

BUSI 2093 ON

Business Communications

Course Description

This course is designed to provide an overview of practical communication for business. This course focuses on planning business communications and executing business communications via various media, including emails, memos, letters, proposals, reports, oral presentations, and the web, utilizing correct English usage, punctuation, mechanics, word choice, sentence structure, and the rules of APA style.

Course Prerequisites

There are no prerequisites for this course.

Required Materials

Business communication for success (Online ed.). (2015). Minneapolis, MN: University of Minnesota Libraries. Retrieved from <http://open.lib.umn.edu/businesscommunication/>

Robles, M. M. (2012). Executive perceptions of the top 10 soft skills needed in today's workplace. *Business Communication Quarterly*, 75(4), 453-465.

Accreditation

Southern Wesleyan University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, and masters degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of Southern Wesleyan University.

Course Learning Outcomes

CLO#1	Biblically informed personal wholeness reflected in healthy, growth-enhancing relationships with God, themselves, and others.
CLO#2	The ability to participate articulately in the significant conversations of the human race from a well-informed, reasonable, and distinctively Christian perspective.
CLO#3	The ability to effect positive change through skillful, values-driven engagement with their world. Such that graduates

CLO#4	Bear witness to a deepening relationship with God through Christ reflected in integrity of thought, affection, and action.
CLO#5	Have established lifestyle habits that facilitate ongoing growth intellectually, spiritually, physically, socially and emotionally.
CLO#6	Approach issues of both a theoretical and practical nature from a consistently biblical perspective, tempered by awareness of personal biases and divergent views.
CLO#7	Lead positive change by seeking justice for, reconciliation with, and service to others in a manner that reflects understanding of social dynamics.
CLO#8	recognize and value truth and beauty in themselves and their surroundings as reflections of the Creator.
CLO#9	Critically and creatively construct their own well-reasoned perspectives in discussing current trends, ideas and events, drawing on understanding of the breadth of human knowledge.
CLO#10	Demonstrate skill in listening, reading, scholarship, writing, public speaking and the use of technology.
CLO#11	Solve problems effectively using scientific research, critical thinking, and creativity.
CLO#12	Work collaboratively in diverse cultural groups to achieve positive results.
CLO#13	Master professional or discipline-specific knowledge and skills sufficient to be productive in the field to which they are called.

In support of those goals, this course focuses on planning and executing business communications via various media, including emails, memos, letters, proposals, reports, oral presentations, and the web, utilizing correct English usage, punctuation, mechanics, word choice, sentence structure, and the rules of APA style. At the end of this course, each student will be able to do the following:

Plan business communications

- Explain the importance of written and oral communication, including how the structure of correspondence, reports, and other business documents greatly influences the audience's perception of the information.
- Apply rhetorical and audience-based theory to create effective documents and presentations.

Execute business communications

- Demonstrate the proper use of English grammar, punctuation, mechanics, word choice, sentence structure, and proofreading skills required for effective business communications.

- Choose the optimal medium for the audience, communicating persuasively to that audience by proposing solutions and defending conclusions, while exercising cultural awareness in communications.
- Synthesize coursework into a team project and oral presentation.
- Assess and critique peer communications, exercising problem solving skills.

Course Learning Assignments and Assessments

Grading

Individual Assignments	50%
Discussion Forum Participation	25%
APA Assessment	5%
Learning Team Assignments	20%
Total	100%

Individual Assignments – 50%

Communication in the Workplace Paper – 10%

The student will complete a communication survey and communication guide (located in Canvas). Based on the responses and with assistance from the textbook, the student will compose a paper on communication in their current organization (if not currently employed, consider writing about your church or other volunteer organization). The student will select three communication issues (select one or more communication strengths and one or more communication weaknesses) in their organization, and write a three-page (up to 900 words) paper with an introduction containing a brief description of the organization and thesis statement, sections with APA-formatted headings describing the strength(s) and weakness(es) (using the textbook and other outside sources for support), and concluding with a brief summary. The paper must follow APA style guidelines, including a title page and reference page (not included in the three pages of text). In-text citations must be properly formatted for outside sources, which at minimum will include the textbook.

Communication Solution for an Organization – 15%

Using proper English grammar, sentence structure, punctuation, and APA formatting, each student will create a solution for one specific communication issue in their organization (drawn from the communication in the workplace paper). The audience for the paper is the executive of the organization. The document will summarize the problem, establish a need for change, recommend a solution, and substantiate the solution using the textbook, other business books,

and business articles from magazines or journals. (At least four academic sources must be used, in addition to information from the organization's website or other published organizational documents.) The paper will be at least four pages long, not including the title page and references.

Effective Resume and Letter of Application – 10%

Each student will select a job ad from any source: their own company or other company's website, Monster.com, the local newspaper, etc. The student will create a resume and cover letter (letter of application) for the chosen job ad, and post their resume and cover letter in the discussion forum.

