

**TECH BUSINESS COMMUNICATION
SYLLABUS**

INSTRUCTOR: Veronica Studards, Instructor
CLASS MEETS: T-TH.—8:10 a.m. to 9:30 a.m.—Room 205
Course Number: BUS 2013

Course Title: BUSINESS COMMUNICATION

Credit Hours: 3

Course Description: This course is designed to develop and enhance grammar and writing skills used in the workplace. Oral and written communications are stressed throughout the text.

Prerequisite: BUS 2003—Business English

Course Text: ESSENTIALS OF BUSINESS COMMUNICATION 8TH EDITION

The goals of UAM COT McGehee campus are-- Students should be prepared for good-paying jobs for which there is a demand in the local area, elsewhere in the state and throughout the country, and students should be able to demonstrate basic to advanced skills in a technical certification area.

Course Objectives: This course is designed to develop and strengthen oral and written communication skills and to develop or enhance interviewing skills, oral speaking and listening skills. The students are to understand the importance of becoming an effective business communicator in today's changing workplace.

Students successfully completing the UAM CTM Administrative Office Technology program will be able to:

- 1. Demonstrate abilities to produce appropriate business documents such as letters, forms, tables, graphs, financial documents and other materials inherent in office technology .**
- 2. Demonstrate the ability to rapidly and appropriately respond to multiple requests within a contemporary office environment.**
- 3. Demonstrate the integration of theory, lab and field content in manners to obtain employment in entry level business office.**

STUDENT LEARNING OUTCOMES:

Upon completion of this course the student should know and be able to:

1. Produce letters for different situations
2. Produce an effective resume
3. Produce an effective letter of application
4. Develop interview skills

Evaluation: Student grades are calculated according to the following scale:
55% Chapter tests

- 10% Writing Assignments
- 10% Mock Interview
- 25% Final Exam—WRITTEN FINAL EXAM

Grading Scale: Percent Points	Grade	Quality
100% - 90%	A	4
89% - 80%	B	3
79% - 70%	C	2
69% - 60%	D	1
59% - Below	F	0
Withdrawal	W	W's & I's are
Incomplete	I	disregarded
		when calculating
		grade point averages.

Students with Disabilities:

It is the policy of the UAM College of Technology – McGehee to accommodate individuals with disabilities pursuant to federal law and the University's commitment to equal educational opportunities. It is the responsibility of the student to inform the instructor of any necessary accommodations at the beginning of the course. Any student requiring accommodations should contact the Office of Special Student Services representative on campus; phone 870-222-5360; fax 870-222-1105.

Absences: The only excused absences consist of being called for jury duty or being officially summoned to appear in court.

Disruptive behavior: College regulations, which serve to control all aspects of personal conduct, must be observed. The safety, rights, and feelings of others must be respected. A student may be suspended or dismissed from the school for conduct or personal habits, which are not in the best interest of the student, fellow students, or the instructor.

Holidays: LABOR DAY—SEPT 7
THANKSGIVING—NOV 25-27

UAM will no longer mail grade reports to all students. You may access your grades through Campus Connect on the UAM homepage, <http://www.uamont.edu/>. To have your grades mailed to you, complete the grade request form available in the Registrar's Office in Monticello or the Student Services offices in Crossett and McGehee.

A UAM student has access to their course syllabus by going to this web site <http://www.uamont.edu/mcgehee/faculty.com>.

**BUSINESS COMMUNICATION
ASSIGNMENTS AND TEST SCHEDULE**

The following is a tentative schedule of assignments and tests which can/may be changed at the discretion of the instructor.

AUG 26-28

UNIT 1 CHAPTERS 1-4

**Chapter 1 Career Success Begins with Communication Skills
Class discussion**

10 Ads from Sunday paper in Classified Section for jobs with communication skills as a requirement—

AUG 31-SEPT 4

**10 Ads due Tuesday, September 1 from Classified Section of Sunday paper
Chapter 2 Planning Business Messages
Page 47 “You” view—revise sentences 22-28, 46-50 must be typed**

SEPT 7- 12—SEPTEMBER 7 LABOR AY

**Chapter 3 Composing Business Messages
Page 71 –Writing Improvement Exercises –revise sentences 37-44,45-50 must be typed**

SEPT 14-18

**Chapter 4 Revising Business Messages
Writing Improvement Exercise Revise sentences 37-40, 47-51 page 90- 91 must be typed**

SEPT 21-25

UNIT 1 TEST—CHAPTERS 1-4

**Chapter 5 Electronic Messages and Memorandums
Writing Improvement Exercises (will be assigned)**

SEPT 28-OCT 2

**Chapter 6 Positive Messages
Page 152 6.2 Information Response Letter
Page 153 6.4 Information Request
Page 164 6.6 Information Request
Page 155 6.9 Direct Claim
Page 155 6.11 Direct Claim**

OCT 5-OCT 9

**Chapter 7—Negative Messages
Page 183 Writing Improvements 7.1
Page 185 Persuasive Favors 7.3
Page 187 Request Refusal 7.7
Page 189 Employee Bad News 7.14**

