Lake-Sumter State College Course Syllabus

Course Information:

Course Number and Prefix: GEB 3213

Course Title: Advanced Business Communications

CRN: 10451

Credit Hours: 3

Term: Fall 2021

Class Days, Location, Time: This is a fully-online course

Course Catalog Description: This course is designed to help students develop the writing, verbal, and interpersonal skills that are necessary for a successful career in business. Topics include adapting messages to various audiences, ethics and corporate culture, designing a broad range of business-related documents and presentations, cross-culture communication, the use of technology, and collaborative communication.

Instructor Information:

Name: Mary Heikkinen (pronounced hey'-kin-in, but just call me Ms. H—it's so much easier!)

E-Mail: Use Canvas Inbox (See Vital Communication Information section below)

Office Location: Leesburg Campus, Lake Hall, Room 102B
(NOTE: During COVID-19, I am holding no on-campus office hours)

Phone: 352-323-3626 (since I'm not in my office, it's best to contact me through Canvas Inbox)

Office Hours (appointments can be made for Zoom meetings):
> **Mondays:**
> 1:00—4:00 p.m. (virtual/online)
>
> **Tuesdays:**
> 2:00—4:00 p.m. (virtual/online)
>
> **Wednesdays:**
> 11:00 a.m.—4:00 p.m. (virtual/online)
>
> Additional appointments can be made for a Zoom meeting for other times. I tend to be very flexible with my students.

Vital Communication Information:

For e-mail, please note that all students are required to use Lakehawk Mail for official college e-mail communications. See the college webpage for instructions on activating Lakehawk Mail.

Sending a private message using the INBOX in Canvas is always the most secure method of contacting your Instructor.

Please remember that any phone contact with your Instructor should be of a professional nature. Please always leave a clear, concise, but detailed message with your contact and class information. Follow up verbal conversations with a written account via INBOX in Canvas or e-mail.

Prerequisites/Co-requisites:

Prerequisites: Admission to BAS Organizational Management program

Co-requisites: MAN3240 Organizational Behavior

Textbook & Other Course Materials:

Either of these textbooks is acceptable. Just find the least expensive!

Business Communications Today—14th Ed (2017)
ISBN: 9780134562186 (available online and in bookstore)

or

Business Communications Today—14th Ed (2017)
ISBN: 9789353062682 (available online—this is an International version, but all chapters are the same)

Citation: Bovée Courtland L., and John V. Thill. *Business Communication Today*. Pearson Education, 2018.

Technology Requirements:

Canvas is a required component of this course. Students unfamiliar with Canvas are expected to complete the Student Orientation course located in Canvas within the first week of classes.

See the LSSC Student Technology Help Desk web page for more information on how to obtain Microsoft Office 365 as an LSSC student.

Major writing assignments need to be created and saved in a file format that is compatible with Microsoft Word. If using a word processing program other than Word, it is the student's responsibility to adhere to all formatting and submission requirement. Please ask for help if you are unsure how to save a file in a Word-compatible format.

Course Student Learning Outcomes:

The following outcomes will be assessed in this course. An "outcome" is defined as something students take with them beyond this course. After successful completion of this course, the student will:

1. Write and revise for optimal conciseness and clarity.

2. Write collaboratively with teammates to produce a coherent and professional business report.

3. Work collaboratively with teammates to make a coherent and professional presentation.

Course Objectives:

Objectives are defined as what the course will do and/or what the students will do as part of the course.

1. Structure sentences, paragraphs, and documents for maximum impact.

2. Write and revise for optimal conciseness and clarity.

3. Explain their professional roles and the communication tools needed in the business world.

4. Explain the importance of writing clear messages toward diverse audiences, both internal and external to the workplace.

