



COURSE SYLLABUS – BGEN 205
Fundamentals of Business Communication (3 credit hours) CRN 20308, SEC 03
Tuesday – 2:00pm-4:30pm – Rahall 311
Spring 2019

<p><u>Instructor Contact Information</u> Allison Bean, MBA Concord E-mail: abean@concord.edu Department Website: http://www.concord.edu/business</p>	<p><u>Availability:</u> If you have questions and need to contact me, please call or text my cell phone (404-915-9151), use the email address provided, or call the department of business, and they will be able to contact me.</p>
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Prerequisites: ENGL 101

Text, Materials, and Technology Required:

- Thill, J. V. and Bovée, C. L. (2015). Excellence in Business Communication, 11th ed. Pearson. ISBN: 0-13-354417-6
- 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 Description: This course 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 good 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.

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.

The objectives for this course are:

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

1. 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.
2. 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.
3. 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.
4. Compose and produce a personal resume with a grade of 100% based upon instructor's criteria that will be provided to you.
5. Define, exhibit, and refine appropriate interview skills and behaviors with a minimum grade of 60% on an objective exam.
6. 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.
7. 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.

Grading Scale (percentages)

A	90-100
B	80-89
C	70-79
D	60-69
F	Below 60

Assignment Descriptions

- A. INSTRUCTIONAL TOPICS (410 pts – 54% 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 outside her control. 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.
 - a. 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 points)**

Part II– Written Communication

2. Compose/key a variety of DIRECT (deductive) and INDIRECT (inductive) messages. **(100 points)**

Part III – Career Search

3. Compose/key a Personal Resume in standard and electronic forms **(50 points)**
 - a. 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 points)**
5. Complete company, career, and internship opportunities research **(25 points)**

Part IV – Reports and Presentations

6. Research and prepare a business report on a business related topic **(100 points)**
7. Deliver a Business Related Informative Presentation (your business report) **(25 points)**
8. Deliver three oral presentations comprised of various business topics with at Least one negative presentation required **(75 points)**

- B. Examinations (300 points – 39% 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 – 7% 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 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.**

Grading Policy/Make-up Policy/Late Work

There will be two tests and a final exam made up of multiple choice questions and problems based on the text and the lectures. Make-up exams will be given only if the absence is due to: (a) illness requiring medical attention, (b) participation in college related activities (in which case, the make-up test must be taken prior to the test being given to the rest of the class), (c) work-related travel or (d) family emergency.

Makeup policy: Late homework is subject to a 10% penalty. Contact me immediately if you encounter problems with the technology or if you have an emergency.

If there are technical problems submitting an assignment, email me at abean@concord.edu immediately and explain the situation. Attach the assignment to the email (if applicable).

If email is not possible, call my cell phone at (404) 915-9151 immediately and leave a detailed voicemail message explaining the situation.

It is suggested that students attempt to submit work early to avoid possible problems with the system or other problems. Any late work will be subjected to the terms of the above policy.

Of course all work is to be typed in Word. The format is as follows: double-spaced, 1-inch margins, 12 point font, Times New Roman.

Please grammar-check, spell-check, and proofread your work.

Quality written work includes, but is not limited to: spelling, grammar, mechanics, etc. Work that, in the instructor's opinion, is not consistent with the student's level of academic placement will not be accepted. Said work will be returned to the student to be revised and turned in within 48 hours. The student's grade will reflect the need to revise. It is important to remember that just because a student works on something for a given amount of time does not mean that it is without flaws or meets the requirements.

It is the student's responsibility to be familiar with the policy on plagiarism set forth by Concord University. Reproduction of any work, in part or whole, without appropriate references will constitute plagiarism. Any paper, or section of a paper, that is reproduced for the class, from any source, with or without proper citation and/or permission, will be considered plagiarized. If the student has any question as to whether or not they are plagiarizing, they should consult the instructor. The APA Manual also defines plagiarism, and since it is a required text for this course, you have no reason for not understanding what constitutes plagiarism. Per Concord University's policy, any student who plagiarizes will either receive a failing grade on the assignment, receive a failing grade in the course, or be removed from the university.

University Mission:

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

Concord University provides rigorous programs, primarily at the baccalaureate level, which prepare students to pursue various graduate study and career options and to assume leadership and professional roles in a multicultural society. In keeping with its tradition of services to the region, the University will offer a limited number of carefully selected graduate degrees. While we incorporate a variety of educational methodologies/technologies, our size and the caring dedication of our faculty, staff and administration are the principal assurances of a quality opportunity at Concord University.

Division of Business 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.

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 the instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located on the Athens campus Jean and Jerry 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 involving 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 changed based on the needs of the class. Please check Blackboard regularly.” I expect you to contact me if you don’t understand any topic we’ve covered in class.

TENTATIVE Schedule for BGEN 205, Fundamentals of Business Communication, Section 03, Spring 2019

Week	Class Work and Assignments	Assignment and/or Work Due
Week 1 1/15/19	Introduction and Review of Syllabus English Pretest – learning activity Assessment Pretests – learning activity • Chapter 1	<ul style="list-style-type: none"> • Student introductions • Read Chapters 1 and 3
Week 2 1/22/19	<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 • Read Chapters 4,5,6
Week 3 1/29/19	<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 <p style="text-align: center;">homework due the next class period after assigned unless otherwise indicated</p> <ul style="list-style-type: none"> • Read Chapter 6 and 14
Week 4 2/5/19	<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
Week 5 2/12/19	<ul style="list-style-type: none"> • Group Writing and Presentation Techniques – learning activity • Wrap up and Review for Exam #1 Exam #1 – Chs 1,3,4,5,6,14 – Wednesday, Feb 7 	<ul style="list-style-type: none"> • Read Chapter 11 • Read Chapter 7

<p>Week 6 2/19/19</p>	<p><i>Improving Your Communication Skills</i></p> <ul style="list-style-type: none"> • Chapter 7 <p>Graded Instructional Topic – responding to Social Media issues</p> <ul style="list-style-type: none"> • Chapter 8 • Appendix A 	<ul style="list-style-type: none"> • Read Chapter 8 • Videoed Oral Presentation #1 upload by 4 pm <p>graded instructional topic</p>
<p>Week 7 2/26/19</p>	<p>Graded Instructional Topic – Write deductive messages in class <i>Intro to Business Reports</i></p> <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 <p>learning activity</p>
<p>Week 8 3/5/19</p>	<ul style="list-style-type: none"> • Chapter 9 <p>Graded Instructional Topic – Write inductive messages in class</p>	<ul style="list-style-type: none"> • Inductive messages for homework – graded instructional topic • Study for Exam #2
<p>Week 9 3/12/19</p>	<p>Spring Break</p>	
<p>Week 10 3/19/19</p>	<ul style="list-style-type: none"> • Complete written messages • Review Business Research Topic and Prepare Work Plan • Wrap up and Review for Exam #2 <p>Exam #2 – Chs 7, 8, 9, and Appendix A – Wednesday, March 7</p>	<ul style="list-style-type: none"> • Read Chapters 12, 13 • Videoed Oral Presentation #2 upload by 4 pm <p>graded instructional topic</p>
<p>Week 11 3/26/2019</p>	<p><i>Return to Business Reports</i></p> <ul style="list-style-type: none"> • Review Chapter 11 and citing sources 	<ul style="list-style-type: none"> • Minimum of 7 Related secondary sources for research report • Business report findings work plan and outline • Graded Instructional Topic – Paraphrasing Exercises • Review the Owl at Purdue

		<ul style="list-style-type: none"> • Introduce Company, Career, and Internship Research Assignment
<i>Week 12 4/2/19</i>	<ul style="list-style-type: none"> • Work on research report rough draft <p>Return to Chapter 2 Nonverbal Communication</p>	<ul style="list-style-type: none"> • Read Chapter 15 • Read Chapter 16
<i>Week 13 4/9/19</i>	<p><i>Career Search Preparation</i></p> <p>Chapter 15 -- Résumé Preparation Discussion</p> <p>Chapter 16 – Job Application Letters and The Successful Job Interview</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 • Work on research report – rough draft due before scheduled rough draft meeting
<i>Week 14 4/16/19</i>	<ul style="list-style-type: none"> • Exam #3, Chapters 2, 15, 16, and nonverbal communication, 	<ul style="list-style-type: none"> • Prepare Job Application letter • Schedule Research Rough Draft review meeting
<i>Week 15 4/23/19</i>	<p>Chapters 12 and Chapter 13 and formatting the report</p>	<ul style="list-style-type: none"> • Prepare Job Follow-up letter • Schedule Research Rough Draft review meeting • Videoed Oral Presentation #3 uploaded by 4 pm graded instructional topic • Study for Exam #3
<i>Week 16 4/30/19</i>	<p>Make up/Review for Final</p>	<ul style="list-style-type: none"> • Business Research Report • Prepare business report presentations • Work on Final Exam
<i>Final Exam May 7, 2019</i>	<p>Oral Presentation #4 – Presentation of Research Paper</p>	<ul style="list-style-type: none"> • All Resumes Due • Take Home Final Due