

# Course Syllabus

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## 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

Newman, A. (2017). *Business communication: In person, in print, online* (10th ed.). Cengage Learning.  
ISBN: 978-1-305-50064-8

*Publication manual of the American Psychological Association* (7th ed.)  
ISBN: 978-1433832161

# 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.

## Program Learning Outcomes

Students completing the Bachelor of Science (BS) in Business Administration are expected to:

- **Business Communication:** Become effective in both oral and written communication.
- **Teamwork and Collaboration:** Demonstrate leadership in effective collaboration, interacting and contributing as a team member to meet stated goals.
- **Social and Corporate Responsibility:** Exercise the ability to articulate the impact of corporate social responsibility for business and society.
- **Ethics and Christian Servant Leadership:** Model a clear perception of business ethics based on Christian principles and utilize leadership skills that reflect Christian servant leadership principles.
- **Problem-Solving and Decision Making:** Apply critical thinking skills to identify and solve problems using various analytical tools and technology.

## Course Learning Outcomes

<b>CLO#1</b>	Explain the importance of written and oral communication.
<b>CLO#2</b>	Apply rhetorical and audience-based theory to create effective documents and presentations.
<b>CLO#3</b>	Demonstrate the proper use of English grammar, punctuation, mechanics, word choice, sentence structure, and proofreading skills required for effective business communications.

<b>CLO#4</b>	Communicating via the optimal medium for the audience, persuasively proposing solutions and defending conclusions, and exercising cultural awareness in communications.
<b>CLO#5</b>	Synthesize coursework into a team project and oral presentation.
<b>CLO#6</b>	Assess communications, exercising problem-solving skills to revise.

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.

## Course Learning Assignments and Assessments

### Grading


Individual Writing Assignments	40%
Learning Team Assignment	30%
Exams	30%
<b>Total</b>	<b>100%</b>

### Individual Writing Assignments – 40%

**Communication Paper – 10%**

The student will use the textbook to write a paper about the importance of business writing, the components of communication; how to develop interpersonal communication skills; the importance of listening; types of business meetings and how to plan and facilitate them; types of written business communications and when they should be used. The paper must follow APA style guidelines, and be between five and six pages long, plus a title page and reference page (not included in the page count). In-text citations must be properly formatted for outside sources, which at minimum will include the textbook. This paper will be due at the end of the third session.

### **Final Communication Paper – 20%**

The paper submitted in week three will be edited to include additional support for each section, including a Christian worldview of business communication with scriptural support. The student will review comments in the first paper ([instructions](#)  <https://community.canvaslms.com/t5/Student-Guide/How-do-I-view-annotation-feedback-comments-from-my-instructor/ta-p/523>) for reviewing annotations in your papers) and correct any issues highlighted by the instructor. Using proper English grammar, sentence structure, punctuation, and APA formatting, each student will revise their first paper and add additional support beyond the information in the textbook. At least four business books, academic journals, and articles from business magazines must be used. The paper will be six to eight pages long, not including the title page and references. This paper will be due at the end of the sixth session.

### **Effective Resume and Letter of Application – 10%**

Each student will select a job ad from any source: their own company, a company's website, LinkedIn, Indeed, etc. The student will create a resume and cover letter (letter of application) for the chosen job ad. The resume and cover letter should reflect that the student has read and understood pages 388-411 from Newman (2017) and be error free. The resume and cover letter will be submitted at the end of the fifth session.



### **Weekly Exams - 30%**

**APA Assessment – 5%** (Week 1)

**Grammar Exam - 5%** (Week 2)

**Mid-term Exam - 20%** (Week 4)

### **Learning Team Assignment – 30%**

This learning team assignment requires familiarity with Microsoft Teams for collaboration. Review the [Microsoft Teams article](https://www.computerworld.com/article/3646153/10-best-new-microsoft-teams-meeting-features.html)  (<https://www.computerworld.com/article/3646153/10-best-new-microsoft-teams-meeting-features.html>) and [sign in](https://login.microsoftonline.com/login.srf)  (<https://login.microsoftonline.com/login.srf>) to Teams using your SWU login. Notify your instructor immediately if you have issues. Accessing Teams to contribute to your team is required. It is not an option.

The members of your team are on staff in the corporate communications department of a women's retail fashion chain. Your team has been tasked with the strategy and implementation of customer and internal communication. The corporate communications director has asked your team to write a memo and create a meeting agenda for a pay change to all sales associates. The team will also determine how to respond to all customer complaints and compliments. The team will collaborate each week.

The results of the team collaboration will be:

- a memo to sales associates regarding the new compensation structure
- a meeting agenda for the store managers to use in their meetings with sales associates
- a list of customer complaints and compliments and the team's suggested responses to each
- a two-page business proposal letter to the human resources director proposing the idea of a communication training session for sales associates
- a presentation on customer communication that will be delivered to all sales associates. The team will record the training session by the end of session seven. This final assignment will be submitted at the end of the seventh session, but there will be checkpoints every week.

## 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, childbirth, 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.

## 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](https://www.swu.edu/online/computer-requirements/)  (<https://www.swu.edu/online/computer-requirements/>) 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](mailto: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 Student Success Manager to begin the process of requesting accommodations. Contact Cindy Trimmier-Lee in the Student Success Center on the main floor in the library, [ctrimmierlee@swu.edu](mailto:ctrimmierlee@swu.edu) (<mailto:ctrimmierlee@swu.edu>), or 864-644-5137, for more information.








# Course Summary:

Date	Details	Due
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886063">Aggresshop Team Project</a> ( <a href="https://swu.instructure.com/courses/3536514/assignments/36886063">https://swu.instructure.com/courses/3536514/assignments/36886063</a> )	
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886055">APA Quiz</a> ( <a href="https://swu.instructure.com/courses/3536514/assignments/36886055">https://swu.instructure.com/courses/3536514/assignments/36886055</a> )	
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886059">Chapter 01: Understanding Business Communication</a> ( <a href="https://swu.instructure.com/courses/3536514/assignments/36886059">https://swu.instructure.com/courses/3536514/assignments/36886059</a> )	



Date	Details	Due
	 <a href="#"><u>Chapter 02: Team and Intercultural Communication</u></a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886051">https://swu.instructure.com/courses/3536514/assignments/36886051</a>	
	 <a href="#"><u>Chapter 03: Interpersonal Communication Skills</u></a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886056">https://swu.instructure.com/courses/3536514/assignments/36886056</a>	
	 <a href="#"><u>Chapter 04: Writing</u></a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886057">https://swu.instructure.com/courses/3536514/assignments/36886057</a>	
	 <a href="#"><u>Chapter 05: Improving Your Writing Style</u></a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886061">https://swu.instructure.com/courses/3536514/assignments/36886061</a>	
	 <a href="#"><u>Chapter 06: Neutral and Positive Messages</u></a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886060">https://swu.instructure.com/courses/3536514/assignments/36886060</a>	
	 <a href="#"><u>Chapter 07: Persuasive Messages</u></a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886050">https://swu.instructure.com/courses/3536514/assignments/36886050</a>	
	 <a href="#"><u>Chapter 08: Bad-News Messages</u></a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886062">https://swu.instructure.com/courses/3536514/assignments/36886062</a>	
	 <a href="#"><u>Chapter 09: Planning the Report and Managing Data</u></a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886058">https://swu.instructure.com/courses/3536514/assignments/36886058</a>	
	 <a href="#"><u>Chapter 10: Writing the Report</u></a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886049">https://swu.instructure.com/courses/3536514/assignments/36886049</a>	

Date	Details	Due
	 <a href="#">Chapter 11: Oral Presentation</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886054">https://swu.instructure.com/courses/3536514/assignments/36886054</a>	
	 <a href="#">Communication Paper</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886064">https://swu.instructure.com/courses/3536514/assignments/36886064</a>	
	 <a href="#">Effective Resume and Letter of Application</a> <a href="#">(10074)</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886065">https://swu.instructure.com/courses/3536514/assignments/36886065</a>	
	 <a href="#">Final Communication Paper</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886066">https://swu.instructure.com/courses/3536514/assignments/36886066</a>	
	 <a href="#">Grammar Quiz</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886052">https://swu.instructure.com/courses/3536514/assignments/36886052</a>	
	 <a href="#">Mid-Term Quiz</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886053">https://swu.instructure.com/courses/3536514/assignments/36886053</a>	
	 <a href="#">Session Five Learning Activities</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886067">https://swu.instructure.com/courses/3536514/assignments/36886067</a>	
	 <a href="#">Session Four Learning Activities</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886068">https://swu.instructure.com/courses/3536514/assignments/36886068</a>	
	 <a href="#">Session One Learning Activities</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886069">https://swu.instructure.com/courses/3536514/assignments/36886069</a>	
	 <a href="#">Session Seven Learning Activities</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886070">https://swu.instructure.com/courses/3536514/assignments/36886070</a>	

Date	Details	Due
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886071">Session Six Learning Activities</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886071">(https://swu.instructure.com/courses/3536514/assignments/36886071)</a>	
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886072">Session Three Learning Activities</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886072">(https://swu.instructure.com/courses/3536514/assignments/36886072)</a>	
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886073">Session Two Learning Activities</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886073">(https://swu.instructure.com/courses/3536514/assignments/36886073)</a>	
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886074">Team Assignment: Memo for Pay Change</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886074">(https://swu.instructure.com/courses/3536514/assignments/36886074)</a>	
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886075">Team Assignment: Proposal Letter</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886075">(https://swu.instructure.com/courses/3536514/assignments/36886075)</a>	
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886076">Team Assignment: Responses to Complaints/Compliments</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886076">(https://swu.instructure.com/courses/3536514/assignments/36886076)</a>	
	 <a href="https://swu.instructure.com/courses/3536514/assignments/36886077">Team Assignment: Sales Associate Meeting Agenda</a> <a href="https://swu.instructure.com/courses/3536514/assignments/36886077">(https://swu.instructure.com/courses/3536514/assignments/36886077)</a>	