

BUSAD/SPEECH 145-Business Communication

Crafton Hills College

Instructor: Ron Newman
Class Time: Tuesday & Thursday 7:00-8:50
Class Location: BC-104
Office Hours: By appointment
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Website: www.newmaneducation.com
Texts: Thill, J. V., & Bovee, C. L. (2008). *Excellence in Business Communication* (8th Ed.). ISBN # 9780136157502 (Text is available at the CHC Bookstore).

Blanchard, K. H., & Johnson, S. (1982). *The One Minute Manager*. ISBN # 9780688014292 (Available everywhere except the bookstore).

Why Business Communication?

Students need to acquire the knowledge and skills associated with effective business communication in order to succeed in today's competitive job market. This course equips students with the oral and written skills necessary to present themselves professionally and successfully navigate the complexity of modern business organizations. Furthermore, a course in business communication is representative of courses needed to maintain comprehensive business administration and speech communication programs.

Course Description

Principles and techniques of effective oral and written communication in business environments. Organization, composition, presentation and analysis of letters, memorandums, oral and written reports, proposals and resumes. Development of interviewing and collaborative problem solving skills. Emphasis on diversity and the use of technology in the global marketplace. This course is offered as BUSAD 145 and SPEECH 145.

Course Objectives

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

- A. Describe the process of communication within business organizations.
- B. Demonstrate effective listening behavior.
- C. Use language and nonverbal communication to communicate effectively.
- D. Analyze realistic business situations and select the communication strategy or strategies appropriate to bring about the desired outcome.
- E. Anticipate misunderstandings in business communication and apply effective techniques in an effort to avoid these misunderstandings.
- F. Apply correct English grammar, spelling, punctuation, mechanics and usage to write clear, concise and complete letters and memorandums of a minimum of 500 words.
- G. Compare and contrast various forms of business correspondence, including positive, negative, informative and persuasive messages.
- H. Demonstrate the ability to organize and compose various forms of business correspondence, including positive, negative, informative and persuasive messages.
- I. Demonstrate the process of researching, organizing, and composing written reports of a minimum of 750 words.

Course Objectives (Continued)

- J. Translate the content of written reports into an oral format.
- K. Present oral reports effectively, synthesizing information in written and oral form.
- L. Compare and contrast various forms of resumes, cover letters and other documentation associated with the job search.
- M. Demonstrate the skills necessary for the job search, including resume writing and interviewing.
- N. Utilize information technology effectively, selecting and using tools appropriate to the task.
- O. Describe the influence of cultural diversity in the workforce and demonstrate effective communication skills to accommodate these differences.

Student Learning Outcomes

In addition to the above course objectives, students completing this course will be able to:

- A. Make informed, ethical choices regarding communication behavior
- B. Demonstrate effective listening behavior
- C. Speak with the qualities of verbal confidence and competence
- D. Appreciate the role of and demonstrate effective nonverbal behaviors
- E. Communicate effectively with individuals of diverse backgrounds
- F. Apply basic communication concepts across all contexts and situations
- G. Utilize information and technology in order to communicate more effectively

Attendance and Participation

The subject of this course is communication and behavior within organizations. These organizations, by their nature, reflect the personalities of the individuals that comprise them. Therefore, to study organizational behavior and develop effective organizational communication skills requires that you attend and participate in each class meeting. (That's aside from the fact that college policy requires that you attend class). Any absences will adversely affect your participation and class exercises grade in the course. Please do not be late to class. Excessive tardiness will also affect your participation and class exercises grade. Furthermore, keep in mind the college classroom is not an appropriate environment for children. Finally, PLEASE NOTE: You the student are responsible for dropping the course should you decide not to continue in it. I WILL NOT DROP ANY STUDENT FROM THE COURSE ONCE HE/SHE HAS ATTENDED ONE COURSE MEETING.

Prerequisites

There is no official prerequisite for this course. However, as this is a transferable college-level course, I expect that you demonstrate college caliber speaking and writing skills. YOU MUST BE ABLE TO EXPRESS YOURSELF BOTH IN WRITING AS WELL AS ORALLY AT A COLLEGIATE LEVEL.

