



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional communities (<http://www.concord.edu/academics/>).

COURSE SYLLABUS – BGEN 205 (CRN 20108 Sec 02)
Fundamentals of Business Communications (3 credit hours)
Tuesday and Thursday 12:30pm-1:45pm
Rahall 303 – Spring 2019

Instructor Contact Information

Dr. Amanda Sauchuck, MBA, DBA
Department of Business and RTM
Assistant Professor of Management
Office: Rahall 224
Concord E-mail: asauchuck@concord.edu
Cell: 304-890-6322 (Feel free to text)
Office: 304-384-5397

Office Hours:

Monday 12:00pm-2:00pm
Tuesday and Thursday 10:00am-11:00am,
2:00pm-3:00pm
Wednesday and Friday by appt only

Inclement weather schedule:

www.concord.edu/emergency-alerts

Sign up for emergency text messages:

<http://sms.concord.edu>

Mission: The Mission of the Business Administration degree program 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. Business faculty engage in active research and service to ensure that our graduates are ready to take on the challenges of the business world or to pursue rigorous graduate education.

Text, Materials, and Technology Required

- Excellence in Business Communication, 12th Edition Thill and Bovee
ISBN-10: 0134388178 ISBN-13: 978-0134388175
- Blackboard – course supplements available
- USB drive – suggested to save in-class work
- Other materials and resources will be available from the instructor.
- Concord email account which will be utilized as a communication tool between class times.
- 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 Business Communications clearly reports the need in business and industry for employees proficient in oral and written communication techniques. After completing this course, students will have developed an awareness of good communication techniques and the need to continue to develop them. They will be able to offer future professors and 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, communications 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.

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. 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 successful informative oral presentation exhibiting effective presentation skills.
- D. Compose and produce a personal resume with a grade of 100% based upon instructor's criteria that will be provided to you.
- E. Compose and produce a job application letter.
- F. Define, exhibit, and refine appropriate interview skills and behaviors.
- G. 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.
- H. Define and explain the communication process at the organizational level utilizing appropriate communication terms.

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.

Concord University Educational Goals:

The goals of this course are consistent with the mission of Concord University: The mission of Concord University is to provide a quality; liberal arts based education, to foster scholarly activities, and to serve the regional community. This course addresses all three education goals.

Skills: Proficiency in interpreting data, integrating information, formulating ideas, thinking critically, and communicating with others:

1. Effective inter-communication skills and literacy adapted as needed for the demands of various kinds of discourse:

- **listening and speaking**
 - **reading and writing**
 - **media and technological literacy**
2. An ability to employ appropriate observational, logical, analytical, and critical thinking skills within and across academic disciplines; and to apply these skills in problem solving.
- 3. An ability to analyze, synthesize, and integrate elements, information and ideas.**
4. An ability to evaluate elements, information, and ideas on the basis of appropriate criteria.
5. An ability to apply and to transfer academic and experiential learning appropriately from one context to another.
6. An ability to learn and work effectively both independently and collaboratively.

Knowledge: Familiarity with principles underlying academic discourse in various fields:

1. An ability to discern the reciprocal influences of environments, cultural beliefs and attitudes, and societal institutions and practices.
2. An ability to interpret events and trends within historical contexts.
3. Self-knowledge, including awareness of one’s own competencies, deficiencies, and optimal individual learning-style(s).

Attitudes: Tendencies conducive to self-knowledge, personal growth and development, and responsible citizenship

1. Respectful attentiveness to differing perspectives and willingness to engage in dialogue across differences in order to seek mutual understanding and equitable conflict resolution.
2. Cultivation of and support for attitudes and practices that foster physical, mental, emotional, and social well-being.
3. Motivation to pursue lifelong learning and ongoing intellectual growth.

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. **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 writings, Peer Reviews of work, Presentations, Internet Research, Research readings, and Case Studies analysis will be utilized.
3. **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.

4. **Assessment Measures:** Assessment measures utilized in this course will include completion of Instructional Topics and Examinations.

