Spring Semester 2024 Syllabus

BUS 300 – Business Communication

January 8, 2024 – May 5, 2024

Monday & Wednesday 12:00 p.m. -1:15 p.m.

Room Lawson 120



Office Phone: 770-720-9146

Cell Phone: 706-346-5005

Email: Kristy.debord@reinhardt.edu.

Communication: Important information will be communicated via your Reinhardt Email and Canvas.

Office Hours: Monday-Friday 8:30 a.m. -5:00 p.m. by appointment

Essentials of Business Communication Ellen Guffey and Dana Lowey. 12th Edition. Cengage Publishers. ISBN-13: 9780357714973 (Textbook MindTap Access) We will be using” MindTap” to complete our assignments. You will have access to an eBook through the MindTap platform.

***You do not need to buy the hard copy of the book.***

**Mandatory: MindTap user License. You will be charged a fee of $138.18 for your user license.**

Face Covering Policy

Please refer to the Reinhardt University Face-Covering Policy.

Credit Hours: 3-credit lecture or seminar course, face-to face

Over 15 weeks students will spend 150 minutes per week in lectures, class discussion and examinations (37.5 hours for the semester). Instructional time includes a final exam. Out-of-class work includes homework and preparation for exams and quizzes and is estimated at around 300 minutes per week (75 hours for the semester).

Canvas

Canvas is the learning management system at Reinhardt. If you need more information about how Canvas works, you can review the training manual on-line.

If you are absent from class, you will need to check Canvas for any class calendar changes, assignments missed, PowerPoint presentations, etc.  A copy of the class schedule & syllabus will always be available on Canvas along with any changes.   However, this does NOT exempt you from making sure you are aware of any verbal announcements made in class, so please exchange contact information with someone in class to communicate with if you are absent from class. I will maintain all of your grades in Canvas.  You can access Canvas off-campus at <https://reinhardtuniversity.instructure.com/login/canvas>.   Please check your Reinhardt Email on a consistent basis, as I will send notes and information to you via email. Your grades are posted in Canvas for you to keep abreast of where you are standing in this class. You are also encouraged to download the Canvas Mobile App for students on your mobile device.

Catalog Description

Taken from the Reinhardt University Academic catalog. This course is a study of written and oral business reporting, including letters, memos, proposals, feasibility studies, short reports, long reports, annual reports, and formal analytical reports. Management concepts of business ethics and problem analysis are integrated with communication process and theory. Prerequisite: COM 108 or permission of instructor.

Course Outcomes

1. Upon completion of this course, students will be able to identify resume styles and resume categories.
2. Upon completion of this course, students will be able to create a suitable resume and LinkedIn Profile for their unique career planning process.
3. When presented with a daily correspondence (business), students should be able to classify correspondence into one of the four (positive, neutral, negative, persuasive) message types.
4. After classifying correspondence into a message type, students should be able to implement one of the two writing strategies (Direct Strategy/Indirect Strategy) discussed in this course.
5. Upon completion of this course, students will be able to assemble written correspondence using the 3x3 Writing Process discussed in this course. (University Domain I)
6. Upon completion of this course, students will be able to construct an effective professional oral business presentation that is tailored to one of the four audience types (Friendly, Neutral, Uninterested, Hostile).
7. Upon completion of this course, students will be able to anticipate employer interview questions to prepare for future interviews.
8. Students will be able to describe their personal strengths and weaknesses by identifying an inventory list of personal strengths and weaknesses.
9. When presented with daily collaboration opportunities, students will be able to appropriately implement the six steps for dealing with conflict to encourage more effective communication.

McCamish School of Business Learning Objectives

1. Critical Thinking, Analytical and Problem-Solving Skills - analyze business situations using information and logic to make recommendations for problem solving and decision making
2. Interpersonal, Teamwork, Leadership, and Communications Skills -use team building and collaborative behaviors in the accomplishment of group tasks and will effectively communicate the problem alternatives considered, a recommended solution, and an implementation strategy in oral, written, and electronic form.
3. Ethical Issues and Responsibilities - recognize and analyze ethical dilemmas and propose resolutions for practical business solutions.
4. Functional Business Knowledge - apply foundation business knowledge and skills to develop competent decisions within each Business discipline - management, marketing, accounting, and information.
5. Awareness of Global and Multicultural Issues - develop awareness and analyze global and multicultural issues as they relate to business.
6. Technology Skills - effectively use current technology for business applications.

Class Participation and Performance

1. **Attendance Policy:**  **Regular attendance is required and expected.**  In this class we explore the general dynamics of business communication. We will cover quite a bit of exciting information. For you to be successful and learn from class lectures and have a better overall learning experience, it is important for you to attend class every day. It is vital that you are also engaged in class lectures and activities to gain the full benefits of this class. If you are to learn and be transformed by your learning experience, you should try consistently to be actively engaged and present.  If you know you will be absent, please let me know beforehand, so that I can give you your assignments. If you miss class because of an illness or emergency, please e-mail me or contact one of your colleagues to see what you have missed.

