

# College of Business

TENNESSEE STATE UNIVERSITY

## FALL Semester 2012 Course Syllabus

### LOCATOR INFORMATION:

Course Name: Business Communications  
Credit Hours: BISI 3150 – 03 credit hours  
Contact Hours: Section 03 – MW 11:20 a.m. – 12:45 p.m. – AWC 232  
Section 02 – MW 1:00 p.m. – 2:25 p.m. – AWC 232  
Section 80 – R 5:30 p.m. – 8:30 p.m. – AWC 232

### INSTRUCTOR:

Dr. Regina Henry  
Office: K407 AWC  
Phone: 615.530-7900  
E-mail: [reghen30@yahoo.com](mailto:reghen30@yahoo.com)

#### Office Hours

Mondays and Wednesdays

➤ 9:30 a.m. – 11:00 a.m.

Tuesdays

➤ 9:00 a.m. – 12:00 p.m.

Thursdays

➤ 1:00 p.m. – 5:00 p.m.

### REQUIRED TEXTBOOK & MATERIALS:

Guffey, Mary & Loewy, Dana (2011). Business Communication: Process & Product. Seventh Edition, South-Western. ISBN-10:0-538-46625-1; ISBN-13:978-0-538-46625-7

A sufficient amount of data storage tools for storing and backing up data (e.g. 3.5” high-density diskettes, CD-R/CD-RW, zip disks, or high capacity removable media).

## **COURSE DESCRIPTION:**

Study of principles, practices, and mechanics of writing in modern business, and the ability to compose and edit business correspondence; managerial and interpersonal aspects of oral and written communication. Factors affecting international communication in business are studied. Prerequisite: BISI 2150.

## **COURSE OBJECTIVES:**

Upon successful completion of the course, students will be able to:

- Discuss and appreciate the importance of communication processes and skills, critical thinking, and ethics in today's increasingly digital workplace.
- Function successfully in teams and in meetings.
- Recognize and apply effective listening and nonverbal techniques in achieving successful professional and interpersonal interactions.
- Respect intercultural differences and be able to interact effectively in global and diverse work environments.
- Apply a 3-x-3 writing process in analyzing and solving communication problems.
- Demonstrate skill in composing and formatting quality e-mail messages and memos, positive letters and business messages, persuasive and marketing messages, and negative messages.
- Demonstrate skill in composing and writing well-researched proposals and formal reports that illustrate effective use of online information sources and appropriate documentation formats.
- Display proficiency in grammar, punctuation, capitalization, style, and word use.
- Prepare and deliver an effective oral presentation appropriate for business audiences.
- Understand the employment search process, prepare customized résumés, and complete follow-up documents that impress employers.
- Identify and apply effective employment interview techniques.

## **ACADEMIC INTEGRITY:**

Academic honesty and integrity lie at the heart of any educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, misrepresentation, and fabrication of information) are not tolerated. Actions outlined in the Tennessee State University Student Handbook under Code of Student Conduct will be followed for incidents of academic misconduct.

## **REASONABLE ACCOMODATIONS:**

Any students requiring accommodations should contact Patricia Scudder, Director of Students with Disabilities—Disabled Student Services Office, at 963-7400, preferably before the fourth class meeting. The Department of Business Information Systems, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medically documented disabilities. I need to be aware of your status if it will affect your class activities and assignments---before assignments are due.

## **CODE OF STUDENT CONDUCT:**

There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged to participate in classroom activities, ask questions, and work along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

## **ATTENDANCE & LATE WORK:**

Class attendance is required. Excessive absences for any reason may result in either a low or failing grade. Absences due to emergencies and participation in University activities may require documentation. Students are reminded that when absent from class, they are responsible for all assignments, announcements and work missed. **Additionally, students are required to be on time for each class period. Students will be asked not to enter the classroom once class has started.**

Assignments turned in after class on the due date are considered late. Late assignments will be penalized 20% of the total points. No assignments will be accepted after one week beyond the due date. In addition, the course schedule does not allow flexibility in rescheduling presentations. Do not miss class on a day that you are scheduled to present. **No make-ups for oral presentations will be granted.** Additionally, given the nature of the activities, students will not be able to make-up in-class activities.

## **TEACHING STRATEGIES:**

This course will be presented using a lecture presentation system developed with Microsoft PowerPoint. Text, figures, animations, and videos (two to four minutes in length) are combined to produce lecture presentations. Activities such as in-class exercises, pop quizzes, debates, role playing, and simulations will be provided as additional content that reinforces what students are learning.

