



# Lincoln University

## Course Syllabus

Course Title: **Business Communication**

Course Number: ENG 93

Credit: 3 Units

Prerequisite(s): None

Co-requisites: None

**Instructor:** Dr. Sylvia Y. Schoemaker Rippel

**Email:** [sysr@lincolnuca.edu](mailto:sysr@lincolnuca.edu)

**Course-related email for the semester:** [drsusr@gmail.com](mailto:drsusr@gmail.com)

**Course blog and online content to be announced in class.**

### **Instructional Materials and References**

#### REQUIRED TEXTS:

Barrett, D. J. (2011). Leadership communication. (3rd. Ed.) New York: McGraw-Hill. (ISBN: 978-0-07-337777-5)

Lewicki, R. J., et al. (2010). Essentials of negotiation (5th. Ed.). New York: McGraw-Hill. (ISBN: 978-0-07-310276-4)

#### RECOMMENDED TEXT:

Business Communication Handbook.

Fisher, R., Ury, W., Patton, B. (1991). Getting to yes: Negotiating agreement without giving in (2nd Ed.). New York: Penguin.

Anderson, K. (1993). Getting what you want: How to reach agreement and resolve conflict every time. New York: Penguin-Putnam/Dutton.

#### COMPANION SITES

Leadership Communication Text:

[http://highered.mcgraw-hill.com/sites/0073377775/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073377775/information_center_view0/)

Negotiation Text Link:

[http://highered.mcgraw-hill.com/sites/0073530360/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073530360/information_center_view0/)

### **COURSE DESCRIPTION**

#### **ENG 93 – 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)

## **OBJECTIVES**

1. Improve your ability to comprehend and produce effective written and oral business communications for leadership and negotiation purposes,
2. Evaluate business communications within appropriate contexts, and
3. 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, you will be able to:

1. Analyze the communicator, audience, purpose, context, and strategies of business communications in functional settings.
2. Select appropriate content, style, and organization for various situations.

## **FORMAT**

The course sessions will include presentation and discussion modes based on the scheduled session topics and reading assignments (see student responsibilities and schedule below).

## **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.

For each of the units on schedule below (as well as additional assignments given in class), students will do the following:

1. Read assigned materials with care and understanding,
2. Complete and present selected exercises relevant to the class and text materials
3. Reflect on the assignments in writing, addressing primary content and points of personal interest,
4. Create a personalized, three-level map for each week's assignment using the open source program Freemind (downloadable from [http://freemind.sourceforge.net/wiki/index.php/Main\\_Page](http://freemind.sourceforge.net/wiki/index.php/Main_Page))
5. Email your assignments to me at <http://www.blogger.com/profsylvia@gmail.com>
6. Blog your work for sharing and presentations.

### *Notes:*

1. The maps for your blog need to be in graphic (.png or .jpg) format and you will need to save the native Freemind (.mm) format for submitting your work to me by email.
2. Assignments are due on the dates indicated in the schedule below. Additions/revisions to the schedule will be announced in class as needed.
3. Class attendance is mandatory for content, interactions, and presentations. Credited attendance includes coming to class on time, staying in class without leaving the room other than at break time, staying in class until class dismissal time, and generally contributing to appropriate functional classroom decorum.
4. 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
1	24-Aug	Introduction	L1: What is Leadership Communication? N01: Nature of Negotiation
2	31-Aug	Distributive and Integrative Strategies	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation
3	7-Sep	Communication Language	L2: Leadership Communication Purpose, Strategy, and Structure L3: The Language of Leaders
4	14-Sep	Strategy Perception	N04: Negotiation: Strategy and Planning N05: Perception, Cognition, and Communication
5	21-Sep	Presentations	L4: Creating Written Leadership Communication L05: Leadership Presentations
6	28-Sep	Communication Negotiating Power	N06: Communication N07: Finding and Using Negotiation Power
7	5-Oct	Graphics EI	L06: Graphics and PowerPoint with a Leadership Edge L07: Emotional Intelligence and Interpersonal Skills for Leaders
8	12-Oct	Review Group	Review Chapters
9	19-Oct	Midterm	-----
10	26-Oct	Ethics Relationships	N08: Ethics in Negotiation N09: Relationships in Negotiation
11	2-Nov	Global Communication Teams	L08: Cross-Cultural Literacy and Communication N10: Multiple Parties and Teams
12	9-Nov	Strategic Internal	L09: Meetings: Leadership and Productivity L10: High-Performing Team Leadership
13	16-Nov	Global Negotiation Internal Communication	N11: International and Cross-Cultural Negotiation L11: Leadership through Strategic Internal Communication
	23-Nov	Fall Recess	-----
14	30-Nov	External Relations Best Practices Review Groups	L12: Leading through Effective External Relations N12: Best Practices in Negotiation
15	7-Dec	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.

Class Work: oral and written exercises	15%
Quizzes, chapter and special assignments	10%
Projects, personal and team course blogs	15%
Term Assignments: Topics mapped, blogged, emailed, and presented in class	30%
Collaborations: special unit topics for ePresentation	10%
Final, written, objective, closed book	20%
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-
69-67	D+
66-64	D
63-60	D-
59 or less	F

Last updated: August 2010

**INSTRUCTOR INFORMATION:**



Dr: Sylvia Yvonne Schoemaker Rippel (sysr@lincolnuca.edu)

**Education**

BA, MA, MA (San Francisco State University—English/Communication/Instructional Technology) Ed. D. (Nova Southeastern University--Education). Most recent degree (2008) is a second Master's Degree from SFSU in the area of technology and education, with application to contemporary communication and online publishing. Certificate in Web Development (Skyline College) with emphasis on business communication.

**Experience**

Chair/Professor, English and Communication Studies, Lincoln University. Long-term, experienced instructor of English and communication courses, including business communication, ESL, critical thinking, communication in leadership and negotiation, oral and written communication, vocabulary studies, business research, report writing, and a variety of specialized courses applying contemporary communication technologies. Member of various university and professional organizations, including SFSU and NSU Alumni Associations, Association for Business Communication (ABC), National Council of Teachers of English (NCTE), national and California Teachers of English to Speakers of Other Languages associations (TESOL, CATESOL), as well as Lincoln University faculty associations and committees. Student English advisor. MBA Project Advisor.

**International teaching experience:** Toronto, Vancouver, Vietnam, Singapore, Serbia, Nigeria.