

COMM2000 – Business Communication, Spring 2013
3 credit hours
Section 001: M/W, 3:30-4:45 PM
Room J220

Instructor Information:

Dr. Laura Beth Daws * ldaws@spsu.edu (**the best way to reach me!**) * educate.spsu.edu/ldaws
Twitter: @lbdaws * **Office phone:** 678-915-7208 (voice only) **Cell (voice/text & preferred phone number):** 678-250-DAWS (3297). *NOTE: this is a Google Voice number that I will respond to regularly on weekdays from 8 am-5 pm. Voicemails and texts received before/after that will be handled on the next business day.*

Office Hours: J318. Mondays & Wednesdays, 1:30-3:30; Tuesdays & Thursdays, 10-11. Other times by appointment. *(Please come by anytime my door is open if you have questions, concerns or just to say “hi!” If you need advising or have a more serious issue for which you need my undivided attention, though, please schedule an appointment with me. That way, you get priority in my schedule!)*

Required Textbook: Lehman, C. M & DuFrene, D. D. (2012). BCOM4. Mason, OH: Cengage Learning. ISBN-13: 978-1-133-37247-9.

Course Description as stated in the SPSU Catalog: 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. **Pre-requisites:** ENGL1102 and COMM2400.

Learning Outcomes/Course Objectives

Upon successful completion of this course, students will:

- demonstrate an understanding of how to write a variety of business letters
- have the experience of participating in at least one oral presentation targeted to a professional audience, and
- be able to edit a variety of short business documents

Attendance Policy:

Attendance is expected each class period. If you must miss class due to an excused absence (illness with doctor’s note, death in the immediate family with written verification, car accident with police report, etc.), you may turn in your work late with no penalty (see more details under “Late Work” below). Under no circumstances, excused or unexcused, may you make up the in-class participation points.

I start class on time every day. If you arrive to class late or leave early more than 3 times, each subsequent tardy or early leave from class will result in a 5 point deduction from your participation grade.

Attendance Policy on Presentation Days:

Punctual attendance is MANDATORY on days when there are student presentations. Failure to attend class for ANY REASON on a speech day results in a 10% deduction from YOUR speech grade for each day missed/tardy/early leave from class. **Under no circumstances are you to enter the room while a classmate is speaking.** If you arrive late on a speech day, please wait outside the room until you hear applause. Then you may enter.

Late Work and Makeup Presentations:

Don't say I didn't warn you: I'm a stickler for turning things in on time. **I do not accept late work**, except in the case of a documented excused absence (doctor's appointment with note, death in the family with written verification, car accident with accident report, etc.). If you have an excused absence, you may **email me your written work within 24 hours** as verification that you completed the assignment and then turn in a physical copy of the work to be graded, along with the written verification of your excuse, **by the next class period.**

Written assignments are due at the beginning of class. Written assignments must be typed. **Assignments turned in after class has started will be subject to a 10% grade penalty.** I do not accept assignments after the class period in which the assignment was due, except in cases of an excused absence. I do not accept emailed assignments, except in cases of an excused absence.

Due to the difficulty of scheduling and limited class time available, **no makeup speeches will be allowed without an excused absence.** If you fail to give your speech on your assigned day, your speech grade will be subject to a 30% penalty and you will be required to make up the speech outside of class within one week of your assigned speech date.

Dress Code for Presentations:

In this class, for each of your major speech assignments, you are required to wear **business clothing.** This means dress slacks, a collared shirt, tie, dress socks and shoes for men, and a professional dress or blouse with slacks or a skirt, and dress shoes for women. Both men and women should wear minimal, non-distracting jewelry. Avoid denim, t-shirts with graphics, hats, flip-flops, pajamas, and athletic wear.

SPSU Honor Code:

As a member of the Southern Polytechnic State University community of scholars, I understand that my actions are not only a reflection on myself, but also a reflection on the University and the larger body of scholars of which it is a part. Acting unethically, no matter how minor the offense, will be detrimental to my academic progress and self-image. It will also adversely affect all students, faculty, staff, the reputation of this University, and the value of the degrees it awards. Whether on campus or online, I understand that it is not only my personal responsibility, but also a duty to the entire SPSU community that I act in a manner consistent with the highest level of academic integrity. Therefore, I promise that as a member of the Southern Polytechnic State University community, I will not participate in any form of academic misconduct. I also understand that it is my responsibility to hold others to these same

standards by addressing actions that deviate from the University-wide commitment to working, living, and learning in an environment conducive to a quality education. Thus, I affirm and adopt this honor code of Southern Polytechnic State University.