Method of Evaluation

The grading point scale to be used is as follows:

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

Business Report and Presentation	100 pts & 50 pts each		150 pts
Tests/Exams	100 pts each	100 pts x 3	300 pts
Chapter Assignments/Homework	20 pts each	20 pts x 16	320 pts
Classroom Participation			30 pts
Business Report Rough Draft			50 pts
Oral Presentations	50 pts each	50 pts x 3	150 pts
Total points possible			1000 pts

- A. **INSTRUCTIONAL TOPICS (400 pts)** -- 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 outside her control.***

Part I – Learning Activities and Class Participation

1. Students will individually and collaboratively work on learning activities related to improving business writing 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 completion of chapter activities, writing messages in class, and peer evaluations of class members’ writing. All graded learning activities are indicated in the course schedule on page 5 of this syllabus
 - 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.

Part II– Written Communication

2. Compose/key a variety of DIRECT (deductive) and INDIRECT (inductive) messages

Part III – Career Search

3. Compose/key a Personal Resume in standard and electronic forms
4. Compose/key Job Application Letter/Envelope
5. Complete company, career, and internship opportunities research

- B. **REPORTS AND PRESENTATIONS (300 pts)**

6. Research and prepare a business report on a business related topic (100 pts)
7. Deliver a business related informative presentation (related to your business report) (50 pts)
 - Oral Presentations: The oral presentation will occur the week before finals week. This presentation should highlight the contents of the written report and be presented in a very professional manner (e.g. PowerPoint presentation, additional visual aids, student’s dress and attitude in answering questions). The presentation should last approximately 5 minutes.
8. Deliver three oral presentations comprised of various business topics (50 pts each)

- C. **EXAMINATIONS (300 points)** – 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.

The final exam is scheduled for *Thursday, May 9th 11:30am-1:45pm*. **The first 30 minutes may be utilized to present the final REQUIRED business presentations if needed.**

NO presentations will be given early – DO NOT ASK!!!! – and attendance at ALL presentations is required.

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.

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 the beginning of each class meeting.

- If you are absent, a **valid (University) 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. It is the student’s responsibility to contact the instructor for the missed assignment/homework.
- 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, to obtain notes and instructions missed during an absence.**
- **Assignments:** All homework assignments will be due at the **beginning** of the assigned class. Emailed assignments will not be accepted. I prefer that homework assignment be typed but on occasion will take a hand written assignment. In class assignments can be hand written. When submitted, assignment and/homework must include your name, the due date, the chapter and assignment name.
- **Late Assignments:** In order to be fair to students who get their assignments in on time and to keep my schedule, **NO** late work will be accepted. The only exception will be if you have a University approved excuse. If you have a University approved excuse, you will have one week from the original due date to submit the assignment.

Tardiness and Leaving Class-- The class will begin promptly at 12:30pm. The class atmosphere is disrupted by tardy students and by students who excuse themselves during class. Consistent tardiness or leaving the classroom early may result in an instructor withdrawal from the course. This is considered disruptive behavior and is identified in the catalog as a reason for instructor withdrawal.

General policies for maintaining a productive learning environment

- **Please keep all cell phones on silent during class.**
- Laptops in class are permitted, in fact, encouraged to facilitate better note taking and completion of work. 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 and RTM-- General Expectations of Students

All students seeking a Business Administration degree will have an attitude and demeanor that demonstrates a real commitment to the learning process. You will adhere to the expectations developed by the Division Faculty while in class and while representing the Department of Business and RTM and Concord University. A complete list of these expectations can be found displayed on Department bulletin boards and the website -- <http://www.concord.edu/business/>

Accessibility/Accommodations

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. 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 for assistance.

Academic Dishonesty

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"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."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Class/Online Attendance Policy

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

Emergency Alert System

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the

Rahall Technology Center. For further emergency information go to:
<http://www.concord.edu/administration/office-public-safety>.

Inclement Weather Policy

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure

No students or employees are to report.

Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

**Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

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.

Technology Services

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

Syllabus Disclaimer

"This syllabus is subject to change based on the needs of the class. Please check it regularly."