5. Assess how a variety of written communication styles affect the audience's reception of ideas.

6. Deploy useful strategies for writing essential workplace documents like memos, instructions, and reports.

7. Write collaboratively with teammates to produce a coherent and professional report.

8. Work collaboratively with teammates to make a coherent and professional presentation.

Institutional Policies & Procedures:

Academic Integrity:

The successful functioning of the academic community demands honesty, which is the basis of respect for both ideas and persons. In the academic community, there is an ongoing assumption of academic integrity at all levels. There is the expectation that work will be independently thoughtful and responsible as to its sources of information and inspiration. Honesty is an appropriate consideration in other ways as well, including but not limited to the responsible use of library resources, responsible conduct in examinations, and the responsible use of the Internet. See the College Catalog for complete statement.

If you cheat, some or all of the following actions will be taken:

- The first instance will result in a zero on the grade involved and may result in a failing grade for the course. The second instance will result in a failing grade for the course.

- A report of the incident will be forwarded to the Dean of Student Affairs. The Dean will file the report in your permanent record and/or take further disciplinary action.

- Refer to college catalog for full statement on Academic Integrity.

Important Information for Students with Disabilities:

Any student with a documented disability who requires assistance or academic accommodations should contact the Student Accessibility Services immediately to discuss eligibility. The Student Accessibility Services (SAS) is located on the Leesburg Campus, but arrangements can be made to meet with a student on any campus. An appointment can be made by calling 352-365-3589 and specific information about SAS and potential services can be found at [Student Accessibility Services](#).

Privacy Policy (FERPA):
The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part99) is a Federal law that protects the privacy of a student's education records. In order for your information to be released, a form must be signed and, in your records, located in the Admissions/Registrar's Office.

Zero-Tolerance Violence Statement:
Lake-Sumter State College has a policy of zero tolerance for violence as stated in College Board Rule 2.17. Appropriate disciplinary action will be taken in accordance with Board Rule 2.17.

LSSC Safety Statement:
Lake-Sumter State College values the safety of all campus community members. **If you have an emergency, call 911**. Otherwise, to report a concern, suspicious activity, or to request a courtesy escort, call Campus Safety:

> (352) 516-3795 Leesburg
> (352) 536-2143 South Lake
> (352) 303-7296 Sumter

LSSC also has a free safety app, **Lake-Sumter Safe** that is available for download. You will receive important emergency alerts and safety messages regarding campus safety via LSSC Alert. You are opted into this system when you become an LSSC student. For more information regarding safety and to view available resources, visit the [Campus Safety](#) web page.

Attendance/Withdrawal Policies:

Initial Attendance:
Initial attendance will be entered at the end of the second week of the semester/mini-mester. A student who has not met initial attendance requirements will be marked as "not-attending" and administratively withdrawn from the class. The withdrawn student is still financially responsible for the class (see the [college catalog)](#) for more details.

Withdrawal:
Once the Add/Drop period passes, students deciding to discontinue class attendance and/or online participation have the responsibility for formal withdrawal by the withdrawal deadline.

Withdrawal Deadline:
Friday, September 24, 2021 by 4:30 PM

Instructor Policies:

1. Submit assignments via Canvas.

2. Submit assignments as attachments using Canvas in generally acceptable formats, i.e., doc, docx and rtf.

3. It is the student's responsibility to make time to do their homework and to complete the homework before the deadline.

4. It is the student's responsibility to ensure that they have access to a working computer system with a working Internet connection.

5. It is the student's responsibility to ensure that their system supports Canvas and all software needed for this class. Please use Mozilla Firefox or Google Chrome as your browser (do <u>not</u> use Internet Explorer—it does not do well with Canvas).

6. It is the student's responsibility to be sure to start the assignments with enough time to allow for technical difficulties and the need for assistance.

7. I am available via the INBOX in Canvas for questions and/or concerns or through my LSSC email. I check messages once a day and will respond to messages in a timely manner (within 48 hours). I also check Canvas daily and will respond to questions posted to the site within 48 hours. I will notify the class in advance if I will be unable to access the course, my email, or my phone messages at any specific time during the semester. If you communicate through Canvas, be sure to set up to *receive notifications*. For help on how to set up notifications, click on *Help* in the Canvas left dashboard panel and search for ***"How do I set my Canvas notification preferences as a student?"***

8. I am available to meet with students during my office hours as posted on page 1 (setting an appointment is preferable) or at other times as arranged with the student.