This course focuses on developing writing skills, as such, reports, letters, and a resume and cover letter will be used to assess written and/or oral presentation skills. Online student interactive resources will be used to review grammar and mechanics; however, the review work is done by students outside of class using the self-help online tutorial tools. An e-learning platform, Desire 2 Learn, will be used as a supplement to teaching and to provide electronic tools that facilitate active and engaged learning.

**ASSIGNMENTS & EVALUATION CRITERIA:**

▪ Class Activities		100
▪ Grammar and Mechanics Exercises		100
▪ Grammar and Mechanics Exam		100
▪ Letter Portfolio		100
▪ Oral and Written Presentations		500
○ Informative—Written	100	
○ Informative—Oral	100	
○ Persuasive Report—Written	200	
○ Persuasive Report—Oral	100	
▪ Exam Reviews		100
▪ Mid-Term Exam		100
▪ Employability Skills Portfolio Folio		100
▪ Final Exam		<u>100</u>
<b>TOTAL POINTS POSSIBLE</b>		<b>1,400</b>

**GRADING SCALE:**

Student's final grade will be calculated by dividing the total points earned by the total number of points possible (1,400). The following grading scale will be used to administer letter grades.

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
59 and below	F

<b>Business Communications BISE 3150-03 – Fall 2012 Course Schedule</b>		
<i>Week</i>	<i>Mondays</i>	<i>Wednesdays</i>
Week 1	<u>August 27</u> <ul style="list-style-type: none"> <li>▪ Present Syllabus and Course Requirements</li> <li>▪ Impromptu Introductions</li> </ul>	<u>August 29</u> <ul style="list-style-type: none"> <li>▪ Lecture: Chapter 1 (Listening Techniques)</li> <li>▪ Grammar and Mechanics Pretest</li> <li>▪ Grammar and Mechanics Instructions</li> </ul>
Week 2	<u>September 3</u> <ul style="list-style-type: none"> <li>▪ <b>Labor Day Holiday</b></li> </ul>	<u>September 5</u> <ul style="list-style-type: none"> <li>▪ Library Sources*</li> <li>▪ Lecture: Chapters 2 (Listening Techniques)</li> </ul>
Week 3	<u>September 10</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 3-4</li> </ul>	<u>September 12</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapters 5-6</li> <li>▪ <b>Instructions for Informative Rpt</b></li> </ul>
Week 4	<u>September 17</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 14</li> <li>▪ TURN-IT-IN Demonstration*</li> </ul>	<u>September 19</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 7-8</li> </ul>
Week 5	<u>September 24</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 9-10</li> <li>▪ <b>Instructions for Letter Portfolio</b></li> </ul>	<u>September 26</u> <ul style="list-style-type: none"> <li>▪ <b>Informative Presentations</b></li> </ul>
Week 6	<u>October 1</u> <ul style="list-style-type: none"> <li>▪ <b>Informative Presentations</b></li> </ul>	<u>October 3</u> <ul style="list-style-type: none"> <li>▪ <b>Informative Presentations</b></li> </ul>
Week 7	<u>October 8</u> <ul style="list-style-type: none"> <li>▪ <b>Mid-Term Review</b></li> <li>▪ <b>Grammar and Mechanics Review</b></li> </ul>	<u>October 10</u> <ul style="list-style-type: none"> <li>▪ <b>Mid-Term Exam (Chapters 1-10)</b></li> <li>▪ <b>Grammar &amp; Mechanics Posttest 1</b></li> </ul>
Week 8	<u>October 15</u> <ul style="list-style-type: none"> <li>▪ <b>Fall Break</b></li> </ul>	<u>October 17</u> <ul style="list-style-type: none"> <li>▪ <b>Informative Presentations</b></li> </ul>
Week 9	<u>October 22</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 11</li> </ul>	<u>October 24</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 11</li> <li>▪ <b>Letter Portfolio Due</b></li> </ul>
Week 10	<u>October 29</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 12</li> <li>▪ <b>Instructions for Persuasive Report</b></li> </ul>	<u>October 31</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 13</li> <li>▪ Review Chapter 14</li> <li>▪ Survey Monkey Survey*</li> </ul>
Week 11	<u>November 5</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapters 15-16</li> <li>▪ <b>Instruction for Employability Skills Portfolio</b></li> </ul>	<u>November 7</u> <ul style="list-style-type: none"> <li>▪ Mock Interviews*</li> </ul>
Week 12	<u>November 12</u> <ul style="list-style-type: none"> <li>▪ Mock Interviews*</li> </ul>	<u>November 14</u> <ul style="list-style-type: none"> <li>▪ <b>Open Lab*</b></li> </ul>
Week 13	<u>November 19</u> <ul style="list-style-type: none"> <li>▪ <b>Persuasive Presentations</b></li> </ul>	<u>November 21</u> <ul style="list-style-type: none"> <li>▪ <b>Persuasive Presentations</b></li> </ul>
Week 14	<u>November 26</u> <ul style="list-style-type: none"> <li>▪ <b>Persuasive Presentations</b></li> </ul>	<u>November 28</u> <ul style="list-style-type: none"> <li>▪ <b>Persuasive Presentations</b></li> </ul>
Week 15	<u>December 3</u> <ul style="list-style-type: none"> <li>▪ <b>Persuasive Presentations</b></li> </ul>	<u>December 5</u> <ul style="list-style-type: none"> <li>▪ <b>Final Exam Review</b></li> <li>▪ <b>Employability Skills Portfolio Due</b></li> <li>▪ <b>Last Day of Class</b></li> </ul>
Week 16	<u>Date and Time (TBA)</u> <ul style="list-style-type: none"> <li>▪ <b>Final Exam (Chapters 11-16)</b></li> <li>▪ <b>Grammar &amp; Mechanics Posttest II</b></li> </ul>	

