

The mission of Concord University is to provide a quality, liberal arts based education, to foster scholarly and creative activities, and to serve the regional community.



The Mission of the Division of Business at Concord University is to transform our students into competent and responsible business leaders through high quality teaching and personalized advising, while stimulating their academic and service zeal within the context of Concord's strong liberal arts tradition. The Division expects and supports active research and service by its faculty members to ensure that our graduates are ready to take on the challenges of the business world or to pursue rigorous graduate education.



COURSE SYLLABUS –Spring 2019
BGEN 205, Fundamentals of Business Communication, 3 credit hours
CRN 20107, sec 01, MWF 9:00-9:50 a.m.
Rahall Technology Center 311

Instructor Contact Information

Dr. Susan Robinett, Professor
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Office: Rahall 204
Office Phone: 304.384.5321
E-Mail: robinett@concord.edu

Office Hours

M, W – 1:00 -2:30 p.m.
T – 9:00-10:00 a.m.
R – 2:00--3:00 p.m.

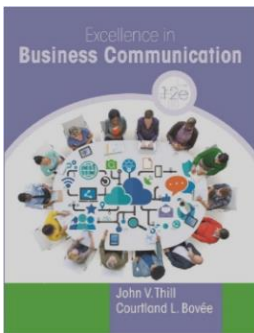
other meeting times by appointment only

Essential Info:

Inclement weather schedule –
**For inclement weather, our class will meet
at 10:45-11:25 am**
www.concord.edu/emergency-alerts
Sign up for emergency text messages –
<http://sms.concord.edu>

Text, Materials, and Technology Required

- Thill, J. V. and Bovée, C. L. (2015). *Excellence in Business Communication*, 12th ed. Pearson. ISBN: 9780134388175
- Blackboard – course supplements available
- USB drive – suggested to save in-class work
- YouTube Account – can be private
- Other materials and resources will be available from the instructor.
- Concord email account which will be utilized as a communication tool between class times.
- **Turnitin.com** login required
- Keyboarding experience is necessary and helpful.



Course Information

Course Prerequisite: ENGL 101

Catalog Description: Provides the knowledge and develops the skills that students will need to communicate successfully in an employment environment. Related topics integrated throughout the course through exploration of case study analyses include global communication, business ethics, diversity challenges, and the evolving factors that affect business communication. The course focuses on developing proper communication techniques required for formatting and writing a variety of business documents based on the development of communication strategy. The preparation of resumes, application letters, and related career development skills are also significant topics explored.

Course Rationale: Research in the field of Management Communication clearly reports the need in business and industry for employees proficient in oral and written communications techniques. After completing this course, students will have developed an awareness of effective management business communication techniques. They will be able to offer employers a more "polished" presentation of their skills and abilities. Students will be able to use speaking and writing skills obtained in this course for their college assignments, personal needs, communication needs in business environments they own or in which they work, and their future interactions with government entities as required in most business environments.

Course Learning Goals and Objectives

In order that students are prepared to communicate successfully on the job, this course will address and place emphasis upon the practical side of planning, composing, and analyzing management and employment correspondence and reports, reviewing Basic

English skills, delivering oral reports and interviewing for jobs. Essential management communication topics will be considered in the development of communication skills.

The objectives of this course will be accomplished through a variety of assignments designed to cause students to use high-level strategies of case analysis, transfer and synthesis of ideas, along with course content knowledge. Relevant topics and concepts will be presented to familiarize students with "real-world" business settings. Students are expected to take responsibility for their learning, meet the high expectations set for them, and enjoy new successes they can experience through improved communications skills, part of a lifelong process.

Goals: The goals for that will be addressed in the course are:

1. To develop effective communication techniques to be included in all forms of verbal communication.
2. To be aware of the many facets within the workplace that can influence effective communication.
3. To develop an understanding of and awareness of the necessity and requirement of effective communication skills as essential to each student's career success.

