

# TRINE

UNIVERSITY

## Course Syllabus

**Course Title:** Business Communication

**Term & Year:**

**Course & Section Number:** COM 203

**Time & Place:** Asynchronous, Online

**Number Of Credit Hours:** 3-0-3

**Instructor:** TBD

**Office Location/Hours:** TBD

**Office Phone:** TBD

**Email:** TBD

**Course Description:** This course provides students with an introduction to effective research, writing, and document design in relation to business and professional communication. Students will be expected to develop to a basic understanding of business communication norms and the different genres of composition found in a workplace setting. Students will employ multiple modes of communication to best fit their intended audience.

**Prerequisites:** ENG 143 College Composition or ENG 133 Technical Communication

**Learning Outcomes:** Upon completion of this course, the student should be able to:

1. Identify different genres of writing that are employed in a professional setting
2. Analyze communication needs for a workplace setting
3. Engage in the research process in relation to workplace writing including finding, synthesizing, and citing sources
4. Evaluate best mode of communication for audience needs
5. Produce genre appropriate materials for a variety of workplace settings

**Required Text:** Open-Source Materials – Available in the Moodle Course room

### Course Requirements:

**Attendance/Participation:** All students are expected to log in to their courses regularly throughout the week to receive instruction, materials, and updates from the instructor. It is your responsibility to check in and submit your assignments, complete your discussion board postings, and finish quizzes and exams by the due dates.

If you do not participate in the course, you will be counted absent. Simply logging in is not enough; you must submit/complete an assignment, post to a discussion board, or other similar assignment tasks to avoid being counted absent. Instructors are required to submit attendance the Monday following each week of class.

This attendance is reported to the Financial Aid Department and may result in the loss of any financial aid refund you are expecting if you have not been participating in your courses. **In addition, you will be administratively dropped from the course if you are reported absent a total of three weeks.**

All students are expected to participate to the best of their ability throughout the full span of this eight-week online course. Assignments are due on the assigned date and time. Late assignments WILL NOT BE ACCEPTED.

If you are not able to participate in class, please provide the instructor with as much advance notice as possible. In the event of personal or family illness or injury, an absence will be excused, and no points will be lost with evidence of a doctor visit.

**Grading/Evaluation:**

The undergraduate course grading scale is as follows:

A	90% - 100%
B+	85% - 89%
B	80% - 84%
C+	75% - 79%
C	70% - 74%
D+	65% - 69%
D	60% - 64%
F	59% and below

<u>Assignments</u>	<u>Occurrence</u>	<u>Points</u>	<u>Percentage</u>
Discussion Forums	8 at 20 pts each	160	50%
Written Assignments	8 at 20 points each	160	50%
	Total Points	320	100%

**Other Policies:**

**Academic Misconduct**

The University prohibits all forms of academic misconduct. Academic misconduct refers to dishonesty in examinations (cheating), presenting the ideas or the writing of someone else as one’s own (plagiarism) or knowingly furnishing false information to the University by forgery, alteration, or misuse of University documents, records, or identification. Academic dishonesty includes, but is not limited to, the following examples: permitting another student to plagiarize or cheat from one’s own work, submitting an academic exercise (written work, printing, design, computer program) that has been prepared totally or in part by another, acquiring improper knowledge of the contents of an exam, using unauthorized material during an exam, submitting the same paper in two different courses without knowledge and consent of professors, or submitting a forged grade change slip or computer

tampering. The faculty member has the authority to grant a failing grade in cases of academic misconduct as well as referring the case to Student Life.

### **Plagiarism**

You are expected to submit your own work and to identify any portion of work that has been borrowed from others in any form. An ignorant act of plagiarism on final versions and minor projects, such as attributing or citing inadequately, will be considered a failure to master an essential course skill and will result in an F for that assignment. A deliberate act of plagiarism, such as having someone else do your work, or submitting someone else's work as your own (e.g., from the Internet, fraternity file, etc., including homework and in-class exercises), will at least result in an F for that assignment and could result in an F for the course.

**Artificial Intelligence (AI) is prohibited:** All work submitted by students in this course must be generated by the student. Students may not have another person or entity contribute to an assignment for them, which includes using AI. Students may not incorporate any part of an AI-generated response in an assignment, use AI to formulate arguments, use AI to generate ideas for an assignment, or submit work to an AI platform for improvement. Using an AI tool to generate content may qualify as academic misconduct in this course.

OR

**Artificial Intelligence (AI) is allowed:** Students may use AI tools on instructor-identified assignments in this course. To adhere to our scholarly values, students must cite any AI-generated material that informed their work. Using an AI tool without proper attribution may qualify as academic misconduct in this course. It is the responsibility of the student to verify the accuracy, reliability, and ethical implications of AI-generated content.

### **Electronic Devices:**

Use of electronic devices including smart watches and cell phones is prohibited during exams or quizzes unless directly allowed by the instructor.

