

College of Business

TENNESSEE STATE UNIVERSITY

Spring Semester 2013 Course Syllabus

LOCATOR INFORMATION:

Course Name: Business Communications

Credit Hours: BISI 3150 – 03 credit hours

Contact Hours: Section 03 – MW 1:00 p.m. – 2:25 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: 615.963.7015
E-mail: rhenry8@tnstate.edu

Office Hours

10:30am – 12:30pm Monday & Tuesday
2:30pm – 5:00pm Wednesday & Thursday
8:30pm – 9:00pm Wednesday & Thursday

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:

▪ 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>
TOTAL POINTS POSSIBLE	1,300

GRADING SCALE:

Student's final grade will be calculated by dividing the total points earned by the total number of points possible (1,300). 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

Business Communications BISE 3150-03 – Fall 2012 Course Schedule		
Week	Mondays	Wednesdays
Week 1	<ul style="list-style-type: none"> <u>MLK Holiday</u> 	<u>January 23</u> <ul style="list-style-type: none"> Present Syllabus and Course Requirements Impromptu Introductions*Lecture: Chapter 1 (Listening Techniques)
Week 2	<u>January 28</u> <ul style="list-style-type: none"> Chapter 1 (finish) Chapter 2 	<u>January 30</u> <ul style="list-style-type: none"> Library – Guest Lecturer Grammar and Mechanics Pretest Grammar and Mechanics Instructions
Week 3	<u>February 4</u> <ul style="list-style-type: none"> Lecture & Activities: Chapter 3-4 	<u>February 6</u> <ul style="list-style-type: none"> Lecture & Activities: Chapters 5-6 Instructions for Informative Rpt
Week 4	<u>February 11</u> <ul style="list-style-type: none"> Lecture & Activities: Chapter 14 TURN-IT-IN Demonstration* 	<u>February 13</u> <ul style="list-style-type: none"> Lecture & Activities: Chapter 7-8
Week 5	<u>February 18</u> <ul style="list-style-type: none"> Lecture & Activities: Chapter 9-10 Instructions for Letter Portfolio 	<u>February 20</u> <ul style="list-style-type: none"> Paper and Powerpoint Handout Slides Due from all students Informative Presentations
Week 6	<u>February 25</u> <ul style="list-style-type: none"> Informative Presentations 	<u>February 27</u> <ul style="list-style-type: none"> Informative Presentations
Week 7	<u>March 4</u> <ul style="list-style-type: none"> Informative Presentations Grammar and Mechanics 	<u>March 6</u> <ul style="list-style-type: none"> Mid-Term Review Grammar and Mechanics Review
Week 8	<u>March 11</u> <ul style="list-style-type: none"> Spring Break 	<u>March 13</u> <ul style="list-style-type: none"> Spring Break
Week 9	<u>March 18</u> <ul style="list-style-type: none"> Mid-Term Exam (Chapters 1-10) Grammar & Mechanics Posttest 1 	<u>March 20</u> <ul style="list-style-type: none"> Lecture & Activities: Chapter 11 Letter Portfolio Due
Week 10	<u>March 25</u> <ul style="list-style-type: none"> Lecture & Activities: Chapter 12 Instructions for Persuasive Report 	<u>March 27</u> <ul style="list-style-type: none"> Lecture & Activities: Chapter 13 Review Chapter 14 Survey Monkey Survey*
Week 11	<u>April 1</u> <ul style="list-style-type: none"> Lecture & Activities: Chapters 15 Instruction for Employability Skills Portfolio 	<u>April 3</u> <ul style="list-style-type: none"> Chapter 16 Mock Interviews*
Week 12	<u>April 8</u> <ul style="list-style-type: none"> Mock Interviews* 	<u>April 10</u> <ul style="list-style-type: none"> Open Lab*
Week 13	<u>April 15</u> <ul style="list-style-type: none"> Persuasive Presentations 	<u>April 17</u> <ul style="list-style-type: none"> Persuasive Presentations
Week 14	<u>April 22</u> <ul style="list-style-type: none"> Persuasive Presentations 	<u>April 24</u> <ul style="list-style-type: none"> Persuasive Presentations
Week 15	<u>April 29</u> <ul style="list-style-type: none"> Employability Skills Portfolio Due Grammar Exercises 	<u>May 1</u> <ul style="list-style-type: none"> Final Exam Review Last Day of Class
Week 16	<u>Date and Time (TBA)</u> <ul style="list-style-type: none"> Final Exam (Chapters 11-16) Grammar & Mechanics Posttest II 	
*Denote – Class activity points available (100 out of 100)		

Business Communications BISE 3150-80 – Spring 2013 Course Schedule	
Week 1	<u>January 17</u> <ul style="list-style-type: none"> Present Syllabus and Course Requirements Impromptu Introductions* Lecture & Activities: Chapters 1 - 2
Week 2	<u>January 24</u> <ul style="list-style-type: none"> Library Seminar Lecture & Activities: Chapter 3-4* (Listening Techniques) Grammar & Mechanics Pretest Instructions for Grammar & Mechanics
Week 3	<u>January 31</u> <ul style="list-style-type: none"> Lecture & Activities: Chapters 5-6 Instructions for Informative Report TURN-IT-IN Demonstration*
Week 4	<u>February 7</u> <ul style="list-style-type: none"> Lecture & Activities: Chapters 7-8
Week 5	<u>February 14</u> <ul style="list-style-type: none"> Lecture & Activities: Chapter 14 Chapters 9-10
Week 6	<u>February 21</u> <ul style="list-style-type: none"> Informative Presentations Instructions for Letter Portfolio
Week 7	<u>February 28</u> <ul style="list-style-type: none"> Rubric, Paper, and Powerpoint handout, due from all students Informative Presentations
Week 8	<u>March 7</u> <ul style="list-style-type: none"> Mid-Term Review; Grammar & Mechanics Review Lecture & Activities: Chapter 11 – 12 Grammar & Mechanics Posttest 1
Week 9	<u>March 14 Spring Break</u> <u>March 21</u> <ul style="list-style-type: none"> Mid-Term Exam (Chapters 1-10) Lecture & Activities: Chapter 11 - 13 Instructions for Persuasive Report Letter Portfolio Due
Week 10	<u>March 28</u> <ul style="list-style-type: none"> Lecture & Activities: Chapter 12, 13 - 14 Survey Monkey Survey*
Week 11	<u>April 4</u> <ul style="list-style-type: none"> Instructions for Employability Skills Portfolio Lecture & Activities: Chapter 15-16** (Mock Interviews)
Week 12	<u>April 11</u> <ul style="list-style-type: none"> Open Lab – Intro & Background - Research and Writing
Week 13	<u>April 18</u> <ul style="list-style-type: none"> Rubric, Paper, and PowerPoint handout, due from all students Persuasive Presentations
Week 14	<u>April 25</u> <ul style="list-style-type: none"> Persuasive Presentations Employability Skills Portfolio Due
Week 15	<u>May 7</u> <ul style="list-style-type: none"> Final Exam Review
Week 16	<u>TBA</u>