Objectives: By completing the various instructional topics and assessment measures required in this course, the student will be able to:

- A. Compose and produce correctly formatted written messages including positive, negative, and persuasive messages with a minimum grade of 60% based upon the grading standards for written documents that will be provided to you. Traditional business letters, as well as, email and social media messages will be reviewed.
- B. Prepare an informative research report on a related business topic with a minimum grade of 60% as specified by the standards for report writing guidelines that will be provided to you.
- C. Prepare and deliver a variety of successful informative oral presentations exhibiting effective presentation skills with a minimum grade of 60% as specified by the standards for presentation guidelines that will be provided to you.
- D. Compose and produce a personal resume with a grade of 100% based upon instructor's criteria that will be provided to you.
- E. Define, exhibit, and refine appropriate interview skills and behaviors with a minimum grade of 60% on an objective exam.
- F. Define and explain the importance of communication in the business environment, as well as, the impact that an individual's communication ability has on his/her career success with a minimum grade of 60% on an objective exam.
- G. Define and explain the communication process at the organizational level utilizing appropriate communication terms with a minimum grade of 60% on an objective exam.

In addition to the above learning objectives, students' involvement in active learning strategies within the course will provide for instruction in and development of the following essential communication strategies:

- Recognizing strategic communication
- Integrating ethics and processes of ethical decision-making into case analyses.
- To recognize the requirements for strong listening and feedback skills.
- To recognize principles of non-verbal communication through a variety of role-playing activities.
- To explain and to develop an appreciation of the many intercultural challenges as part of the effective communication process.

CU and Degree Program Learning Goals: In this course, specific projects are assessed to determine the success rate of students that are meeting or exceeding the skills and abilities as defined by the degree program learning goal for effective written communication. After successful completion of the degree program of business administration students should be able to perform at an acceptable or higher level in order to demonstrate proficiency of written communication skills based on the following objectives:

1. Use Standard English which is mechanically and grammatically correct.
2. Compose communication that reflects understanding of appropriate terminology and business concepts.
3. Produce documents in appropriate format (including source citations).
4. Reflect understanding of audience and situational analysis.
5. Compose communication that differentiates the author's voice from primary and secondary sources (no plagiarism)

In addition to the degree program learning goals, this course is also part of the general education program and assesses the following Concord University Learning Goals:

1. Skills Goal, Learning Outcome #1 – effective inter-communication skills and literacy adapted as needed for the demands of various discourse.
2. Skills Goal, Learning Outcome #3 – an ability to employ appropriate methods and technologies for conducting empirical and scholarly research, to interpret research findings, and to use insights gained from such research as a basis for informed decision making.

Teaching Strategies/Processes

The following teaching methods will be utilized in the presentation of course materials:

1. **Class Discussions: Lectures** will be utilized to provide important material from the text and outside sources to be covered in class. Students should plan to take careful notes as all material cannot be found in the text or readings.
2. **Case Study analysis** will be utilized review and discuss a variety of cases related to management communication. **Discussions** in small groups as well as the whole class are encouraged. Students are encouraged to engage in **Question/Answer** sessions to facilitate a more effective learning process.
3. **Learning Activities:** Students will engage in a variety of learning activities, to provide hands-on applications of course content presented. A variety of activities including **Large and Small Group Discussions, Peer Reviews** of work, **Presentations (impromptu and prepared), Internet Research, Research readings,** and **Case Studies** analysis will be utilized.
4. **Visual Aids and Computer Applications:** Several visual aids including computer presentation media will be used as part of the learning environment. **Students** will also be required to utilize such equipment as part of some of the **Presentation Assignments**. In addition, students will utilize computers to conduct research using the Internet as part of their business report assignment and to complete a series of communication assignments. **Email** will also be utilized during the course as a communication tool.
5. **Assessment Measures:** Assessment measures utilized in this course will include completion of **Instructional Topics** and **Examinations**.