ADA Procedures: Southern Polytechnic State University is committed to providing an educational environment that is accessible to all students. In accordance with this policy, students in need of accommodations due to a disability should contact the ATTIC (Student Center 1st floor, extension 7361) for verification and determination of reasonable accommodations as soon as possible after admission to the University, or at the beginning of each semester. More information is available at <http://www.spsu.edu/attic/index.htm>.

In Case Of Emergency, Weather Crises, Impending Apocalypse, Zombie Attacks, etc.

If you haven't done so already, please sign up for Hornet Alert by going to www.spsu.edu/hornetalert. This is SPSU's way of communicating with you in the event of a crisis/emergency that impacts campus (such as class cancellations due to weather). If I have to miss class unexpectedly (it RARELY happens), I will alert you via Desire2Learn – so it's not a bad idea to check in there before class starts.

Classroom Policies:

- Part of my job is to help you learn how to communicate in a variety of contexts. You should treat every written communication to me as a chance to practice professional written communication skills, and I expect you to adhere to standard conventions of grammar, spelling and language when writing to me. **I will ask you to correct grammar, spelling and punctuation in your emails just like I would correct them in a written assignment.** This is a class in communication, after all, and I'd hate to know you left my class thinking it was acceptable to contact potential employers, bosses, or other professionals with sloppy emails!
- Texting during class is rude and distracting; if you must communicate via cell phone during class hours, please walk out of the room to do so. Do not be surprised if I ask you to leave class after you've been caught texting in my class on more than one occasion.
- If you would like to use a laptop or tablet to take notes in this course, that's fine – as long as you disable your wireless connectivity so you won't be tempted to browse the Internet during class time or use the technological device to distract others. I reserve the right to ask you to cease use of electronic note taking devices if they become distracting to yourself or others.
- Class discussions should facilitate an open exchange of ideas. Debates should be healthy, and each individual should be respectful of others' opinions. Hate speech, or racist, sexist, ageist, or homophobic comments are not allowed.
- All written assignments must be printed on plain white 8.5" x 11" paper, using a computer/word processor and printer. Please **staple** all assignments that are two or more pages in length (do NOT dog-ear, fold corners, use paperclips or other binding methods). Unless I specify otherwise in class, hand-written assignments will not be accepted.

- I am happy to talk with you about any grade you earn in this course. However, please wait 24 hours before approaching me with questions about grades on speeches.
- **Plagiarism can result in failure of the course.** In this class, you are rewarded for correctly citing information, and severely punished for failing to credit where your ideas came from. If you are ever uncertain, ask me ahead of time.

Grades:

Grades will be posted to the gradebook in Desire2Learn for you to access and review at any time. However, I recommend that you keep a record of your grades here as well.

Written Work: 400 points	MY GRADE	MAX VALUE
Job Application Packet	_____	100
Group Project Outline & References	_____	50
Good news letter/bad news letter	_____	40
Cyber-vetting	_____	50
Business Card	_____	10
Midterm Exam	_____	50
Final Exam	_____	100
Performance Work: 300		
Daily participation and attendance (20 x 5)	_____	100
Group Presentation	_____	100
Interview	_____	50
Elevator Speech	_____	50
	MAX POINTS: 700	

Grade Scale: A = 630-700 points. B = 560-629 points. C = 490-559 points. D = 420-489 points. F = 419 points and below.

Short Description of Assignments

Detailed grading rubrics will be provided on Desire2Learn before assignments are due.

Participation/Attendance: Each day in class, you will have the opportunity to actively participate in class discussions and interactive activities. You may receive up to 5 points each day for participation, based on your level of engagement and quality of in-class comments.

Business card: Business cards come in handy, even as a college student. This assignment requires you to create business cards for yourself – you may find them useful when you want to network with guest speakers or at career fairs.