Grading and Requirements

Assignments in the course are divided into six areas and are worth a total of 1000 points. There will be two written assignments, two group projects and three tests with the remainder of your grade based on case studies, a portfolio, and your participation. Those earning 900 points or more will be awarded an A, 800 to 899 points a B, 700 to 799 points a C, 600 to 699 points a D and less than 600 an F. I reserve the right to raise a student's final grade if it is within one percentage point of the next letter grade, provided all work is completed.

Written Assignments 200 points-You will be asked to complete two one hundred (100) point Written assignments which focus on issues affecting individuals, work groups and organizations within the world of business. These projects will require you to use technology appropriate to the task. A more complete description of each written assignment will be provided.

Group Projects 300 points-Shortly after the semester begins, you will choose a group with whom you will work for the rest of the semester. Group assignments should be made, in part, based on your availability and schedule, but group work demands flexibility. While I will set a significant amount of time aside during class to allow you to work within your assigned group, there will likely be times when you will be required to meet outside of class. Throughout the semester, you will complete two one hundred and fifty (150) point group projects, focused on the issues affecting individuals, groups and organizations in the world of business. A more complete description of each group project will be provided. Grades for group projects will be assigned collectively.

Tests 150 points-Three fifty (100) point exams will be given over the major areas addressed in the course. The test may include multiple choice or T/F questions.

Case Studies (CS) 100 points-There will be twenty, ten point (10) case studies throughout the course. Reading the course material is critical for your success in both this class and college in general. After reading each chapter, students will provide a written response to one case study. Case studies are due on the day of the chapter lecture and will be stamped. Any unstamped case study will receive reduced credit. Because I will facilitate a collaborative class discussion centered on these scenarios rather than lecture and give answers, it is extremely important that students are prepared for this portion of the class.

Portfolio 100 points-The portfolio is evidence of what you have achieved in the class. While you will have completed most of the portfolio items throughout the term, there may be some items that need to be reviewed, revised, or reworked. The portfolio will contain: your resume, your interview questions and answers, your interview feedback, chapter case studies, a copy of your writing assignments, and outlines of your group projects.

Participation 50 points-Your participation grade includes completion of in and out of class exercises, attendance, contributions to discussions, audience behavior and success in building interpersonal competence. Everyone starts with 50 points but may lose some of these points as the semester goes on. Students who are absent one-quarter of the class meetings or more will automatically forfeit a percentage of their listening and participation grade equal to the percentage of classes absent.

Late Work

Be prepared with all assignments on the day they are due. As a rule, I do not accept late written work nor give make up tests and it is essentially impossible to make up your participation in a group project if you miss it. Of course, extreme circumstances will be considered, but only on a case by case basis. Assume my answer will be no. To receive a postponement, you **MUST** speak with me **BEFORE** returning to class so that we can negotiate an arrangement. **UNPREPAREDNESS IS NOT AN EXCUSE!** All late work will automatically be lowered 10 percent per week no matter what the reason. **IN ORDER TO SUCCESSFULLY COMPLETE THE COURSE, IT IS REQUIRED THAT ALL ASSIGNMENTS AND EXAMS BE SUBMITTED!**

Successful Student Behaviors

My role as an instructor is to lead or guide you toward becoming a more effective communicator. My goal is to share my knowledge of communication and behavior with you—knowledge I have acquired through my own education as well as life experience. I take this role very seriously and will do everything in my power to achieve this goal. I expect the same of you.

The college classroom is an environment of cooperative learning, an environment which can only exist when founded on the values of responsibility and respect. Students attending a course at any college or university enter into a contract whereby they acknowledge they have something to learn and the instructor has the knowledge and skills to guide them toward that learning. I, as an instructor, have the responsibility to be prepared and conduct the class in a way that will contribute to your growth as a business professional. As students, you have the responsibility to attend class, motivate yourself to succeed, be prepared to participate, complete required assignments, be accountable, accept the consequences of your behaviors and resolve conflict in an appropriate manner. Moreover, all of this must be accomplished with respect—respect for yourself, for your peers as well as the instructor.