\*Denote – Class activity points available (100 out of 100)

<b>Business Communications BISE 3150-80 – Spring 2012 Course Schedule</b>	
Week 1	<u>August 27</u> <ul style="list-style-type: none"> <li>▪ Present Syllabus and Course Requirements</li> <li>▪ Impromptu Introductions*</li> <li>▪ Grammar &amp; Mechanics Pretest</li> <li>▪ Lecture &amp; Activities: Chapters 1</li> <li>▪ Instructions for Grammar &amp; Mechanics</li> </ul>
Week 2	<u>September 3</u> <ul style="list-style-type: none"> <li>▪ Library Seminar</li> <li>▪ Lecture &amp; Activities: Chapter 2-4* (Listening Techniques)</li> </ul>
Week 3	<u>September 10</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapters 5-6</li> <li>▪ <b>Instructions for Informative Report</b></li> <li>▪ <b>TURN-IT-IN Demonstration*</b></li> </ul>
Week 4	<u>September 17</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapters 7-8, 14</li> </ul>
Week 5	<u>September 24</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapters 9-10</li> <li>▪ <b>Instructions for Letter Portfolio</b></li> </ul>
Week 6	<u>October 1</u> <ul style="list-style-type: none"> <li>▪ <b>Informative Presentations</b></li> </ul>
Week 7	<u>October 8</u> <ul style="list-style-type: none"> <li>▪ <b>Informative Presentations</b></li> <li>▪ <b>Mid-Term Review; Grammar &amp; Mechanics Review</b></li> </ul>
Week 8	<u>October 15</u> <ul style="list-style-type: none"> <li>▪ <b>Mid-Term Exam (Chapters 1-10)</b></li> <li>▪ <b>Grammar &amp; Mechanics Posttest 1</b></li> </ul>
Week 9	<u>October 22</u> <ul style="list-style-type: none"> <li>▪ <b>Lecture &amp; Activities: Chapter 11 - 12</b></li> </ul>
Week 10	<u>October 29</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 11-12</li> <li>▪ <b>Instructions for Persuasive Report</b></li> <li>▪ <b>Letter Portfolio Due</b></li> </ul>
Week 11	<u>November 5</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 13-14</li> <li>▪ Survey Monkey*</li> <li>▪ <b>Instructions for Employability Skills Portfolio</b></li> </ul>
Week 12	<u>November 12</u> <ul style="list-style-type: none"> <li>▪ Lecture &amp; Activities: Chapter 15-16** (Mock Interviews)</li> </ul>
Week 13	<u>November 19</u> <ul style="list-style-type: none"> <li>▪ <b>Open Lab – Intro &amp; Background Sections Due*</b></li> </ul>
Week 14	<u>November 26</u> <ul style="list-style-type: none"> <li>▪ <b>Persuasive Presentations</b></li> </ul>
Week 15	<u>December 3</u> <ul style="list-style-type: none"> <li>▪ <b>Persuasive Presentations</b></li> <li>▪ <b>Employability Skills Portfolio Due</b></li> <li>▪ <b>Final Exam Review</b></li> </ul>
Week 16	<u>TBA</u> <ul style="list-style-type: none"> <li>▪ <b>Final Exam (Chapters 11-16) / Grammar &amp; Mechanics Posttest II</b></li> </ul>