

SYLLABUS
TCOMM 2000: BUSINESS COMMUNICATION

Fall 2009 — TCOMM 2000:

MW: 3:30-4:45

Instructor: Melissa Weaver

Office Phone: 678-915-3979

Email: mweaver2@spsu.edu

Office Hours: Monday: 2:00-3:15pm & 5:00-6:00pm

Tuesday: 12:00-1:30pm

Wednesday: 2:00-3:15pm

Course Description

Introduction to the communication skills needed in the business world, learned through exposure to mock business situations. The job search is covered, and emphasis is placed on writing business correspondence and delivering business-related oral presentations.

Prerequisites

ENGL 1102, SPCH 2400

Learning Goals and Objectives

The overall course goals are to:

- Demonstrate and understanding of how to write a variety of business letters
- Be able to edit a variety of short business documents
- Participate as a member of a team.

Business Writing:

- Explain the importance of adapting your message to the need and expectations of the audience
- Describe and apply the three-step writing process
- Explain the importance of a purpose statement
- Understand how to choose an appropriate medium for your message
- Apply good organization to written messages
- Understand why establishing credibility is important
- Understand and apply appropriate tone and style that is clear
- Select words that are correct and effective
- Use sentence style that places emphasis on your message
- Create coherent paragraphs
- Apply grammar with 100% accuracy

Presentations:

- Use appropriate organizational patterns
- Explain the importance of presentations within business and careers
- Adapt the three step writing process to oral presentation
- Understand and demonstrate the importance of appropriate introductions and conclusions
- Use appropriate delivery aspects within presentations
- Use appropriate transitions within presentations

Visuals:

- Demonstrate design consistency within visual aids
- Explain and demonstrate how visual aids enhance presentations

- Appropriate support and reinforce the content of the message (either written or spoken).

Resources:

- Include a variety supporting materials within presentations.
- Create appropriate works cited (bibliography) pages
- Use in-text citations throughout both oral and written assignments

Participation:

- Actively participate in class discussion and activities
- Actively participate in team work (presentation)
- Demonstrate professional and reliable behavior while working in groups

Textbook and Resources

- Thill, J. V. & Bovée, C. L. (2008). *Excellence in Business Communication*, 8th ed. Upper Saddle River: Prentice Hall. (ISBN 0-13-615750-5). For links, sample quizzes, and PowerPoint slides, visit the text website at www.prenhall.com/thill.
- WebCT/Vista for lecture slides, worksheets, study aids, and writing and speaking tips

Course Requirements

- Working knowledge/understanding and ability to communicate using fluent English
- Understanding of appropriate grammar and diction
- Computer and printer access
- Word processing skills
- Check webct everyday
- One CD or flash drive on which to save all written assignments and presentations

Course Policies and Procedures

Attendance:

Participation, class attendance, absence policy, missed assignments.

For the most part BCOMM is not a lecture class. Majority of class time will be spent on in-class presentations and activities. Therefore, class attendance is mandatory. ***Excessive absences will affect your final grade.*** For a Tuesday/Thursday or Monday/Wednesday class you are entitled to ***three (3) absences for ANY reason***, including sickness, funeral, emergency, work related and school sponsored etc. Each additional absence, beyond the number allowed, will result in a 10% reduction of your final grade. In addition, vacations and classes missed due to arrest will NOT be considered an excused absence.

It is your responsibility to contact the instructor regarding absences or missed assignments (preferably before the absence has occurred). Since assignments such as presentations and exams are announced in advance, a make-up will only be allowed in the case of ***documented*** illness or with prior consent from the instructor. Please remember that official documentation from your physician is required in order to make up work.

Classroom/ Business Etiquette:

- Avoid late entrances/early exits. If you arrive late, enter quietly and take a seat near the door. **No late entries are permitted on speech nights!**
- Turn off all communication devices to be sure they don't interrupt class
- Dress appropriately for speeches
- Turn work in on time

Speaking Assignments:

All speaking assignments must be delivered on the scheduled date and time. Since you choose your presentation date, you must be present on the date scheduled to receive credit for your speech. In addition, you must be on time during presentation days. In an effort to release the class on time we will begin class promptly at 7:30. Any student arriving late on presentation nights, even if you are scheduled to speak, will not be permitted to enter the class. In this case, you will receive an "F" for that presentation. In cases of documented emergency you should contact me immediately and be sure to provide documentation for your absence. *Dress for presentation nights includes a suit or slacks with a jacket and professional shirt. Male students should wear a tie and appropriate business shoes. For female students, appropriate separates (sweater etc.) may be worn with appropriate business shoes.*