Method of Evaluation

A point system will be utilized to configure grades with a total of **735 possible points**. The grading point scale to be used is as follows:

90% - 100%	...A	70% - 79%	...C
80% - 89%	...B	60% - 69%	...D
		below 60%	...F

- A. **INSTRUCTIONAL TOPICS (385 pts – 53% of your grade)** -- Students are required to complete the assignments listed in the tentative schedule as specified by the instructor, and submitted on the due dates. ***The instructor reserves the right to alter the number and types of assignments based upon constraints encountered during the course.*** Points for completing the assignments are proportioned as listed below. Each written document will be evaluated based upon the grading standard provided. Assignments not completed as required in the criteria will not be graded. Criteria will be provided for assignments.
- Part I – Learning Activities and Class Participation**
1. Students will individually and collaboratively work on learning activities related to improving business writing techniques, oral presentation techniques, and to develop a better understanding of the communication process. These activities will be completed in class as well as out of class. Activities will include a variety of in-class and out-of-class assignments. Credit is given only for assignments completed.
 - As the learning activities are designed to enhance the learning experience in class, consistent class attendance is essential. Attendance will count as one learning activity. 25 pts.
- Part II– Written Communication**
2. Compose/key a variety of DIRECT (deductive) and INDIRECT (inductive) messages 100 pts.
- Part III – Career Search**
3. Compose/key a Personal Resume in standard and electronic forms 50 pts.
Instructional Topic 3 will be reviewed until you earn full credit. You may submit your resume assignment for grading as often as needed!!!!!!
 4. Compose/key Job Application Letter/Envelope 10 pts.
 5. Complete company, career, and internship opportunities research 25 pts.
- Part IV – Reports and Presentations**
6. Research and prepare a business report on a business related topic 100 pts.
 7. Deliver a Business Related Informative Presentation (your business report) 25 pts.
 8. Deliver two oral presentations comprised of various business topics with at Least one negative presentation required 50 pts.
- B. **Examinations (300 points – 41% of your grade)** – Three (3) exams will be given during the span of the course about the textbook and discussion content. The exams will be based on lecture notes, textbook readings, class discussions, and relevant outside readings. These exams will be mainly objective based – specifically multiple choice type questions, and some possible essay type questions.

- C. **Final Examination (50 points – 6% of your grade)** – A comprehensive essay format final examination will be administered in a take home format and will be due by the scheduled final exam date. This final will assess your ability to apply your general knowledge of business communication theory presented throughout the course. The scheduled exam time for this class is **Wednesday, May 8, 9:00 – 11:15 a.m.** **The final REQUIRED business presentation assignment will be given during the final exam time. NO oral presentations will be given early – DO NOT ASK!!!! Each student must be present for all of the presentations given during this scheduled time.**

Instructor's Classroom Management Policies

The Learning Environment – An orderly classroom is essential to teaching and learning, and respect for all students and the instructor is expected. In order to maintain a productive learning environment, it is requested that each student in this course follow and maintain the classroom policies as outlined below.

1. **Attendance and Make-up Work** -- In order for students to complete assignments and to actively and effectively learn the course content presented, consistent class attendance is essential. Roll will be taken at each class meeting.
 - If you are absent, a **valid excuse** must be presented within one week of the absence or the absence will be considered unexcused and any work missed will be graded as zero. In addition to university-excused absences and medically excused absences, I will work with each individual student to determine what is determined as an excused or unexcused absence.
 - If you are absent from class and the absence is EXCUSED, you will have one week from the absence to submit makeup work – this also includes making up a missed exam.
 - Students who miss exams without my prior knowledge and who do not have a valid excuse, will not be considered to makeup the missed exam.
 - **It is the student's responsibility to complete work assigned and to obtain notes and instructions missed during an absence, excused or unexcused.**
2. **Tardiness and Leaving Class**-- **The class will begin promptly at 9:00 a.m.** The class atmosphere is disrupted by tardy students and by students who excuse themselves during class. Consistent tardiness or leaving the classroom during the scheduled course time may result in an instructor withdrawal from the course. This is considered disruptive behavior and is identified in the college catalog (http://catalog.concord.edu/content.php?catoid=5&navoid=243#Class_Attendance) as a reason for instructor withdrawal.
3. **General policies for maintaining a productive learning environment. All of these policies are just plain good manners and all are expected behaviors of employees by ALL employers.**
 - **Please keep all cell phones off during class and no electronics need to be utilized in this course**
 - **Laptops in class are permitted, in fact, encouraged** to facilitate better note taking and completion of work (the class is scheduled in a computer lab, and you are welcome to use the computer lab resources also). However, individuals who are using their laptops for other activities rather than what is directly related to class **will be asked to NOT bring their laptops to future class sessions.**
 - **Students who disturb the learning environment** by talking, whispering, laughing, making motions to fellow students, ignoring the computer laboratory rules, placing their feet on desks, sleeping, or other types of nuisances, are a distraction not only to the instructor but to their fellow students, and will be corrected.
 - **Department of Business -- General Expectations of Students.** All students enrolled in the Department of Business at Concord University will have an attitude and demeanor that demonstrates a real commitment to the learning process. You will adhere to the expectations developed by the Department Faculty while in class and while representing the Department of Business and Concord University. A complete list of these expectations can be found displayed on Department bulletin boards in the Rahall Technology Center and the Departments website -- http://www.concord.edu/business/node/11#Gen_Exp_Bus_stu
4. **Late Assignments:** In order to be fair to students who get their assignments in on time and to keep my schedule, **all late assignments** will be penalized 10% for each day an assignment is late up to three (3) days (weekends days included) and will not be accepted after the 3rd day. Please do not ask for an exception to this policy except in **extreme** circumstances. All assignments will be due by the beginning of class.
5. **Academic Dishonesty and Honor Code:** It is the policy of this instructor to follow the guidelines for academic dishonesty as specified in the college catalog at http://catalog.concord.edu/content.php?catoid=5&navoid=243#Academic_Dishonesty and to follow the University Honor Code – *“As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same.”*