9. You should consider me a resource in this course and I will gladly assist students who work hard and plan ahead. I am available to answer questions about assignments ahead of time, but will not "grade" assignments before they are officially submitted. In other words, you may ask specific questions about an assignment, but I will not provide detailed feedback until officially grading the assignment. Because I do not have time to do this for every student before an assignment is due, it would be unfair to do so for some and not others.

10. I generally only grade homework once the deadline has passed. In that way I am grading all assignments at the same time.

Late Work/Extensions:

All homework is to be submitted on the date it is due. Homework will not be accepted after this time. You may, however, use your **No Questions Asked** coupon for **one** late assignment without penalty. You must submit that late work within the following week. This NQA coupon expires one week ***prior to*** the last day of class. Do not wait until the last minute to prepare and submit your assignments. Software and printer problems are not acceptable excuses for incomplete assignments.

It is the student's responsibility to have an alternate plan if their main computer system fails (i.e. – complete work on-site at a campus library or learning center, have a secondary computer available,

etc.). Computer hardware, software and/or Internet problems are not acceptable excuses for incomplete assignments.

Classroom Etiquette:

This is a fully-online course; however, in the online environment, you are expected to be respectful of your instructor and fellow classmates at all times.

Grading Information:

Grading Scale:

90-100% A, 80-89% B, 70-79% C, 60-69% D, 59% and below F

Methods of Evaluation:

Each assignment will be graded electronically using a rubric. Your work will be judged against accepted academic standards for writing and documentation.

Assignment Overview & Grade Breakdown:

Category	Description	Points
Assignments 25%	• Student Survey (5) • Syllabus Scavenger Hunt (5) • Article Review (20) • Writing Exercises (2 @ 50 = 100) • Reflection Exercises (2 @ 20 = 40) • Narrated PowerPoint (75) • Employ Florida (5)	250
Group Project 50%	• Group Formation (10) • Group Topic Statement (10) • Group Face-to-Face Meeting (10) • Group Team Contract (10) • Group Project Outline (25) • Group Individual Research Summary (50) • Group Choose Date to Present (10) • Group Draft of Paper (50) • Group Final Version of Paper (100) • Individual Presentation Delivery (25) • Group Presentation Delivery (50) • Group PowerPoint Slides (25) • Group Process Reflection (25) • Group Peer Evaluation (100)	500
Quizzes 20%	• 5 @ 40 = 200 points	200
Discussions 5%	• Discussions (2 @ 20 and 1 @ 10 = 50)	50
	Total Points	**1000**

Course Calendar:

See attached.

Basic Needs Statement:

Any student who faces challenges securing basic needs such as food or housing and believes this may affect their performance in the course is encouraged to contact a campus dean at deanofstudents@lssc.edu. The deans will then be able to share any resources at their disposal.

Syllabus Disclaimer:

Information contained in this syllabus is, to the best knowledge of this instructor, considered correct and complete when distributed to the student. The instructor reserves the right, acting within policies and procedures of Lake-Sumter State College, to make necessary changes in course content or instructional techniques without prior notice or obligation to the student.

Course Calendar
GEB 3213 – Advanced Business Communications (online)
Fall 2021 – CRN 10451

All assignments are due at 11:59 PM at the end of each week on Sunday (unless otherwise noted).

Week	Topic	Preparation	Assignments Due
Week 1 Mon 8/23 to Sun 8/29	• Introduction to the course	• Review Syllabus • Review Canvas Course Documents • Read Articles found in Canvas Week 1	<u>**Due by Friday**</u> • Discussion-Introduce Yourself <u>**Due by Sunday**</u> • Group Project-Group Formation • Group Project-Topic Statement • Discussion-LinkedIn • Syllabus Scavenger Hunt • Article Review Memo