Group Project: Most workplaces require employees to work in teams. For this project, you will gain experience with such teamwork by offering a solution to an existing problem either on campus or in the greater Marietta community. Your group will be required to conduct an analysis of your target audience, share the results of your analysis in the presentation, come up

with a 12-15 minute presentation that includes a 5-minute question/answer session from the audience. Along with the project, you should turn in an outline and a reference page that includes 6 sources, 3 of which must be scholarly.

Job Application Packet: To prepare you for your job interview assignment, you will be required to submit a job application packet. It should include a copy of the job announcement you would like to interview for, a cover letter, resume, one-paragraph answers to 5 interview questions (you will be given a list to choose from in class), 3 questions you would like to ask the interviewer, and a thank-you note.

Interview: This assignment immediately follows your job application packet assignment. I will assume the role of interviewer, and you will be interviewing for the job you indicated in your job application packet.

Elevator Speech: The elevator speech is short but tricky. In this 60 second speech, you need to sell yourself to a potential boss. This speech will include an introduction of yourself, your career aspirations, and why you should be hired.

Bad News Letter/ Good News Letter: So often in the business and corporate world, we are asked to deliver both good and bad news. This assignment will give you the opportunity to craft a letter for both!

Midterm/Final: There will be 2 exams in this class. They may contain multiple choice, true/false, short answer, fill-in-the-blank and essay questions, and will cover all class readings, lectures and guest speakers.

CyberVetting Activity: This assignment will help you clean up your online presence and make it as professional as possible. Your future self (and high-paying job) will thank you!

Tentative Class Schedule

Date	Reading (complete before class)	Due At Beginning of Class
Jan 7	Syllabus and Course Overview	
Jan 9	Chapter 1: Communication Foundations	
Jan 14	Chapter 3: Planning spoken & written messages (audience analysis)	
Jan 16	Chapter 3: Planning spoken & written messages (cultural differences in workplace)	Business Cards due
Jan 21	NO SCHOOL – MLK Holiday	
Jan 23	Chapter 8: Delivering Persuasive Messages	Group topics due
Jan 28	Chapter 9: Understanding the Report Process and Research Methods	

Jan 30	Chapter 10: Managing Data & Using Graphics	
Feb 4	Chapter 11: Organizing & Preparing Reports & Proposals	Group survey due
Feb 6	Chapter 12: Designing & Delivering Business Presentations	
Feb 11	Chapter 12: Designing & Delivering Business Presentations	Group Outline w/References due
Feb 13	Ethics in the Workplace	
Feb 18	Midterm Exam	MIDTERM EXAM
Feb 20	Group Presentations	GROUP PRESENTATIONS
Feb 21	<i>Midterm Grades Available!</i>	
Feb 25	Group Presentations	GROUP PRESENTATIONS
Feb 26	WITHDRAWAL DATE – last day to w/d!	
Feb 27	Group Presentations	GROUP PRESENTATIONS
Mar 5-7	SPRING BREAK – NO SCHOOL!	
Mar 11	Chapter 5: Communicating Electronically	
Mar 13	GUEST SPEAKER: HR manager for ??	
Mar 18	Cyber-Vetting Day (meet in lab)	
Mar 20	Chapter 6: Delivering good- and neutral-news messages	Cyber-vetting report due
Mar 25	Chapter 7: Delivering bad-news messages	
Mar 27	Guest speaker: Career Services	Good news and bad news letters due
Apr 1	Chapter 13: Preparing resumes and application messages (cover letters)	
Apr 3	Chapter 13: Preparing resumes and application messages (resumes)	
Apr 8	Chapter 14: Interviewing for a job and preparing employment messages	Job Application Packets Due
Apr 10	Interviews	Interviews
Apr 15	Interviews	Interviews
Apr 17	Elevator speech assignment covered	
Apr 22	Chapter 2: Interpersonal & Group Comm (focus on group comm)	
Apr 24	Chapter 2: Interpersonal & Group Comm (focus on interpersonal/nonverbal)	
Apr 29	Elevator speeches	Elevator speeches

Final Exam will take place during the university's official final exam date/time, TBA.