6. **Sexual Harassment & Assault:** Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384- 5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu . Reports to Campus Security can be made at (304- 384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.
7. **Accessibility/Accommodations:** Concord College is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act (ADA) Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the director, Nancy Ellison, at nellison@concord.edu
8. **Academic Assistance:** The Academic Success Center (ASC) and SSS (for tutoring) are located in the Rahall Atrium. In addition SmartThinking online tutoring is available through the ASC.
9. **Technology Services:** For assistance with Blackboard or email (or any CU technology issue) contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also email cuhelpdesk@concord.edu
10. **Participation in College-Wide Assessment Activities:** Federal regulations and regional accreditation policies on accountability in higher education require direct assessment of student academic learning. Thus, as part of the requirements associated with this course, students may be asked to take one or more standardized tests and/or to complete other related activities. The scores of individual students will remain confidential.

Syllabus Disclaimer – This syllabus is subject to change based on the needs of the class. Please check it regularly. All updates/changes to the syllabus will be posted on the course's Blackboard site.

TENTATIVE Schedule for BGEN 205, Fundamentals of Business Communication, Section 01, Spring 2019

Week	Class Work and Assignments	Assignment and/or Work Due
<i>Week 1</i> <i>Jan 14-18</i>	Introduction and Review of Syllabus English Pretest – learning activity Assessment Pretests – learning activity <ul style="list-style-type: none"> Chapter 1 	<ul style="list-style-type: none"> Student introductions Read Chapters 1 and 3
<i>Week 2</i> <i>Jan 21-25</i>	<i>Enjoy – MLK Holiday – Monday, Jan 21</i> <i>Communication Basics for a Successful Career</i> <ul style="list-style-type: none"> Chapters 1, 3 In-class Learning activity 	<ul style="list-style-type: none"> Complete Publisher Assignment – learning activity – due 1/28 Read Chapters 4,5,6
<i>Week 3</i> <i>Jan 28-Feb 1</i>	<i>Effective Writing Techniques</i> <ul style="list-style-type: none"> Chapter 4, 5, 6 – Three-step Writing Process Group Writing Techniques – learning activity 	<ul style="list-style-type: none"> Review Appendix C Complete activities in class and for homework -- All homework due the next class period after assigned unless otherwise indicated Read Chapter 6 and 14
<i>Week 4</i> <i>Feb 4-8</i>	<ul style="list-style-type: none"> Complete Three-Step Writing Process Chapter 14 Group Presentation Techniques – learning activity 	<ul style="list-style-type: none"> Complete activities in class and for homework Study for Exam #1
<i>Week 5</i> <i>Feb 11-15</i>	<ul style="list-style-type: none"> Group Writing and Presentation Techniques – learning activity Wrap up and Review for Exam #1 <u>Exam #1 – Chs 1,3,4,5,6,14 – Wednesday, Feb 13 AND Friday, Feb 15</u>	<ul style="list-style-type: none"> Read Chapter 11 Read Chapter 7
<i>Week 6</i> <i>Feb 18-22</i>	<i>Improving Your Communication Skills</i> <ul style="list-style-type: none"> Chapter 7 Graded Instructional Topic – responding to Social Media issues <ul style="list-style-type: none"> Chapter 8 Appendix A 	<ul style="list-style-type: none"> Read Chapter 8 Videod Oral Presentation #1 upload by 4 pm 2/22 – graded instructional topic
