

**SYLLABUS SPRING 2012
BASIC BUSINESS COMMUNICATIONS
BUS 214C-700-34263**

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 - **2355 Nashville Road, Bowling Green, KY 42101**

Course: BUS 214C-700-34263

Textbook:

Essentials of Business Communication, Eighth Edition. Mary Ellen Guffey and Dana Loewy, Cengage Learning/South-Western, 2010, ISBN # 0-324-58800-3.

Course Description:

“A study of communication processes in business with an emphasis on correct language and grammar. Included is functional correspondence which leads to effective communication, such as letters, reports, memos.” (**WKU Undergraduate Catalog – 2010-2011**)

Web Site: <https://blackboard.wku.edu>

Prerequisites:

BUS 214C is a three credit hour course. Although it is a required course in the Business Associate of Arts degree with a concentration in Office Management and the Associate of Arts degree in Office Systems Technologies, it is designed for individuals wanting to improve communication skills.

This is a basic business communications course; therefore, there are no prerequisites for the course. Topics which will be covered in this course are as follows: the communication environment; developing correspondence applications; employment communication; written report application; oral and nonverbal communication; and Business English.

Objectives:

- To understand the importance of communication.
- To understand the challenges of international and cross-cultural business communication.
- To use technological tools to improve written and oral communication.
- To demonstrate the techniques to be used when delivering an effective presentation.
- To apply the principles of business communication to write positive, neutral, negative, persuasive, and goodwill messages.
- To understand the steps involved in conducting research and preparing both formal and informal reports.
- To prepare different types of resumes: targeted, general, and electronic.
- To prepare for a successful job interview.

Outcomes:

- To appreciate the importance of the communication processes and skills, critical thinking, teamwork, and ethics in today's increasingly digital workplace.
- To develop techniques for improving listening, nonverbal, and cross-cultural skills.
- To evaluate business message to determine strengths and weaknesses.
- To apply a three-stage writing process to solve business communication problems.
- To evaluate business messages to determine strengths and weaknesses.
- To apply effective writing and formatting techniques to the composition of messages.
- To use informal and formal research techniques to gather information.
- To write persuasive resumes, cover letters, and other employment documents.
- To demonstrate superior interviewing techniques when applying for employment.

Western's Quality Enhancement Plan (QEP):

This course supports Western's Quality Enhancement Plan, *Engaging Students for Success in a Global Society*:

- **Student Learning Goal:**
Students will engage with communities other than their own in purposeful learning activities that explicitly address their capacity and responsibility to contribute to society in positive ways.
- **Student Learning Outcomes:**
 - Students will demonstrate their capacity to apply knowledge and training to address relevant issues in community or society.
 - Students will demonstrate respect for diversity of peoples, ideas and cultures.
 - Students will demonstrate awareness of their opportunities as responsible citizens living and working in a global society.

Grade Determination:*

- You are expected to participate in class discussions by communicating via the discussion board or e-mail with class members or me.
- Late assignments may have as much as 50 points deducted from the total points.
Your assignments must be your **own** original work. Students who commit plagiarism or copy from another student will receive a zero for that work. Please visit: **WKU Student Affairs – Current Students – Handbook – for more information on academic offenses.**
- Completion of each lesson assignment (which is usually a written application of the selected chapter). Assignments may be attached to Blackboard, e-mailed, or mailed/delivered to my office at South Campus C187, 2355 Nashville Road, Bowling Green, KY 42101
- Exams (two plus a final). Exams will be both objective and essay. You may take the exam over the Internet.
- **Two Projects**
 - **Project One: Presentation** – a three to five minute presentation related to business. The presentation may be a video, tape recording, or a software presentation.
 - **Project Two: Job Search Project** – three parts: resume, application letter (cover letter), and follow-up letter

Rubric:

Each Chapter will be assigned points. Points will be deducted for errors in grammar,

formatting, typographical errors, and message implication.

Grading:

- Chapter homework assignments possible points = 782
- Grammar/Mechanics Challenges possible points = 30
- Communication Workshops possible points = 40
- Discussion Board Activities possible points = 40
- Exams possible points = 300 points
- Project One: Presentation possible points = 100 points
- Project Two: Job Search possible points = 300 points

Grading Scale:

1592	to	1492	A
1491	to	1391	B
1390	to	1290	C
1289	to	1189	D
Below 1188			F

*In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Office for Student Disability Services in Downing University Center, A-200. The phone number is 270.745.5004.

Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.”

DATES TO REMEMBER FOR THE 2012 SPRING SEMESTER

January 23	Day and evening classes begin
January 30	Last day to register for a full-time course load. Last day to add or drop a full semester course without a grade
January 30	Deadline to apply for spring 2012 graduation
March 5-9	Spring break
March 12	Priority registration for 2012 summer term begins
March 16	Last day to drop a full semester class with a W. Last day to change a class from credit to audit
April 2	Sixty percent point of spring full semester classes
April 11	Priority registration for 2012 fall semester begins
April 13	Last day to remove an incomplete from 2011 fall semester
April 27	Last day to apply for August 2012 graduation
April 30	Roster freeze date
May 7-12	Final examinations
May 12	2012 Spring Undergraduate Commencement, E. A. Diddle Arena, University College 9:30 a.m.

TENTATIVE SCHEDULE – BUS 214C-700-34263 – SPRING 2012		
Week of	Assignment	Due Date (week of)
January 23	Unit 1: Communicating in Today's Workplace Chapter 1. Career Success Begins with Communication Skills	January 30
January 30	Unit 2: The Writing Process Chapter 2. Planning Business Messages	February 6
February 6	Chapter 3. Composing Business Messages and Chapter 4. Revising Business Messages	February 13 and One Grammar Challenge
February 13	Unit 3: Communicating at Work Chapter 5. Electronic Messages and Memorandums and Chapter 6. Positive Messages	February 27 and One Final Exam Application
February 20	Unit Exam – Chapters 1-4	February 20
February 27	Chapter 7. Negative Messages	March 12 and Second Grammar Challenge
March 5-9	Spring break	
March 12	Chapter 8. Persuasive Messages	March 19 and First Communication Workshop
March 19	Unit 4: Reporting Workplace Data Chapter 9. Informal Reports	March 26 and Second Final Exam Application
March 26	Unit Exam – Chapters 5-8	March 26
April 2	Chapter 10. Proposals and Formal Reports	April 2 and Third Grammar Challenge
April 9	Unit 5: Professionalism, Teamwork, Meetings, and Speaking Skills Chapter 11 Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings	April 9 and Third Final Exam Application
April 16	Chapter 12. Business Presentations	April 16 and Fourth Final Exam Application
April 23	Unit 6: Communication Employment Chapter 13. The Job Search, Resumes, and Cover Letter	April 23 and Project One – Presentation Due
April 30	Chapter 14. Interviewing and Follow Up	April 30 and Second Communication Workshop
April 30	Project Two – Resume Due	Project Two – Resume Due
May 10	Final Exam must be completed by Thursday, May 10	May 10