Week 2
 	
Mon 8/30
to
Sun 9/5
	• Communication as a Process (Chapters 1-2-3)	• Read Chapters 1-2-3 in preparation for Quiz #1	• Arrange a face-to-face meeting with your group members (can meet anytime between Week 2 and Week 4)—Groups can use products such as **Zoom, Skype, FaceTime, etc.** to accomplish this.
			• Group Project-Team Contract
			• Group Project-Project Outline
			• Reflection Exercise—Communication and Listening Styles
			• Quiz #1 covering the following:
			   o Ch 1 *Professional Communication in a Digital, Social, Mobile World*
			   o Ch 2 *Collaboration, Interpersonal Communication, and Business Etiquette*
			   o Ch 3 *Communication Challenges in a Diverse, Global Marketplace*

Week	Topic	Preparation	Assignments Due

Week 3
 	
Mon 9/6
to
Sun 9/12
	• Planning, Writing, & Completing Business Messages (Chapters 4-5-6)	• Read Chapters 4-5-6 in preparation for Quiz #2	• Group Project-Individual Research Summary
			• Writing Exercise-Chapter 5
			• Prepare for Narrated PowerPoint due in Week 4
			• Quiz #2 covering the following:
			   o Ch 4 *Planning Business Messages*
			   o Ch 5 *Writing Business Messages*
			   o Ch 6 *Completing Business Messages*

Week 4
 	
Mon 9/13
to
Sun 9/19
	• Digital and Social Media (Chapters 7-8)
	• Developing and Enhancing Presentations (Chapters 16-17)
	
	During this week, groups must pick the day/time to present their group projects. See Week 7 for days/times that will be available that last week. One of your group members will inform the instructor which time you choose (first-come/first-served).
		Read Chapters 7-8-16-17 in preparation for Quiz #3	• Discussion-Developing Effective Presentations (TED Talks)
			• Group Project-Choose date to present
			• Narrated PowerPoint-5 min Persuasive/Informational Presentation
			• Quiz #3 covering the following:
			   o Ch 7 *Digital Media*
			   o Ch 8 *Social Media*
			   o Ch 16 *Developing Presentations in a Social Media Environment*
			   o Ch 17 *Enhancing Presentations with Slides and Other Visuals*

Note:	**Withdrawal Deadline**	Friday, 9/24/21 by 4:30 p.m.	

Week 5
 	
Mon 9/20
to
Sun 9/26
	• Writing Routine, Positive, Negative, and Persuasive Messages (Chapters 10-11-12)	Read Chapters 10-11-12 in preparation for Quiz #4	• Group Project-Draft of Paper
			• Quiz #4 covering the following:
			   o Ch 10 *Writing Routine and Positive Messages*
			   o Ch 11 *Writing Negative Messages*
			   o Ch 12 *Writing Persuasive Messages*

Week 6
 	
Mon 9/27
to
Sun 10/3
	• Planning and Writing Reports and Proposals (Chapters 14-15)
	
	Work with your groups in the final preparation of your Group Project.
		Read Chapters 14-15 in preparation for Quiz #5	• Writing Exercise-Proposal
			• Reflection Exercise—Feelings about this class
			• Quiz #5 covering the following:
			   o Ch 14 *Planning Reports and Proposals*
			   o Ch 15 *Writing and Completing Reports and Proposals*

Week	Topic / Preparation	Assignments Due
Week 7 Mon 10/4 to <mark>Fri 10/8</mark> <mark>(Notice short week)</mark>	Groups will present using the Zoom. During week 4, the groups must pick the day/time to present. Allow 15-20 minutes. Here are the available times to present. Please send in the assignment in week 4 where one of your group members will inform the instructor which time you choose (first-come/first-served). **Monday 10/4** 5pm / 6pm / 7pm / 8pm **Tuesday 10/5** 5pm / 6pm / 7pm / 8pm **Wednesday 10/6** 5pm / 6pm / 7pm / 8pm **Thursday 10/7** 5pm / 6pm / 7pm / 8pm **Friday 10/8** 5pm / 6pm / 7pm / 8pm	• Group Project—Presentation using Zoom • Group Project—PowerPoint Slides • Group Project—Final Version of Paper • Group Project—Group Process Reflection • Group Project—Peer Evaluation