Please review the following websites, which may be useful to you:

- The inclement weather schedule: <http://www.concord.edu/emergency-alerts>
- The Beckley inclement weather schedule: http://www.concord.edu/userfiles/files/emergency/HEC_Inc_Weather_Schedule.pdf

- Concord University encourages everyone to register to receive instant emergency text message alerts via cell phones and/or email alerts: <http://sms.concord.edu/>
- “General Expectations of Business Students” and the “If Students Miss an Exam Policy”
<http://www.concord.edu/academics/business/current-students/policies>
- The Division of Business Mission statement and reference to the Division of Business homepage:
<http://www.concord.edu/academics/business/>
- The university Honor Code and Mission statement,
www.concord.edu/userfiles/files/Academics/StudentHB2010-2012.pdf

TENTATIVE Schedule for BGEN 205		
Week	Class Activity	Assignment and/or Work Due
<i>Week 1</i> <i>January 15 & 17</i>	Introduction and Review of Syllabus Chapter 1 Review	Chapter 1 Assignment
<i>Week 2</i> <i>January 22 & 24</i>	Chapters 3 Review	Chapter 3 Assignment
<i>Week 3</i> <i>January 29 & 31</i>	Tuesday, August 28 – No Class Chapter 4 & 5 Review	Chapter 5 Assignment
<i>Week 4</i> <i>February 5 & 7</i>	Chapters 6 Review	Chapter 6 Assignment
<i>Week 5</i> <i>February 12 & 14</i>	Chapter 14 Review Wrap up and Review for Exam #1	Chapter 14 Assignment
<i>Week 6</i> <i>February 19 & 21</i>	<u>Exam #1 – Chapters 1, 3, 4, 5, 6, 14</u> Chapters 11 Review	Videod Oral Presentation #1 uploaded prior to class on February 21
<i>Week 7</i> <i>February 26 & 28</i>	Chapters 12 Review	Chapter 12 Assignment
<i>Week 8</i> <i>March 5 & 7</i>	Chapter 13 Review	Determine the statement of purpose and develop 3-4 research questions due in class on March 7 Chapter 13 Assignment
<i>Week 9</i> <i>March 12 & 14</i>	No Class – Spring Break	
<i>Week 10</i> <i>March 19 & 20</i>	Chapter 7 Review Chapter 8 Review	Outline of your report is due in class on March 20 Chapter 7 Assignment Chapter 8 Assignment
<i>Week 11</i> <i>March 26 & 28</i>	Chapter 9 Review	Videod Oral Presentation #2 uploaded prior to class on March 28
<i>Week 12</i> <i>April 2 & 4</i>	Wrap up and Review for Exam #2 <u>Exam #2 – Chapters 7, 8, 9, 11, 12, 13</u>	Business Report Rough Draft due in class on April 4
<i>Week 13</i> <i>April 9 & 11</i>	Chapter 15 Review	Chapter 15 Assignment
<i>Week 14</i> <i>April 16 & 18</i>	Chapter 16 Review	Chapter 16 Assignment
<i>Week 15</i> <i>April 23 & 25</i>	Chapter 2 Review Wrap Up and Review for Exam #3	Videod Oral Presentation #3 uploaded prior to class on April 18

		Chapter 2 Assignment
<i>Week 16 April 30 & May 2</i>	<u>Business Presentations</u>	Business Report due Thursday, May 2
<i>Final Exam</i>	<u>Final Exam - Chapters 2, 15, 16</u> <i>Thursday, May 9th 11:30am-1:45pm.</i>	Business Presentations if needed

As the professor of this course, I reserve the right to add/delete assignments and/or syllabi content as needed. I will always ensure any changes will be in the best interest of the student and will do my best to notify all students if a change occurs.

INCLEMENT WEATHER SCHEDULE

MWF Classes Regular	MWF Classes Inclement	TR Classes Regular	TR Classes Inclement
8:00-8:50	10:00-10:40	8:00-9:15	10:00-11:00
9:00-9:50	10:45-11:25	9:30-10:45	11:05-12:05
10:00-10:50	11:30-12:10	11:00-12:15	12:10-1:10
11:00-11:50	12:15-12:55	12:30-1:45	1:15-2:15
12:00-12:50	1:00-1:40	2:00-3:15	2:20-3:20
1:00-1:50	1:45-2:25	3:30-4:45	3:25-4:25
2:00-2:50	2:30-3:10		
3:00-3:50	3:15-3:55		
Department of Business			
MW Class Time	MW Inclement Time		
8:30-9:45	10:15-11:15		
11:00-12:15	12:15-1:15		
1:00-2:15	1:45-2:45		
2:30-3:45	2:50-3:50		