership and everyday negotiations.

For each unit topic, students are expected to complete the following by the specified dates on the schedule:

- Check Canvas for assignments.
- Read assigned materials thoroughly and with comprehension.
- Respond to the key points of each chapter and be prepared to discuss and write on the topics.
- Include any written homework assignments in your portfolio.

For midterm and final review assignments, students will likely engage in presentations, either individually or as part of a group project. Additionally, students are required to maintain a portfolio that includes all in-class assignments and quizzes. Participation in Canvas discussions is mandatory.

SCHEDULE

Subject to change Note: no class on November 11 due to Labor Day' Recess from Nov 24-28

Session	Date	Unit	Chapter- Read, Reflect
1	Week 1	Unit 1	<u>Chapter 1. Thriving in a Digital, Social, and Mobile Workplace</u>
2	Week 2	Chapter review	Critical Thinking, Activities, Grammar, Editing, Communication
3	Week 3	Unit 2	<u>Chapter 2. Planning Business Messages</u>
4	Week 4	Chapter Review	Critical thinking, writing improvement, radical rewrites, grammar editing communication
5	Week 5	Unit 3	<u>Chapter 5. Short Workplace Messages and Digital Media</u>
6	Week 5	Unit 3	<u>Chapter 6. Positive and Neutral Messages</u>

7	Week 7	Unit 3	<u>Chapter 7. Bad-News Messages</u> <u>Chapter Review</u>
8	Week 8	Midterm	Midterm Personal Review
9	Week 9	Unit 4	<u>Chapter 9. Informal Reports</u>
10	Week 10	Unit 4	<u>Chapter 10. Proposals and Formal Reports</u>
11	Week 11	Unit 5	<u>Chapter 11. Professionalism at Work: Business Etiquette, Teamwork, and Meetings</u>
12	Week 12		<u>Chapter 12. Business Presentations</u>
13	Week 13	Unit 6	<u>Chapter 13. Job Search, Résumés, and Cover Messages</u> <u>Chapter 14. Interviewing and Following Up</u>
14	Week 14	Final	Final Personal Review

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

All work will be graded according to the points as shown below:

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

The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below:

Items	Points
Exercises /Daily Assignments	25
Midterm	25
Quizzes	25
Presentation	25
Total	100