OCT 12-16

Chapter 8 Persuasive Messages

Page 212 Persuasive Favor/Action Request 8.5

Page 212 Persuasive Favor/Action Request 8.6

OCT 19-23

Chapter 9—Informal Reports—class discussion only--

OCT 26-30

Chapter 10--Proposals and Formal Reports—class discussion only-

**Chapter 11—Professionalism at Work: Business Etiquette, Ethics,
Teamwork, and Meetings**

Page 331 Planning a Meeting 11.9

NOV 2- 6

Chapter 13—The Job Search, Resumes, and Cover Letters

Page 408 13.4 Due November 19th

Page 409 13.9 Due November 19th

Page 409 13.10—Due November 19th

Chapter 14—Employment Interviewing and Follow-Up Messages

MOCK INTRVIEWS (preparation)

NOV 9-13

MOCK INTRVIEWS (preparation

Page 438-439 14.6,14.7,14.8,14.11,14.13.14.14

Chapter 13 The Job Search, Resumes, and Job Application Letters

MOCK INTRVIEWS (preparation)

NOV 17, 19, 24

MOCK INTRVIEWS

NOVEMBER 25-27 THANKSGIVING RECESS

NOV 30-DEC 11

INTERNSHIP

FINAL EXAMS—DEC-11

FINAL EXAM—UNIT TEST 3 CHAPTERS 9-14

STUDY SHEET BUSINESS COMMUNICATION

UNIT 1 TEST

DEFINE COMMUNICATION
LISTENING SKILLS
PERCENT OF LISTENING
NONVERBAL COMMUNICATION
NORTH AMERICANS EMPHASIZE
EXCELLENT COMMUNICATIONS
CONCENTRATE
REVISING
CHANNEL OF CHOICE
PROFILING AUDIENCE
INCLUSIVE LANGUAGE
PROCESS OF ORGANIZING IDEAS
FRONTLOADING
NUMBER OF WORDS IN A GOOD SENTENCE
ACTIVE VOICE VERBS
ZIGZAG SENTENCES
CONTENT
SENTENCE STRUCTURE
PROFESSIONAL BEGINNING
PROTOCOLS
JARGON
CLICHÉ'
CLARITY
FLATTENING MANAGEMENT
COMMUNICATION PROCESS
BARRIERS OF LISTENING
DIRECT
INDIRECT
PREWRITING PHASE
CONVERSATIONAL STYLE
"YOU" VIEW
SHAPING THE MESSAGE
INDEPENDENT CLAUSE
PASSIVE VOICE
FUSED OR RUN ON SENTENCE
FRAGMENT
COMMA SPLICE
FLABBY PHRASE
NOUN CONVERSION
LONG LEAD IN

BUSINESS COMMUNICATION
UNIT 2 CHAPTERS 5-8
STUDY SHEET

TIPS ON EMAIL
ADVICE OF USING EMAIL
EMAIL SUBJECT LINES
OPENING STATEMENT FOR ROUTINE REQUEST EMAIL
MEMO FORMATTING
PARTS OF LETTERS
ROUTINE INFORMATION REQUEST LETTER
CLOSING STATEMENTS
OPENING FOR SIMPLE CLAIM REQUEST
SALES LETTERS
WHEN TO USE PERSUASION
NEGATIVE MESSAGES—WRITING PLAN
PARTS OF A BAD NEWS MESSAGE
RECOMMENDED ORDER FOR BAD NEWS
FUNCTIONS OF EMAIL
SUBJECT LINE USAGE
HOW TO REPLY TO A REQUEST LETTER
HOW TO EXPLAIN COMPLIANCE
RECOMMENDATION LETTERS
OPENING OF A PERSUASIVE LETTER
PERSUASIVE CLAIM LETTER
KNOW WRITING PLANS
BUFFERS
TRANSITIONS

FINAL EXAM
CHAPTERS 9-14

ULTIMATE GOAL OF WRITTEN BUSINESS REPORT
ORGANIZATION OF FORMAL REPORT
WHEN TO WRITE A PROGRESS REPORT
INFORMAL REPORT FORM
PERSUASIVE INTRODUCTION
WHEN TO USE A TIMETABLE
STEPS OF FORMAL REPORTS
CELL PHONE USE
MEETING CLOSING
UNINTERESTED AUDIENCE
PROFESSIONAL ORAL PRESENTATION FORMAT
CROSS-CULTURAL AUDIENCE
AUDIO VISUAL AIDS
TELECOMMUNICATING
PERSUASIVE RESUME`
RESUMES` VIA EMAIL
STATING QUALIFICATIONS IN RESUME`
WHY DO YOU WANT TO WORK FOR US? How to answer
POSTURE IN INTERVIEW

LISTING
PRIMARY AND SECONDARY DATA
SOLICITED OR UNSOLICITED
ADVANTAGES OF FUNCTIONAL RESUME
TIPS FOR USE OF CELL PHONE