

COM201: Business Writing & Communication

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: English Placement Exam, ENG101 or Permission of the College

Business Writing and Communication is designed to help students understand the communication process in both personal and workplace settings. Content is organized to aid in the development of clear, concise, practical, and ethical business and real-world communication pieces. Students walk through a case study to practice applying the skills of business writing and in the process utilize and select appropriate channels for communication, including email, memo, letters, reports, PowerPoint, websites, press releases and social media channels.

Course Outcomes

At the completion of this course, students should be able to:

- Describe elements of effective communication
- Identify the characteristics of communication barriers
- Prepare a business presentation
- Create well-written business documents
- Demonstrate the elements of research, organization, and rewriting in report generation
- Apply proper communication techniques in a variety of settings
- Select appropriate channels for communication
- Effectively use the organizational elements of the WAC approach to essay writing

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required Text:

McLean, S. (2016). Business Communication for Success. Flatworld Knowledge. V2.0 ISBN 978-1-4533-7418-4

The textbook for this class is from Flatworld Knowledge, which provides several options for accessing your book. You may read the entire text online, or you may purchase and have a hard copy to read in paper. If you prefer, you may purchase the rights to print the book on your own printer to help your budget. Available options:

- Study Pass: Online access with interactive study aids, viewed on the web
- *All Access Pass: Online access and study aids, including PDF downloads, and formats for iPad, Kindle, Nook, or other eReaders
- VIP Pass: All Access Pass plus a black and white hard copy print version
- Print Textbook: Print copy of the text, available in black and white, or fullcolor.

*The bookstore is only able to carry the All Access Pass. The others must be purchased directly through Flatworld, using the following link: <https://catalog.flatworldknowledge.com/>

Bookstore Information

The bookstore is located in the left-hand navigation of all Canvas courses.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website: <https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1		Communication for Success	
Outcomes		<ul style="list-style-type: none"> • Discuss the importance of clear communication • Demonstrate effective communication differences between business and personal communication • Articulate the methods of communication used today 	
Readings		<ul style="list-style-type: none"> • Business Communications for Success <ul style="list-style-type: none"> ○ Chapter 1: Effective Business Communication ○ Chapter 2: Delivering Your Message • Why Communication Is Today's Most Important Skill • Why is communication important to human life? 	
Lectures		<ul style="list-style-type: none"> • Communications • Messaging 	
Multimedia		<ul style="list-style-type: none"> • Communication Skills - How To Improve Communication Skills - 7 Unique Tips! 	
Discussion		Describing a Process	
Assignments		Essay – Communication Overview	

Week 2		Determining your Audience/Effective Business Writing	
Outcomes		<ul style="list-style-type: none"> • Discuss the importance of perception • Apply the concept of self-understanding to communication success • Identify barriers and resolutions to effective communication • Effectively use the organization elements of the WAC approach to essay writing. 	

Readings	<ul style="list-style-type: none"> • Business Communications for Success <ul style="list-style-type: none"> ○ Chapter 3: Understanding Your Audience ○ Chapter 4: Effective Business Writing • Perception • Communication
Lectures	<ul style="list-style-type: none"> • Determining Your Audience
Multimedia	<ul style="list-style-type: none"> • The Importance of Writing in Business
Discussion	Demographic factors that influence your perceptions and priorities
Assignment	Essay – Personal Belief System – WAC Assignment
Quiz	Refer to your course
Week 3	Styles and Methods of Business Writing
Outcomes	<ul style="list-style-type: none"> • Discuss business communication in line with the planning checklist • Demonstrate differences in formal versus informal writing styles
Readings	<ul style="list-style-type: none"> • Business Communication for Success <ul style="list-style-type: none"> ○ Chapter 5: Writing Preparation ○ Chapter 6: Writing • Developing a clearer and stronger writing style. • Checklist: Planning a Document
Lectures	<ul style="list-style-type: none"> • Writing Preparation
Multimedia	<ul style="list-style-type: none"> • Formal vs Informal Writing: What's the Difference and When to Use Them
Discussion	Crafting Effective Business Messages
Assignment	Essay - Informal/Formal Writing Identification

