

COURSE: EN 110 – Business Communications

LENGTH OF COURSE: 3 semester credits

INSTRUCTOR: Cindy Stupnik

MATERIALS NEEDED:

- *Business Communication at Work*, 2nd Edition,
- Marilyn Satterwhite and Judith Olson-Sutton, PhD
- Three-ring notebook
- Six clear plastic dividers tabs
- One pocket folder

OTHER RESOURCES:

- *College Writing Skills with Readings*, Fifth Edition, John Langan (classroom set)
- *Evergreen: A Guide to Writing with Readings*, Sixth Edition, Susan Fawcett and Alvin Sandberg (classroom set)
- Information and activity sheets
- McGrall-Hill and John Langan's *College Writing Skills with Readings* online site:
http://www.mhhe.com/socscience/english/langan/langan_5_cwsr_new/student_index.mhtml

COURSE DESCRIPTION: Business Communication prepares students to communicate effectively in the business environment. Communication skills will be developed through the process of analyzing communication, using the principles and techniques of good writing, and practicing the creation of different forms of communication.

COURSE OBJECTIVES:

- Review basic English concepts by taking online quizzes
- Write clear sentences and review basic sentence structure
- Develop coherent paragraphs
- Proofread and peer-edit the message
- Compose clear memoranda/electronic messages
- Develop written instructions by following the writing process
- Compose letters, using the appropriate format
- Write short, coherent reports—memo and letter format
- Compose other types of business correspondence such as press releases, business meeting minutes, and newsletters
- Prepare a business communications portfolio with samples—electronic and paper

METHODS OF INSTRUCTION: Various methods will be used to facilitate learning: short lectures, small-group discussion and participation, online review of basic English skills, lab assignments, and peer-editing.

COURSE SCHEDULE: Students will receive a tentative schedule at the first class meeting.

ATTENDANCE: Since attendance is a critical factor for success on the job, we at Lake Area Technical Institute feel that attendance is important for success in school as well. (Please read "Class Attendance" in the *Student Handbook & Campus Planner*.) A common employment policy is to allow 10% time absent per semester. Using that percentage then, students in a three-credit course are allowed to miss up to **six hours**; however, missing more than six hours will be grounds for dismissal from the class and students will have to make plans to retake the course at a later time. Students should use these **six hours** wisely. Under special circumstances, such as an extended illness, medical leaves of absence can be requested. (See the student handbook.) Note: School-related absences are **not** counted in the six hours. Students shall get in the habit of calling or emailing the instructor any time they believe that they will be absent or late for class.

In addition, attendance is taken on the hour. If a student is tardy on a consistent basis, he or she may be dismissed from the class.

ASSESSMENT: Assessment includes periodic quizzes, written assignments, participation in group activities, and business communications portfolio. A student's grade is based on a sum of all points earned during the semester. Most points are earned on writing assignments that are graded holistically using an evaluation sheet/rubric. Quizzes, tests, and daily exercises are also given and contribute to the final grade. There is **no** extra credit, but the instructor takes many factors into account at the end of the semester, **especially attendance. In order to encourage proper attendance, any student who has no missed class will receive a bonus five percent. Any student who has missed only one hour will receive a bonus three percent. (A student's tardiness is also considered into this factor.) No other points will be administered to a student's grade due to attendance.**

The grading scale, which is followed by all general education instructors, is as follows:

94 – 100 = A 87 – 93 = B 80 – 86 = C 75 – 79 = D Below 75 = F

LATE PAPER POLICY: Due dates are announced well in advance for all writing assignments; therefore, they are due on those specified dates. Coursework not handed in due to an absence or a student's lack of time-management skills will receive the same penalty. A reduction of one letter grade per class period will be administered to the assignment. Work not handed in within one week from the due date will no longer be accepted for grading purposes. Since communication is mandatory, students need to inform the instructor (via email or telephone) about extenuating circumstances prior to an assignment's due date. If the instructor has been notified, he or she reserves the right to modify the late paper policy.

ACADEMIC HONESTY POLICY: *Plagiarism* of any kind will **not** be tolerated. In written assignments and other class projects, it is unethical and unprofessional to present work done by others in a manner that indicates that this is the original work of the student presenting the material. Cheating and/or plagiarizing (from Internet sources as well as other sources) are unacceptable and a justifiable cause for the student to earn a zero on that project and/or in some cases, be dropped from the class. (Please read "Institute Policies and Standards" in the *Student Handbook & Campus Planner*.)

PROFESSIONAL ATTITUDE: At all times, students will conduct themselves within the boundaries of professionalism. Students are to **turn off cell phones** and to **shut down Instant Messaging-types of communication** during class time. Students will remain alert in class. Sleeping is an example of unprofessional behavior. In addition, students cannot be allowed to sleep in class with instructor awareness and without intervention. This policy is in place for the student's health and safety since sleeping in class may indicate a larger problem than sleep deprivation.

Any other activities which jeopardize the student's welfare will not be tolerated. If the instructor needs to take disciplinary action because of a student's inappropriate behavior, the consequences could include temporary or permanent class suspension. (Please read "Class Etiquette" in "Institute Policies and Standards" in the *Student Handbook & Campus Planner*.)

Revised: 8/09