Becoming an effective communicator will require a good attitude, determination, and practice. It will also require effort. However, effort alone does not ensure an above average grade in this course. The most important way to succeed as a group is to make the classroom a comfortable learning environment. Join me in creating a class that is both fun and challenging. Constructive comments should be based on observable behaviors and should be shared in a non-threatening manner. Everyone including myself is expected to give their full effort, creativity and intellectual initiative.

The class format will be primarily a combination of lecture, discussion, and exercises. These in class activities provide the basis of information for assignments as well as tests. As such, I cannot overemphasize the importance of attending class regularly and taking excellent notes. Don't just transcribe what I write on the board or show on the PowerPoint—write down what it means as well as what it means to you. These concepts are much easier to grasp if you apply them to your own life. Following are some specific behaviors that will help you succeed in this, as well as any other course.

- Keep your syllabus and consistently refer to it. Be aware of course policies, procedures and due dates.
- Follow directions. I provide extensive written and oral instructions for all major assignments. Your opportunities for success are greatly improved when you follow directions carefully.
- View the course as a real opportunity to communicate and be motivated by this opportunity, not merely by grades. Demonstrate concern for your performance throughout the course, not just during the last few weeks of the semester.
- Resist classroom distractions. All cellular phones and pagers **MUST** be off during class.
- Arrive on time for class and be prepared with required assignments.
- Practice effective communication in the classroom. Establish eye contact with me and use facial expressions and questions to demonstrate that you are participating in the class. **IT IS HIGHLY UNLIKELY THAT STUDENTS WHO DO NOT PARTICIPATE IN CLASS DISCUSSIONS WILL RECEIVE AN ABOVE AVERAGE GRADE IN THE COURSE.**
- Develop a rapport with me and other students outside the classroom. Take advantage of e-mail. Students who actively communicate with their instructors generally do better in class.
- Don't sell me or yourself short. Should you need my assistance, ask. Give yourself the opportunity to succeed.

Technology in Business and Communication

Technology is an integral part of both the world of business as well as communication studies. To successfully complete the assignments in this course will require you have a perfunctory skill using the Internet, regular e-mail access, as well as familiarity with MS Word and PowerPoint. Access to computers with these programs is available throughout campus, including in-class sessions in the business department computer lab.

If you don't already have an e-mail address, you should. There are many services (including Yahoo! or Hotmail) that offer free e-mail which can be accessed from any computer with an internet connection. E-mail gives you the best opportunity to contact me quickly and easily and is the most efficient way I can review drafts of your work. You are also required to register your e-mail address on Campus Central, the district's web portal.

Any documents sent to me via e-mail should be sent as attachments and must be sent as a Microsoft Word document (.doc). I will not evaluate work as Microsoft Works or WordPerfect files (.wps or .wpd)—NO EXCEPTIONS. If you have questions about MS Word or PowerPoint, subscribing to an e-mail account, registering on Campus Central or sending e-mail attachments please let me know. I will be happy to work with you individually and may have written instructions available to help you with each of these tasks.

How to e-mail the instructor

The best way to get a hold of me is through e-mail and the best way to make sure your e-mail does not get lost or filtered out is to include the following information in the subject line of your e-mail:

Your school affiliation
The class you are enrolled in,
The day/time the class meets,
Your first and last name,
and what it is you would like.

Your subject line should look something like this:

CHC-Business Communication-T/Th 7:00-8:50-Ron Newman-Need an add Code

Academic Honesty

Standards of academic honesty at Crafton Hills College are outlined in the schedule of classes and college catalog. Plagiarism or cheating will not be tolerated. Any student who uses the published or unpublished writings, ideas or words of another person without crediting the original author will receive a zero on the assignment and risks failing the course. Further action may also be taken with the college.

Disabled Student Programs and Services

CHC seeks to make its programs available to disabled individuals in the community to the same extent these programs are available to non-disabled individuals. Services include note-takers, tape recorder loans, readers, test proctoring, large print books, tutoring, mobility assistance, handicapped parking, interpreters for the deaf, pre-registration, and adapted computer technology. A program to support learning disabled students is also provided. Any student with a history of learning problems is encouraged to make an appointment with a specialist. Phone # (909) 389-3325 or contact the instructor.