Written Assignments:

Written work should have a professional appearance and follow the guidelines provided with your textbook. You should always type your work (handwritten work will not be accepted under any circumstance) and print it on 8 ½ X 11 letter quality paper. Black ink should be used and margins should be set appropriately around the paper. Remember to use your grading rubric as a checklist to ensure all necessary information is included with your document. Also, staple all work together. All written work is due at the beginning of class on the date provided within your course syllabus. If you are going to be late you should email your assignment to me prior to the start of our class.

Due Dates:

Written assignments are due *at the beginning of class on the date specified* and oral presentations must be delivered on the date/time scheduled. If you must miss class, you must contact me to make arrangements to send me the assignment *before class time on the assignment due date* to receive full credit for the assignment. Late papers will not be accepted, unless you and I have made arrangements. If you have an emergency, contact me immediately. **Also, since assignments are due at the beginning of class, if you are going to be late you must send me your assignment via email before the class start time on the assignment due date to receive credit for your work. Our class begins at 7:30pm, therefore all assignments are due by 7:30pm on the assigned due date or must be in my email box prior to 7:30pm on the assigned due date.**

University Policy on Withdrawals

Students desiring to withdraw from one or more classes before the end of the midpoint of the term must secure a Request to Withdraw form from the Records Office. After completing the form, and returning the completed form to the Records Office, the student will be given a grade of "W" in the course(s). In cases where the student is no longer on campus, a written request from the student received by the Records Office on or before the prescribed date for official withdrawal will be honored.

Students who withdraw after the midpoint of the term are not eligible for a grade of "W" except in cases of hardship as approved by the faculty. Normally, students withdrawing after the withdrawal deadline date receive a grade of "WF" for the course(s).

A request for a grade of "W" past the deadline date is properly made on a Petition to the Faculty form available at the Records Office. The petitions must be completed, signed by

the student's instructors, instructors' department head(s), and major department head, and bear sufficient documentation to support the hardship. The petition is reviewed by the Undergraduate Student Status Committee and students are advised in writing by the Records Office as to the action taken on the petition. Students should not assume that petitions requesting a grade of "W" will be approved until notification of the committee action has been received.

Incomplete petitions and/or failure to follow the prescribed procedures may result in the student not being approved for a grade of "W". The date that the completed withdrawal form or Petition to the Faculty (if later approved) is received by the Records Office is the official date of withdrawal.

No student will be allowed to withdraw from a course after the final class day of the term.

Students withdrawing from all classes during the refund period are entitled to a refund of a portion of the fees paid for the course(s). Students should check the Registration Bulletin to determine the date and amounts of refunds (if any) available. **No refund will be given to a student who partially withdraws from the university.**

University Policy on Plagiarism

Plagiarism is the representation of another person's ideas or word as one's own. The penalty for plagiarism or other acts of academic dishonesty may be course failure. Students should consult their instructor for clarification on the purpose use of sources.

Grade Breakdown

The following percentages apply to assignments:

Business Writing

45%

- First Memo, (Chapter 1, p. 35, Exercise 1.7) (5%)
- Routine Message, (Chapter8, P.B. p. 272, Number 11) (5%)
- Negative Message, (Chapter 9, B.S/P.B. p. 316, Number 13) (10%)
- Persuasive Message, (Chapter 10, E.S. p. 355, Number 7) (10%)
- Project, (Chapter 11, Exercise 11.3) (15%)

Individual Oral Presentations

25%

- Informative Presentation, (4-5 minutes, no visuals) (10%)
(Topic: most admired business person/organization or most admired business person)
- Persuasive Presentation, (5-7 minutes, at least 4 visuals) (15%)
(Topic: Select a business related topic-see list)

Small-Group Project 15%

- Team Presentation, (5 minutes per speaker, visuals required)
- (Topic: Identification of and proposed solution to a problem related to SPSU, the City of Atlanta, the State of Georgia, or the USA)

Tests 15%

- All three test grades count toward final grade (5% each)

- **Grade Scale: Please note that no individual assignment or course grades will be rounded up.**

A = 93-100	C+ = 77-79
A- = 90-92	C = 73-76
B+ = 87-89	C- = 70-72
B = 83-86	D = 60-69
B- = 80-82	F = 59 or below

Class Schedule (*The course syllabus provides a general plan for the course; deviations may be necessary.*) Also, we may not have time to coverage all chapters in class. However, you are responsible for the material for all chapters listed below and will be tested on it.