If you have **5 unexcused absences from this class your grade will be reduced by one (1) letter grade. 6 unexcused absences will result in a 2-letter grade deduction, 7 unexcused absences a 3 letter grade deduction and on your 8th unexcused absences will result in an automatic “F” in this class**.

1. **Goal of Assignments:** The objective of the assignments is to help add to your learning experience. If you want to obtain the maximum benefit from this class, I suggest spending time practicing and reviewing what we have covered in class and what you read. It is a good idea to practice, if you are practicing properly this can increase your understanding of the material and provide a better benefit for your learning journey!
2. **Disclaimer:** This course syllabus provides a general plan for the course; deviations on class schedule may be necessary.

Missing a quiz or exam

**You must take exams and quizzes at the assigned times**.  Missing a test is permitted only under **extreme** circumstances.  The examination schedule will be followed.  Please arrange your life so that you will be present at the exams and quizzes. You will be required to make up the work on the date the instructor specifies, which will be outside of the regularly scheduled class time. Missing more than one exam unless it is an excused absence will result in a “0” for that exam.

Sports or Campus Organization Responsibilities Absences

If you are representing the school for a game or competition it is your responsibility to notify me prior to missing the class and I will work with you on what you miss and making sure you don’t fall behind. You will be required to take any exams you would miss due to travel, etc. at an arranged time with the professor. If you have homework due on these dates make sure to submit the assignment prior to the date of travel (missed class). All assignments are posted in advance in MindTap/Canvas, therefore, you can complete your work before missing the class for an athletic event.

Extra Credit

Extra credit is given at the discretion of the instructor.

Late Work

**Assignment Due Dates:** All assignments should be completed on time and submitted by 11:59 pm on the day posted on your schedule for the class. Late assignments are only accepted at the discretion of the professor. If you miss submitting your work, you will receive a “0” for each assignment. Almost every week you will have an assignment to complete in MindTap. Please review the information located in our course for additional information on how to access MindTap and utilize this resource during the term.

**To be successful start early!** Start your assignments early in the semester, don't wait until the last moment, for you are likely to turn in an inadequate assignment.  You are in college, and thus I expect college-level professional work from you.

Additional Support for the Course

**ASO Students**: Please notify me on the first day of class (after class—this is something we don’t’ need to discuss w/the entire class) that you are an ASO student and if you need a note taker or need additional time testing, so we can prepare for the assistance in advance.

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities.  This legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is in the basement of Lawson Building. To receive academic accommodations for this class, please obtain the proper ASO letters.

Students can go to the **Center for Student Success** for additional support for this class. If you feel you need additional help, please schedule a meeting with me, so I can ensure that you receive the proper support. This center is designed to support your learning in class, so it’s not to replace your regular class attendance. I am also glad to provide some additional support if you are in class on a regular basis and schedule meetings in advance.

Grading and Evaluation Criteria

* This class assumes the student is working in a business environment.
* Considerable attention (and grading premium) will be given to following directions (both written and in class).
* Corrections or appeals should be made within **two weeks** of receiving your final grade.
* **Grades:** If you would like to discuss your grades, you may schedule a meeting outside of class. It is not ideal to discuss grades in class, because I like to respect our time, and there are privacy policies that protect your rights (so others aren’t aware of your grades).
* **Grading:** If you feel that you have received an “unfair” grade for an assignment and you have discussed this with me already, you can opt to have the College Dean or any other faculty member he/she might assign to the project to grade the assignment. You will receive the grade that they feel is earned for the assignment. However, if this grade is lower than the previously assigned grade by the instructor you will receive the final grade offered by the College Dean, so make sure you feel you have grounds for appeal. Please speak directly with the professor in an “out of class” meeting concerning your grades.
* **Academic Honesty:**  Please see the section of the general catalog which describes the college policy on academic honesty. The policy provides descriptions of what violates the policy and of what penalties may be imposed for violations.  Failing grades will be assigned for any work which does not meet the standards of academic honesty.  **Any violation of academic honesty can result in a failing grade in a course.** It is very easy to copy/share your files.  However, if you don't complete the work you won't learn from it & your exam grade will reflect this failure on your part.  If I detect or observe sharing of work you both will receive an F.    **Most of your assignments and exams are graded in MindTap. Plagiarism is unacceptable cheating incidents will be reported to the VPAA. After the first cheating detection you will receive an automatic “F” for the course if it is detected a second time**. You are not allowed to have your cell phone on during exams!

Grading

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| **OPPORTUNITY** | **PERCENTAGE**  % of Points Earned            Corresponding Letter Grade  90 to 100%                                               A  80 to 89%                                                 B  70 to 79%                                                 C  60 to 69%                                                 D  0 to 59%                                                   F |
| Assignments | 50% |
| Participation & In Class Assignments | 30% |
| Final Project | 20% |
| **Total** | **100%** |
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