Communication Presentation – 15%

In Session Four of the class, each student will present the communication topic of their choice, chosen from chapters one through nine of the textbook. Online students will upload a PowerPoint presentation and a video of a 5-7 minute speech.

Discussion Forum Assignments – 25%

There will be fourteen graded discussion forums in this course.

APA Assessment – 5%

By the end of the first week of the course, the students will complete an assessment of their understanding of APA formatting.

Communication Solution Learning Team Assignment – 20%

Business Proposal Letter – 5%

Communication Solution Presentation – 15%

Each learning team will work together to meet the objectives for a business solution project. A proposal for a seminar will be written for the executive of the organization by the end of session five, which is 5% of the assignment grade, and a communication seminar will be submitted at the end of session seven, which is 15% of the assignment grade.

The members of your team are a Business Communications Consulting Firm. Your consulting firm has been contacted because there is an issue for which the client organization needs assistance. (You will select one member of your group's Communication Solution for an Organization papers as the basis for this proposal and seminar.) This executive has asked your organization to propose an employee seminar to address the communication issue highlighted in the well-written and persuasive paper recently received from an employee. The team will create

a two-page business proposal letter, selling the idea of a communication training session to the organization (due at the end of session five). The team will submit a PowerPoint and speaking notes (an informal ‘script’ that shows what each member of the team would say or do during the training session) at the end of session seven. The presentation must demonstrate a well-supported solution to the communication issue, with citations and references for that support. At least four academic sources must be used, along with any websites or video sources.

GRADE EQUIVALENCY TABLE

All grades are reported in a system of eleven letter grades designated as “A” through “F” with appropriate plus and minus additions reflecting the following scheme:

Percentage Value	Letter Grade	Numeric Value for GPA
93-100	A	4.0
90-92	A-	3.7
86-89	B+	3.4
83-85	B	3.0
80-82	B-	2.7
76-79	C+	2.4
73-75	C	2.0
70-72	C-	1.7
65-69	D+	1.4
60-64	D	1.0
<60	F	0.0

Course Policies

Attendance Policy

Regular attendance is a key to success in the course. Please refer to the Attendance Policy outlined in the Catalog for full details of the SWU policy on attendance.

Online attendance is based on completion of at least one designated assignment by the due date/time posted within the course site for each session. Online activities may include lecture, assignments, readings, discussion forums, and assessments (e.g. quizzes, tests).

Late Assignment Policy

Assignments

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Assignments are due by midnight on the days specified. Students can expect a 20% reduction of their grade for each day an assignment is late. Students who submit assignments more than four days late will receive a grade of zero on the assignment.

In the case of extenuating circumstances (such as hospitalization, child birth, major accident, injury or bereavement), it is the responsibility of students to contact the instructor as soon as practicable. The instructor may waive the late penalty if the circumstances are justified.

Students must submit final course assignments no later than the last day of the term. No assignments are accepted after the last day of the term.

Discussions

Students must submit discussion board postings during the time frame indicated. Discussion board submissions will not be accepted for credit after the deadline.

Communication

The course site (Canvas) and SWU email are the primary tools for class communication, assignments, handouts, etc. All participants must have access to the course site and SWU e-mail and are expected to access them on a daily basis.

While it is important to maintain good communication with the instructor, Internet connectivity problems and home computer problems are not considered adequate excuses for missing assigned class work.

Technology Requirements

To be successful in this course, all participants are expected to ensure their technology equipment meets the [recommendations](#) provided by SWU's Technology Services.

Students requiring technical support related to their courses or other SWU-provided technologies should send an e-mail to helpdesk@swu.edu or call 864.644.5050.

Academic Honesty

Honesty in all matters - including honesty in academic endeavors - is a valued principle at Southern Wesleyan University. It is the expectation of the university that all those joining the academic program will act with integrity in all matters.

No forms of academic dishonesty will be tolerated. Students are encouraged to help each other maintain these high standards. All academic dishonesty should be reported to the faculty directly.

Faculty, upon evidence of academic dishonesty (cheating, plagiarism, or misuse of another's intellectual property), either by voluntary confession, report of another student, or on the basis of work submitted, must follow the procedure outlined in the Catalog (under *Academic Honesty*). This includes but is not limited to a zero for the work involved, 10% course grade reduction, or a failing grade for the course. Unresolved cases may be appealed using the Appeal Process outlined in the Catalog (under *Academic Honesty*).

Accommodations for Students with Disabilities

Southern Wesleyan University provides a variety of services for students with documented learning disabilities on a case-by-case basis. To qualify for services, students must contact SWU's Executive Director of Student Learning to begin the process of requesting accommodations. Contact Dr. Tonya Strickland in the Student Success Center upstairs in the library, tstrickland@swu.edu, or 864-644-5003, for more information.

Students can be assured of reasonable academic accommodations based on appropriate documentation as well as confidentiality in all matters of documentation and educational record.

Southern Wesleyan University is committed to creating a learning environment that meets the needs of its diverse student body without barriers to learning.