Grade Sheet

Written Assignment 1		/ 100
Written Assignment 2	+	/ 100
	Written Assignments	= /200
Group Project 1		/ 150
Group Project 2	+	/ 150
	Group Projects	= /300
Test – Midterm exam		/ 50
Test – Midterm exam		/ 50
Test – Final Exam		/ 50
	Tests	= /150
Case Study Chapter 1		/10
Case Study Chapter 2	+	/10
Case Study Chapter 3	+	/10
Case Study Chapter 4	+	/10
Case Study Chapter 5	+	/10
Case Study Chapter 6	+	/10
Case Study Chapter 7	+	/10
Case Study Chapter 8	+	/10
Case Study Chapter 9	+	/10
Case Study Chapter 10	+	/10
Case Study Chapter 11	+	/10
Case Study Chapter 12	+	/10
Case Study Chapter 13	+	/10
Case Study Chapter 14	+	/10
Case Study Chapter 15	+	/10
Case Study Chapter 16	+	/10
Case Study :01 Minute Goals	+	/10
Case Study :01 Minute Praise	+	/10
Case Study :01 Minute Reprimands	+	/10
“I Like” / “I Wish” List	+	/10
	Case Studies	= /200
Portfolio	Portfolio	= /100
	Participation (Estimated)	= /50
Total	A=900, B=800, C=700, D=600	= /1000

Tentative Class Schedule

WEEK	DATE	DAY	WHAT TO DO BEFORE YOU COME TO CLASS	TOPIC OF THE DAY	WHAT TO DO BEFORE YOU LEAVE CLASS
1	1/12	Tues	Register for class	Introduction, Syllabus, Blackboard, Website	Complete Contact Card
1	1/14	Thur	Read Chapter 1 Complete case study	Chapter 1-Effective business communication	Get Case Study 1 Stamped (5 pts)
2	1/19	Tues	Read Chapters 2 Complete case study	Chapter 2-Communicating in teams, listening, nonverbal	Get Case Study 2 Stamped (5 pts)
2	1/21	Thur	Read Chapter 3, Complete case study Last day to add [1/22]	Chapter 3-Communicating interculturally Discuss Written Assignment 1 Discuss Group Project 1	Get Case Study 3 Stamped (5 pts)
3	1/26	Tues	Prepare "On the Job" case studies for chapters 1, 2, & 3	Case Study Forum: Chapters 1-3 Understanding the foundations of business communication	Turn in 3 Case Studies, +5 pts Each (15 pts)
3	1/28	Thur	Read Chapter 4 Complete case study	Chapter 4 -Planning messages	Get Case Study 4 Stamped (5 pts)
4	2/2	Tues	Read Chapter 5 Complete case study	Chapter 5-Writing messages	Get Case Study 5 Stamped (5 pts)
4	2/4	Thur	Read Chapter 6 Complete case study Last day to drop w/out "W" [2/5]	Chapter 6 -Completing messages	Get Case Study 6 Stamped (5 pts)
5	2/9	Tues	Prepare "On the Job" case studies for chapters 4, 5, & 6	Case Study Forum: Chapters 4-6 Applying the three-step writing process Test Review	Turn in 3 Case Studies, +5 pts Each (15 pts)
5	2/11	Thur	Study for midterm exam	Midterm Chapters 1-6	Complete Midterm (50 points)
6	2/16	Tues	Read Chapter 7 Complete case study Read Chapter 8 Complete case study	Chapter 7-Electronic Media Chapter 8 -Positive messages	Get Case Study 7 Stamped (5 pts) Get Case Study 8 Stamped (5 pts)
6	2/18	Thur	Read Chapter 9 Complete case study	Chapter 9-Negative messages	Get Case Study 9 Stamped (5 pts)

WEEK	DATE	DAY	WHAT TO DO BEFORE YOU COME TO CLASS	TOPIC OF THE DAY	WHAT TO DO BEFORE YOU LEAVE CLASS
7	2/23	Tues	Read Chapter 10 Complete case study	Chapter 10-Persuasive messages	Get Case Study 10 Stamped (5 pts)
7	2/25	Thur	Prepare "On the Job" case studies for chapters 7, 8, 9 and 10	Case Study Forum: Chapters 7-10 Writing letters, memos, e-mail, and instant messages	Turn in 4 Case Studies, +5 pts Each (20 pts)
8	3/2	Tues	Complete Written Assignment 1 Prep for Group Project 1	Work on Group Project 1	Turn in Written Assignment 1 (100 points)
8	3/4	Thur	Read Chapter 11 Complete case study	Chapter 11-Planning reports and proposals	Get Case Study 11 Stamped (5 pts)
9	3/9	Tues	Prepare for Group Project 1	Group Project 1	Complete Group Project 1(150 points)
9	3/11	Thur	Prepare for Group Project 1	Group Project 1	Complete Group Project 1(150 points)
10	3/16	Tues	Nothing ☺	Spring Break-No Class	Relax and have fun!
10	3/18	Thur	Nothing ☺	Spring Break-No Class	Relax and have fun!
11	3/23	Tues	Read Chapter 12 Complete case study	Chapter 12-Writing reports and proposals Discuss Written Assignment 2	Get Case Study 12 Stamped (5 pts)
11	3/25	Thur	Read Chapter 13 Complete case study	Chapter 13-Completing reports and proposals	Get Case Study 13 Stamped (5 pts)
12	3/30	Tues	Read Chapter 14 Complete case study	Chapter 14-Oral presentations	Get Case Study 14 Stamped (5 pts)
12	4/1	Thur	Prepare "On the Job" case studies for chapters 11, 12, 13, and 14	Case Study Forum: Chapters 11-14 Preparing reports and oral presentations Test Review	Turn in 4 Case Studies, +5 pts Each (20 pts)
13	4/6	Tues	Study for midterm exam	Midterm Chapters 7-14	Complete Midterm (50 points)

WEEK	DATE	DAY	WHAT TO DO BEFORE YOU COME TO CLASS	TOPIC OF THE DAY	WHAT TO DO BEFORE YOU LEAVE CLASS
13	4/8	Thur	Read The :01 Minute Manager pages 1-49	One Minute Manager-Verbal feedback	Get :01 MM Case Studies (Goals/Praise) Stamped (10 pts)
14	4/13	Tues	Read The :01 Minute Manager pages 50-107	One Minute Manager-Verbal Feedback	Get :01 MM Case Study (Reprimand) Stamped (5 pts)
14	4/15	Thur	Prepare case study responses for: :01 Minute goals, :01 Minute praise, and :01 Minute reprimands	Case Study Forum: The One Minute Process	Turn in 3 Case Studies, +5 pts Each (15 pts)
15	4/20	Tues	Read Chapter 15 Complete case study Last day to drop	Chapter 15-Resumes Discuss Group Project 2	Get Case Study 15 Stamped (5 pts)
15	4/22	Thur	Read Chapter 16 Complete case study Last day to drop [4/23]	Chapter 16-Interviewing	Get Case Study 16 Stamped (5 pts)
16	4/27	Tues	Prepare written responses to interview questions	Mock Job Interviews - Interviewing	Get Interview Sheets Stamped (5 pts)
16	4/29	Thur	Prepare "On the Job" case studies for chapters 15, and 16 as well as "I Like" and "I Wish" feedback for interviews	Case Study Forum: Chapters 15-16 Writing employment messages and interviewing for jobs	Turn in 3 Case Studies, +5 pts Each (15 pts)
17	5/4	Tues	Complete Written Assignment 2 Prep for Group Project 2	Prep for Group Project 2	Turn in Written Assignment 2 (100 points)
17	5/6	Thur	Complete Group Project 2	Group Project 2	Complete Group Project 2 (150 points)
18	5/11	Tues	Complete Group Project 2	Group Project 2 Test Review chapters 15-16 The :01 Minute Manager	Complete Group Project 2 (150 points)
18	5/13	Thur	Prepare for final, Complete portfolio	Final Exam	Complete final exam (50 Points) Turn in Portfolio (100 points) Receive Participation (50 points)