Week 4 Writing – Research, Feedback, and Revising	
Outcomes	<ul style="list-style-type: none"> • Interpret feedback as an opportunity • Demonstrate the five types of feedback
Readings	<ul style="list-style-type: none"> • Business Communication for Success <ul style="list-style-type: none"> ○ Chapter 7: Revising and Presenting Your Writing ○ Chapter 8: Feedback in the Writing Process • The Importance of Proofreading in the Workforce. • Turning negative feedback into an opportunity.
Lectures	<ul style="list-style-type: none"> • Revising and Presenting Your Writing • Feedback in the Writing Process
Multimedia	<ul style="list-style-type: none"> • How to Proofread Tutorial: 10 Proofreading Techniques They Didn't Teach You in School
Discussion	Feedback to Authority
Assignment	Feedback

Week 5 Business Writing in Action	
Outcomes	<ul style="list-style-type: none"> • Prepare a business presentation • Summarize a personal resume • Apply the principles of adaptation of a presentation based on the intended audience
Readings	<ul style="list-style-type: none"> • Business Communication for Success <ul style="list-style-type: none"> ○ Chapter 9: Business Writing in Action ○ Chapter 10: Developing Business Presentations ○ Chapter 12: Organization and Outlines • Importance of Electronic Communication in Workplace Collaboration. • 9 Tips for More Powerful Business Presentations
Lectures	<ul style="list-style-type: none"> • Developing Business Presentations
Multimedia	<ul style="list-style-type: none"> • 10 Presentation Tips in under 10 Minutes
Discussion	Tattoos

Assignment	Business Presentation - PowerPoint
Quiz	Refer to your course

Week 6 Presentations – Informative and Persuasive	
Outcomes	<ul style="list-style-type: none"> • Differentiate between informative and persuasive presentations • Analyze functions of types of presentations • Effectively use the organization elements of the WAC approach to essay writing.
Readings	<ul style="list-style-type: none"> • Business Communication for Success <ul style="list-style-type: none"> ○ Chapter 13: Presentations to Inform ○ Chapter 14: Presentations to Persuade (No Additional Readings)
Lectures	<ul style="list-style-type: none"> • Presentations to Inform • Presentations to Persuade
Multimedia	<ul style="list-style-type: none"> • Speeches: How to Write an Informative Speech • How to Write a Persuasive Speech: Using Persuasive Strategies
Discussion	TEDTalk
Assignments	Essay - Emotional or Reasoned Purchases – WAC Assignment

Week 7 Nonverbal Communication/Presentation Aides and Settings	
Outcomes	<ul style="list-style-type: none"> • Categorize elements of nonverbal communication • Explain the correlation of verbal and non-verbal cues in a presentation • Describe appropriate format of presentation delivery based on situation • Effectively use the organization elements of the WAC approach to essay writing.
Readings	<ul style="list-style-type: none"> • Business Communication for Success <ul style="list-style-type: none"> ○ Chapter 11: Nonverbal Delivery ○ Chapter 15: Business Presentations in Action • It's showtime! How to give effective presentations. • Nonverbal communication
Lecture	<ul style="list-style-type: none"> • Nonverbal Communication

Multimedia	<ul style="list-style-type: none"> • Non-Verbal Communication- For the Birds
Discussion	Nonverbal vs. Verbal Cues
Assignments	Essay – Space and Culture
Quiz	Refer to your course

Week 8 Business Communication – Intrapersonal, Interpersonal and Negative News	
Outcomes	<ul style="list-style-type: none"> • Describe interpersonal relations • Formulate a press release
Readings	<ul style="list-style-type: none"> • Business Communication for Success <ul style="list-style-type: none"> ○ Chapter 16: Intrapersonal and Interpersonal Business Communication ○ Chapter 17: Negative News and Crisis Communication • The 10 Steps of Crisis Communications
Multimedia	<ul style="list-style-type: none"> • Interpersonal Communication - Friendship and Professional Relationships
Discussion	Negative News
Assignments	Press Release

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	50%
Discussions	30%
Quizzes	20%
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy
- Academic Honesty and Integrity Policy

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- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website: <https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>