Date	Material to Be Covered
8/24/09	<ul style="list-style-type: none"> • Introduction to the course, syllabus and instructor
8/26/09	<ul style="list-style-type: none"> • Chapter 1: Understanding the Foundations of Business Communication
8/31/08	<ul style="list-style-type: none"> • Chapter 5: Writing Business Messages • Sign up for Informative Presentation • Communication Strategy and Styles • Grading Standards for Written Assignments
9/2/09	<ul style="list-style-type: none"> • Chapter 8: Writing Routine and Positive Messages • Chapter 13: Oral Presentations • Discuss Routine Message (instructor-selected case) • DUE TODAY: FIRST MEMO
9/7/09	<ul style="list-style-type: none"> • NO CLASS – LABOR DAY!
9/9/09	<ul style="list-style-type: none"> • Guest Speaker (Supporting Research) • Effective Presentations and Visual Aids • Video on presentations (if available) • Informative presentation sign ups
9/14/09	<ul style="list-style-type: none"> • TEST 1: (CHAPTERS 1, 5, and 8) • DUE TODAY: ROUTINE MESSAGE
9/16/09	<ul style="list-style-type: none"> • INFORMATIVE PRESENTATION
9/21/09	<ul style="list-style-type: none"> • INFORMATIVE PRESENTATION
9/23/09	<ul style="list-style-type: none"> • INFORMATIVE PRESENTATION
9/28/09	<ul style="list-style-type: none"> • TEST 2: CHAPTER 13
9/30/09	<ul style="list-style-type: none"> • Chapter 10: Writing Persuasive Message • Persuasive Speech Sign ups
10/5/09	<ul style="list-style-type: none"> • Chapter 9: Writing Negative Messages
10/7/09	<ul style="list-style-type: none"> • DUE TODAY: PERSUASIVE MESSAGE • Practice Persuasive Presentation-Bring outline for review
10/12/09	<ul style="list-style-type: none"> • DUE TODAY: PERSUASIVE PRESENTATIONS
10/14/09	<ul style="list-style-type: none"> • DUE TODAY: PERSUASIVE PRESENTATIONS
10/19/09	<ul style="list-style-type: none"> • DUE TODAY: PERSUASIVE PRESENTATIONS – IF NEEDED
10/21/09	<ul style="list-style-type: none"> • Chapter 3: Communicating in a World of Diversity
10/26/09	<ul style="list-style-type: none"> • Chapter 2: Communicating in Teams
10/28/09	<ul style="list-style-type: none"> • Chapter 11: Planning Reports and Proposals
11/2/09	<ul style="list-style-type: none"> • Chapter 12: Writing Business Reports and Proposals

11/4/09	<ul style="list-style-type: none"> • DUE TODAY: NEGATIVE MESSAGE • Discuss Team Project • Team Work Day
11/9/09	<ul style="list-style-type: none"> • TEST 3: CHAPTERS 2, 9, 10, 11 and 12
11/11/09	<ul style="list-style-type: none"> • Chapter 15: Building Careers and Writing Resumes
11/16/09	<ul style="list-style-type: none"> • Resume Writing Workshop – Guest Speaker
11/18/09	<ul style="list-style-type: none"> • Interviewing Skills Workshop – Guest Speaker
11/23/09	<ul style="list-style-type: none"> • DUE TODAY: Project • Team Practice – Bring outline for review
11/25/09	<ul style="list-style-type: none"> • No Class –Thanksgiving Break
11/30/09	<ul style="list-style-type: none"> • DUE TODAY: GROUP PRESENTATIONS
12/2/09	<ul style="list-style-type: none"> • DUE TODAY: GROUP PRESENTATIONS