### **References:**

Anonymous. (n.d.). 4.3 Typology of unethical communication. Creative Commons, Mountain View, CA. <https://textbooks.whatcom.edu/cmst245/chapter/4-3/>

Author removed at request of original publisher. (2015). Business communication for success. University of Minnesota Libraries Publishing Edition, Minneapolis, MN

Author removed at request of original publisher. (2010). Exploring business. University of Minnesota Libraries Publishing Edition, Minneapolis, MN

Author Unknown. (2019) Organizational behavior. OpenStax, Rice University, Houston, TX

Author Unknown. (2020). What is an infographic. <https://www.youtube.com/watch?v=YvomHg1ojU>

Author Unknown. (2019) 10 Types of Infographics and when to use them. <https://www.youtube.com/watch?v=jGURTUQMp3g>

Bearman, A. & Noyes, J. (n.d.). Research and information literacy with library resources. Planit Press, Indiana

ESCast Pro. (n.d.). 9 effective presentation techniques you can use to master public speaking.  
<https://ezcast-pro.com/stories/effective-presentation-techniques/>

Edwards, E. (2022). The ethical challenges of weaponized communication. Ethical Voices Podcasts: Real Ethics Stories from Real PR Pros.  
<https://ethicalvoices.libsyn.com/theethicalchallenges-of-weaponized-communication-elizabeth-edwards>

Matsumoto, D. (2016). Speaking of psychology: nonverbal communication speaks volumes. American Psychological Association, Washington, D.C.  
<https://www.apa.org/news/podcasts/speaking-of-psychology/nonverbal-communication>

Navarro, J. (2020). The power of nonverbal communication. TEDxManchester.  
<https://www.youtube.com/watch?v=fLasIONQAKM>

Pollard, T. (2022) Why communication goes wrong . . . and how to fix it.  
<https://www.youtube.com/watch?v=vF450xjAi3g>

Segal, PhD, J. Smith, M.A., M, Robinson, L. & Boose G. (2020) Nonverbal communication and body language, HELOGUIDEORG INTERNATIONAL.  
<https://www.helpguide.org/articles/relationshipscommunication/nonverbalcommunication.htm>

Treasure, J. (2013). How to speak so that people want to listen.  
[https://www.ted.com/talks/julian\\_treasure\\_how\\_to\\_speak\\_so\\_that\\_people\\_want\\_to\\_listen](https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen)

VandeHei, J. (2022). How to write less but say more. TedXOshkos.  
[https://www.ted.com/talks/jim\\_vandehei\\_how\\_to\\_write\\_less\\_but\\_say\\_more](https://www.ted.com/talks/jim_vandehei_how_to_write_less_but_say_more)

Waknell, P. (2020). The 3 Magic Ingredients of Amazing Presentations.  
<https://www.youtube.com/watch?v=yoD8RMq2OkU>

Wojnicki, A. (2022). #108 Enthusiasm please! Communicating with enthusiasm. Talk About Talk.  
<https://www.talkabouttalk.com/108-enthusiasm/>

Wrench Ed.D., J. S., Punyanunt-Carter Ph.D., N. M. & Thweatt, K.S. (2020.). Interpersonal communication: a mindful approach to relationships. Creative Commons, San Francisco, CA YouTube. (n.d.). Infomercials, Inc. <https://www.youtube.com/c/InfomercialsInc/featured>

### Course Mapping:

Week One: Research Writing Skills (LO3,4)	
Learning Activities and Materials	Assessments

<p>Read:</p> <ul style="list-style-type: none"> <li>• <a href="#">Research and Information Literacy with Library Resources</a> (68 pages) (LO3)</li> </ul> <p>Watch:</p> <ul style="list-style-type: none"> <li>• <a href="#">Infomercial, Inc.</a> (1:02 minutes – 11:46 minutes depending on infomercial chosen) (LO4)</li> </ul> <p>Listen:</p> <ul style="list-style-type: none"> <li>• <a href="#">Communicating with Enthusiasm</a> Podcast (12:24 minutes) (LO4)</li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion Forum: Introduction</li> <li>• Discussion Forum: Dream Job and Research Writing Skills (LO3)</li> </ul> <p>Assignment: Written Assignment: Select and evaluate a television infomercial (LO4)</p>
<b>Week Two: Business Writing in Action (LO1,5)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>• Business Communication for Success, Chapter 9: Business Writing in Action (PDF pages 263-302, 39 pages) (LO1)</li> <li>• Business Communication for Success, Chapter 3.4: Getting to Know Your Audience (PDF pages 94-98, 4 pages) (LO1)</li> </ul> <p>Watch: <a href="#">How to write less but say more</a>, Jim VandeHei, TEDxOshkosh (15:06 minutes) (LO1) (LO5)</p>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion Forum: Common Business Communication Writing (LO1)</li> </ul> <p>Assignment: Assignment: Business Trend Report (LO5)</p>
<b>Week Three: Developing Business Presentations (LO2,4,5)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>• <a href="#">9 Effective Presentation Techniques You Can Use to Master Public Speaking</a> (25 pages) (LO4) (LO5)</li> <li>• Exploring Business, Chapter 8.6, Planning, Preparing, Practicing, and Presenting (PDF pages 362-363, 2 pages) (LO5)</li> </ul> <p>Watch: <a href="#">The 3 Magic Ingredients of Amazing Presentations</a>, Phil Waknell, TEDXSaclay (LO2) (LO5)</p>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion Forum: Presentation experience (LO2)</li> </ul> <p>Assignment: Assignment: Prepare a Presentation “planning, preparing, practicing, and presenting” (LO4) (LO5)</p>
<b>Week Four: Unethical Org Comm (LO2,4,5)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>• <a href="#">Typology of Unethical Communication</a> (7 pages) (LO2) (LO4)</li> </ul> <p>Watch:</p> <ul style="list-style-type: none"> <li>• <a href="#">Why communication goes wrong and how to fix it</a>, Tim Pollard, TEDxBillings (17:47 minutes) (LO2)</li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion Forum: Most common unethical organizational communication (LO2) (LO4)</li> </ul> <p>Assignment: • Create an infographic summarizing the six types of</p>

<ul style="list-style-type: none"> <li>• <a href="#">What is an infographic</a> (1:34 minutes) <b>(LO5)</b></li> <li>• <a href="#">10 Types of Infographics and When to Use Them</a> (3:49 minutes) <b>(LO4) (LO5)</b></li> </ul> <p>Listen:</p> <ul style="list-style-type: none"> <li>• <a href="#">The ethical challenges of weaponized communication</a> (27:56 minutes) <b>(LO2) (LO4)</b></li> </ul>	<p>unethical communications identified by Redding <b>(LO4) (LO5)</b></p>
<b>Week Five: Talking/Listening (LO2,4)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>• Business Communication for Success, Chapter 1.4 Your Responsibilities as a Communicator (PDF pages 30-34, 4 pages) <b>(LO2) (LO4)</b></li> <li>• Interpersonal communication, Chapter 7.1 The Importance of Everyday Conversations (PDF pages 218-221, 4 pages) <b>(LO4)</b></li> </ul> <p>Watch:</p> <p><a href="#">How to Speak so that People will want to Listen.</a> Julian Treasure, TEDGlobal (9:45 minutes) <b>(LO2) (LO4)</b></p>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion Forum: Responsibility of the communicator and responsibility of the audience <b>(LO2) (LO4)</b></li> </ul> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• Create a List: Communication motives and needs <b>(LO4)</b></li> </ul>
<b>Week Six: Managerial Communication (LO1,4,5)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>• Organizational Behavior, Chapter 11.3 Factors Affecting Communications, and the Roles of Managers (PDF pages 365-366, 2 pages) <b>(LO4) (LO5)</b></li> <li>• Organizational Behavior, Chapter 11.4. Managerial Communication and Corporate Reputation (PDF pages 367-368, 2 pages) <b>(LO1)</b></li> </ul> <p>Business Communication for Success, Chapter 18.6 Styles of Management (LO???) (PDF pages 585-586, 2 pages) <b>(LO1)</b></p>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion forum: Why is corporate reputation important? <b>(LO4)</b></li> </ul> <p>Assignment:</p> <p>Written Assignment: Management Communication Style – Theory X – basic needs, Theory Y – self-motivation, collaboration, Theory Z – elements of both Theory X and Theory Z <b>(LO1) (LO5)</b></p>
<b>Week Seven: Conflict Management (LO2,4)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>• Business Communication for Success, Chapter 16.6 Conflict in the Work Environment (PDF pages 526-531, 6 pages) <b>(LO2) (LO4)</b></li> </ul> <p>Listen:</p>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion Forum: Managing Conflict <b>((LO2) (LO4)</b></li> </ul> <p>Assignment:</p> <p>Conflict Negotiation Scenario and Analysis <b>(LO2) (LO4)</b></p>

<ul style="list-style-type: none"> <li>• <a href="#">What happens *after* conflict resolution?</a> (8:22 minutes) <b>(LO2) (LO4)</b></li> </ul>	
<b>Week Eight: Nonverbal/Verbal Communication (LO2,4)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>• <a href="#">Nonverbal Communication and Body Language (18 pages) (LO2) (LO4)</a></li> <li>• Business Communication for Success, Chapter 11.1 Principles of Nonverbal Communication (PDF pages 340-346, 6 pages) <b>(LO2) (LO4)</b></li> </ul> <p>Watch:</p> <ul style="list-style-type: none"> <li>• <a href="#">Speaking of Psychology: Nonverbal Communication speaks volumes</a> (13.25 minutes) <b>(LO2)</b></li> <li>• <a href="#">The Power of Nonverbal Communication</a>, Joe Navarro, TEDxManchester (12:55 minutes) <b>(LO2) (LO4)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion Forum: Survey – nonverbal and verbal messages <b>(LO2) (LO4)</b></li> </ul> <p>Assignment: Speech Evaluation: It's not what you say, but how you say it <b>(LO2) (LO4)</b></p>