



Lincoln University

COURSE SYLLABUS

Course Title:	Business Communication	Instructor:	Dr. Sylvia Y. S. Rippel
Course No.:	English 93	Email:	sysr@lincolnuca.edu
Units:	3 (45 hours)	Course email:	profsylvia@gmail.com
Semester:	Fall 2011	Office hours &	T, Th 11:45-12:30 &
Class Day:	Thursdays	Location:	Arranged , Room 307
Class Time:	12:30-1:45, 2:00 -3:15	Office phone:	510-628-8036
Revised:	8/11		

Instructional Materials and References

REQUIRED TEXTS

Angell, Pamela A. Business Communication Design. (2nd Edition). New York: McGraw-Hill, 2007. (ISBN-9780073223582

RECOMMENDED TEXTS

Business Communication Handbook

COMPANION SITES

<http://www.mhhe.com/angell2e>

Note: Course and student blogs and/or wiki sites to be presented in class

Additional print and online materials will be announced in class as needed

COURSE DESCRIPTION

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, management. (3 units)

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.

COURSE OBJECTIVES

Primary E93: Business Communication objectives include improved ability to:

- Comprehend and produce effective written and oral business communications
- Evaluate business messages within appropriate local and global contexts
- Apply systematic language processing strategies for critical thinking, problem solving, and decision making in a variety of business settings.

Students will demonstrate competency in achieving the course objectives through presentations, discussion, and applications. They will be able to create effective business documents to mastery level with increasing competence in composition and mechanics.

METHODOLOGY

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

The scope of the course involves applying and extending communication skills relevant to managerial discourse, 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:

- **Read** assigned materials with care and understanding,
- **Reflect** on the assignments in writing (a brief paragraph or two), discussing your thoughts on the primary content; include points of personal interest.
- **Review** main points of the reading and create a personalized three-level primary question and answer outline on a minimum of three or four selected items from the assigned readings. The outline should develop the main topics in question form with a clear and concise answer followed by significant details with definitions and examples, including your own ideas and evaluations.
- **Email** your assignments to me at profsylvia@gmail.com, with your outline and reflections attached or in the body of your email. Be sure to keep a copy of the email for yourself and add it to your ePortfolios/PowerPoint presentations for midterm and final submission and sharing.

Assignments are due on the dates indicated on the schedule below.

SCHEDULE

Session	Date	Unit	Assignment
1	8/25/2011	Intro	Letter of Introduction
2	9/1/2011	Basics	C1 The Basics
3	9/8/2011	Communication	C2 How Business Communicates
4	9/15/2011	Messages	C3 Creating Effective Messages
5	9/22/2011	Listening	C4 Listening: A Silent Hero
6	9/29/2011	Meaning Language	C5 Creating and Using Meaning; C6 Designing Messages with Words
7	10/6/2011	Oral Presentations Review	C7 Designing Oral Presentations Review Presentations, ePortfolios I
8	10/13/2011	MIDTERM	
9	10/20/2011	Written Communication Communication Structures	C8 Business Writing Design C9 Direct and Indirect Communication Strategies
10	10/27/2011	Report Formats Report and Proposal Strategies	C10 The Business of Reports: Informal and Formal Report Writing C11 Writing Strategies for Reports and Proposals
11	11/3/2011	Culture Collaboration	C12 Culture: Inside and Out C13 Interpersonal and Collaborative Messages
12	11/10/2011	Change and Conflict	C14 The Business of Change and Conflict
13	11/17/2011	Career Communications, Written and Oral	C15 Creating a Career and Designing Resumes, C16 Interviewing to Get the Job
	11/24/2011	Fall Recess	
14	12/1/2011	Design ePortfolios Review Presentations	C17 Creativity and Visual Design, ePortfolios II Review Presentations
15	12/8/2011	FINAL	

ASSESSMENT CRITERIA & METHOD OF EVALUATING STUDENTS

Students will demonstrate their level of achievement through appropriate and accurate application of classic and contemporary business communication theory and best practices. Students will be evaluated on their increased communicative competence, including effective business communication skills for analysis, problem-solving, decision-making. 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

Class Participation	10
Midterm/Quizzes	20
Projects: ePortfolios / Blogs	20
Daily Assignments and Attendance, Presentations	30
Final Exam	<u>20</u>
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 <	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 8/11