<i>Week 7</i> <i>Feb 25-Mar 1</i>	Graded Instructional Topic – Write deductive messages in class <i>Intro to Business Reports</i> <ul style="list-style-type: none"> Chapter 11 	<ul style="list-style-type: none"> Deductive messages for homework – graded instructional topic Read Chapters 9 Determine report topic and develop 3-4 research questions due 3/6 learning activity
<i>Week 8</i> <i>Mar 4-8</i>	<ul style="list-style-type: none"> Chapter 9 Graded Instructional Topic – Write inductive messages in class <ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Inductive messages for homework – graded instructional topic Study for Exam #2 <u>Enjoy – Spring Break – Mar 11-15</u>
<i>Week 9</i> <i>Mar 18-22</i>	<ul style="list-style-type: none"> Complete written messages Wrap up and Review for Exam #2 <u>Exam #2 – Chs 7, 8, 9, and Appendix A – Wednesday, March 20 AND Friday, March 22</u>	<ul style="list-style-type: none"> Read Chapters 12, 13 Videod Oral Presentation #2 upload by 4 pm 3/22 – graded instructional topic Review Business Research Topic and related sources
<i>Week 10</i> <i>Mar 25-29</i>	<i>Return to Business Reports</i> <ul style="list-style-type: none"> Review Chapter 11 and citing sources Chapters 12 	<ul style="list-style-type: none"> Business report findings work plan and outline with a minimum of 7 related secondary sources for research report due 3/29 Graded Instructional Topic – Paraphrasing Exercises Review the Owl at Purdue Introduce Company, Career, and Internship Research Assignment – due 4/8
<i>Week 11</i> <i>Apr 1-5</i>	<ul style="list-style-type: none"> Chapter 13 and formatting the report Work on research report rough draft 	<ul style="list-style-type: none"> Read Chapter 15

<p><i>Week 12</i> <i>Apr 8-12</i></p>	<p><u><i>Career Search Preparation</i></u> Chapter 15 -- Résumé Preparation Discussion</p>	<ul style="list-style-type: none"> • Resume Development – ongoing to meet standards. Please note: Include all previous drafts of resume with the new draft you submit • Read Chapter 16 • Work on research report – rough draft due before scheduled rough draft meeting • Schedule Research Rough Draft review meeting
<p><i>Week 13</i> <i>Apr 15-19</i></p>	<ul style="list-style-type: none"> • Chapter 16 – Job Application Letters and The Successful Job Interview 	<ul style="list-style-type: none"> • Prepare Job Application letter due 4/19
<p><i>Week 14</i> <i>Apr 22-26</i></p>	<ul style="list-style-type: none"> • Chapter 16, con't • Return to Chapter 2 Nonverbal Communication 	<ul style="list-style-type: none"> • Prepare Job Follow-up letter due 4/24 • Schedule Research Report Rough Draft review meeting • Study for Exam #3
<p><i>Week 15</i> <i>Apr 29-May3</i></p>	<ul style="list-style-type: none"> • Wrap Up and Review for Exam #3 • <u>Exam #3, Chapters 2, 15, 16, and nonverbal communication, Friday, May 3</u> 	<ul style="list-style-type: none"> • Business Research Report due 4/29 • Prepare business report presentations • Work on Final Exam
<p><i>Final Exam</i> <i>Wednesday,</i> <i>May 8</i> <u>9:00-11:15 am.</u></p>	<ul style="list-style-type: none"> • Oral Presentation #3 – Presentation of Research Paper 	<ul style="list-style-type: none"> • All resumes due (last chance for 50 pts.) • Take Home Final – Due May 8