Persuasive Business Topics

For Individual Persuasive Presentation

1. Working from home
2. Fair Tax
3. Adopting a European work schedule
4. Free Health Care
5. Free Day Care in the office
6. Telecommuting
7. Tuition Reimbursement
8. Child Labor
9. Business Ethics
10. Team Building within the workplace
11. The importance of coaching and mentoring
12. Diversity within the workplace
13. Fun & Humor within the workplace
14. Work/Life Balance
15. Interviewing Skills
16. Resume Writing Skills
17. Communication Skills
18. Technology
19. Corporate Training
20. Taking your pet to work
21. Part time verses full time employment
22. Corporate Wellness Program
23. Casual/Dress down days
24. 4 Day work week (4 10 hour days)
25. Globalization

Informative Speech

Name: _____

Date: _____

Total Score: _____/100

Topic: _____

I. Parts of Speech:

a. Introduction:

_____15pts

- i. Captured audience's attention
- ii. Established ethos/credibility
- iii. Interesting and creative topic
- iv. Clear preview or road map
- v. Tone of speech proper for speech type

Improve attention getting technique
Work on establishing credibility
Choose a more appropriate topic
Include a preview
Change tone of speech

b. Body:

_____15pts

- i. Key points expressed
- ii. Major points supported with citations
- iii. Supporting points included

Fully develop all key points
Include citations for all main ideas
Improve supporting information

c. Conclusion:

_____15pts

- i. Reviewed major points
- ii. Provided memorable, creative conclusion
- iii. Appropriately transition from body to conclusion

Review main points
Improve concluding remarks
Improve transitions

II. Content and Language:

_____10pts

a. Content:

- i. Content appropriate for speech topic

Increase content or choose more appropriate information

b. Language:

- i. Clear, concise, colorful

Include vivid language

ii. Creative, culturally sensitive

Improve creativity
Become more culturally sensitive

III. **Organization:** _____ 25pts

- i. Internal summaries between major points
- ii. Clear transitions
- iii. Clear organizational pattern
- iv. Credible source integration
- v. Sources appropriate for topic

Include internal summaries
Include transitions
Improve organization
Include all sources in speech
Choose scholarly sources

IV. **Delivery:** _____ 15 pts

- i. Eye contact
- ii. Gestures/Nonverbal behavior
- iii. Vocally express and conversational
- iv. Avoid nervous habits
- v. Dressed Appropriately
- vi. Generally effective and extemporaneous

Increase eye contact
Include nonverbal behavior
Vocal variety needed
Control nervous mannerisms
Dress more professionally
Become more conversational
extemporaneous

V. **Time:** _____ 5 pts

- i. Within time limit

Add additional content
Reduce information

Total Score: _____ **Outline Points:** _____ **Reference Page Points:** _____

VI. Comments:

Persuasive Speech Monroe's Motivated Sequence

Name: _____

Date: _____

Total Score: _____/150

Topic: _____

VII. Parts of Speech:

a. Introduction: _____ 15pts

- i. Captured audience's attention
- ii. Established ethos/credibility
- iii. Interesting and creative topic
- iv. Clear preview or road map
- v. Tone of speech proper for speech type

Improve attention getting technique
Work on establishing credibility
Choose a more appropriate topic
Include a preview
Change tone of speech

b. Body: 70pts (total) _____ 20 pts

- i. Key points expressed
- ii. Major points supported with citations
- iii. Supporting points included

Fully develop all key points
Include citations for all main ideas
Improve supporting information

✓ Attention Step _____ 10pts

- Made speech relevant to the audience

Make speech relevant to audience

✓ Need Step _____ 10pts

- Shows audience members that they have a need
- Isolates and describes that issue to be addressed

Increase need step
Describe the issue in more detail

✓ Satisfaction Step _____ 10pts

- Identifies solution to the problem
- Offers a proposal to reinforce or change attitudes, beliefs and values

Clearly identify solution to problem
Make proposal clear

✓ Visualization Step _____ 10pts

- Presents audience with a vision of anticipated outcomes

Increase visualization step

✓ Action Step _____ 10pts

- Made a direct request of the audience to do/not do some specific thing

Increase action step

c. Conclusion: _____ 15pts

- i. Reviewed major points
- ii. Provided memorable, creative conclusion
- iii. Appropriately transition from body to conclusion

Review main points
 Improve concluding remarks
 Improve transitions

VIII. **Content and Language:** _____ 10pts

a. Content:

- i. Content appropriate for speech topic

Increase content or choose more appropriate information

b. Language:

- i. Clear, concise, colorful
- ii. Creative, culturally sensitive

Include vivid language
 Improve creativity
 Become more culturally sensitive

IX. **Organization:** _____ 15pts

- i. Internal summaries between major points
- ii. Clear transitions
- iii. Clear organizational pattern
- iv. Credible source integration
- v. Sources appropriate for topic

Include internal summaries
 Include transitions
 Improve organization
 Include all sources in speech
 Choose scholarly sources

X. **Delivery:** _____ 15 pts

- i. Eye contact
- ii. Gestures/Nonverbal behavior
- iii. Vocally express and conversational
- iv. Avoid nervous habits
- v. Dressed Appropriately
- vi. Generally effective and extemporaneous

Increase eye contact
 Include nonverbal behavior
 Vocal variety needed
 Control nervous mannerisms
 Dress more professionally
 Become more conversational
 extemporaneous

XI. **Time:** _____ 10 pts

- i. Within time limit

Add additional content
 Reduce information

Total Score: _____

Outline Points: _____

Reference Page Points: _____

Team Presentation

Name: _____

Date: _____

Total Score: _____/100

Topic: _____

XII. Parts of Speech:

a. Introduction:

_____15pts

- i. Captured audience's attention
- ii. Established ethos/credibility
- iii. Interesting and creative topic
- iv. Clear preview or road map
- v. Tone of speech proper for speech type

Improve attention getting technique
Work on establishing credibility
Choose a more appropriate topic
Include a preview
Change tone of speech

b. Body:

_____15pts

- i. Key points expressed
- ii. Major points supported with citations
- iii. Supporting points included

Fully develop all key points
Include citations for all main ideas
Improve supporting information

c. Conclusion:

_____15pts

- i. Reviewed major points
- ii. Provided memorable, creative conclusion
- iii. Appropriately transition from body to conclusion

Review main points
Improve concluding remarks
Improve transitions

XIII. Content and Language:

_____10pts

a. Content:

- i. Content appropriate for speech topic

Increase content or choose more appropriate information

b. Language:

- i. Clear, concise, colorful

Include vivid language

ii. Creative, culturally sensitive

Improve creativity
Become more culturally sensitive

XIV. **Organization:** _____ 25pts

- i. Internal summaries between major points
- ii. Clear transitions
- iii. Clear organizational pattern
- iv. Credible source integration
- v. Sources appropriate for topic

Include internal summaries
Include transitions
Improve organization
Include all sources in speech
Choose scholarly sources

XV. **Delivery:** _____ 15 pts

- i. Eye contact
- ii. Gestures/Nonverbal behavior
- iii. Vocally express and conversational
- iv. Avoid nervous habits
- v. Dressed Appropriately
- vi. Generally effective and extemporaneous

Increase eye contact
Include nonverbal behavior
Vocal variety needed
Control nervous mannerisms
Dress more professionally
Become more conversational
extemporaneous

XVI. **Time:** _____ 5 pts

- i. Within time limit

Add additional content
Reduce information

Total Score: _____ **Outline Points:** _____ **Reference Page Points:** _____

XVII. Comments:

Grading Rubric for Written Assignments

	25 pts.	15pts.	5pts.
Content 25 pts	Purpose clear, complete accurate Facts supported Audience and information match	Purpose not as clear Not all facts supported Audience and information don't match as well	Purpose unclear, incomplete, inaccurate Facts not supported Audience and information do not match as all
Organization 25pts	Information is pertinent Main points stand out Key information easy to spot	Straight forward manner Main points inferred/don't stand out Key information can be located with a little work	Reader confused No main points Key information difficult to locate
Style and Terminology 25 pts	Language clear Technical terms and vocabulary used only when necessary	Language occasional unclear Technical terms sometimes used when not needed	Language unclear Technical terms clutter text or unnecessary
Format, Layout and Conventions 25pts	Layout attractive and balanced Key ideas standout (bold, italics, numbered list) Uses graphics when needed Free from error	Appropriate layout Key ideas emphasized inefficiently Graphics minimal No spelling errors;	Layout cluttered Key ideas not emphasized Graphics needed, not used Spelling errors

Total points:

Comments: