Lake Sumter State College · Business and Technologies · Business

Business Communications

GEB-2214

Summer Full Term 2023   CRN 30170   3 Credits   05/08/2023 to 08/10/2023   Modified 05/07/2023

🕐 Class days, Location, Time

COURSE INFO

Instructional Method: Traditional Online
Start and End Dates: Monday, May 08, 2023 to Thursday, August 10, 2023

CLASS DETAIL

Lead Instructor: Heikkinen, Mary
Class Location: Online (Textbooks: Leesburg Bookstore)

👤 Instructor Information

Instructor: Ms. Mary Heikkinen (Ms. H)

Email: heikkinm@lssc.edu (but students should contact me through Canvas Inbox)
Website: www.lssc.edu

Office Hours

As an adjunct, I do not hold office hours. I am, however, available for Zoom meetings by appointment. Please send a message to me through the Canvas Inbox.

🖥 Course Description

This course provides practice in writing clear and effective business letters and memorandums. The course emphasizes resume writing, oral communication skills in listening, interviewing, and giving oral presentations.

Requisites

Prerequisites: None

Corequisites: None

◎ Course Objectives

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

This course is designed to help the student recognize and understand the psychological and practical principles of effective communications. Students will produce a variety of written business communications, make oral presentations, and experience numerous listening and nonverbal communication situations.

1. To give the student practice in writing grammatically correct and complete sentences in a clear and concise manner.
2. To develop the student's skills in composing business letters, memorandums, and reports, specifically direct letters and memos, negative news, persuasive and sales messages, and typical business reports.

3. To give the student practice in composing and typing letters of employment and a resume.
4. To give the student practice in situations involving listening and verbal and nonverbal communication.
5. To develop the student's skills in effective business speaking and making effective oral presentations.
6. To assist the student in developing critical thinking skills and making ethical business decisions.

Student Learning Outcomes

Lake-Sumter State College (LSSC) aims to provide students with a broad foundation of knowledge and skills across the various academic disciplines and programs. A "learning outcome" is defined as the knowledge, skills, attitudes, or habits of mind that students take with them beyond the learning experience.

The following learning outcomes will be assessed in this course:

GEB2214.1 - Use correct sentence structure in preparing business documents.

GEB2214.2 - Use correct grammar and punctuation in preparing business documents.

GEB2214.3 - Contribute to groups and classrooms in a professional manner.

GEB2214.4 - Solve problems with a professional approach.

GEB2214.5 - Demonstrate a professional attitude with groups and tasks.

GEB2214.6 - Focus on tasks.

GEB2214.7 - Work with others.

As a result of completing courses as part of the Business Administration A.S., like this one, students will be able to achieve the following learning outcomes:

1. Identify, describe, and apply current information, theories, techniques, and practices of the major business disciplines.
2. Critically analyze business situations to construct and select viable solutions, draw conclusions, or solve problems.
3. Communicate with clarity, appropriate tone, proper mechanics, and relevant content.
4. Demonstrate ethical awareness, the ability to do ethical reflection, and the ability to apply ethical principles in decision-making.
5. Demonstrate the management skills unique to the successful operation of a small business enterprise.

INSTITUTIONAL

Achievement of Institutional Student Learning Outcomes (ISLOs) contributes to your success as a citizen and member of the workforce. The ISLOs include Analytical Thinking, Communication, Information Fluency, and Social Responsibility. In this course, we will address:

- Information Fluency: Evaluate information by selecting, using, and documenting college-level resource and apply current technology appropriate for academic assignments and/or career goals

This course and section participates in the campus-wide assessment process. Existing assignment(s) for this course were chosen for this purpose. This assignment/assessment will be graded by your instructor as explained in the syllabus. The separate reporting/scoring of the assignment/assessment for the purposes of LSSC's assessment efforts WILL NOT affect your grade in the course, or any other course work at the College. It will, however, help the College support the advancement and improvement of student learning in general. Your confidentiality will be maintained during the assessment processes.

Textbooks & Other Course Materials

Click the link below for information about your course textbook:

You will need the campus location, and either your XID or the class information (ex. Spring 2022, ENC 1101, CRN 10111) to find the textbook for your class.

https://www.lssc.edu/current-students/bookstore/ (https://www.lssc.edu/current-students/bookstore/)

☰ Technology Requirements

Canvas is a required component of this course. Students unfamiliar with Canvas can check out the Canvas Student Quick Guide [h (https://guides.instructure.com/m/4212)ttps://guides.instructure.com/m/4212 (https://guides.instructure.com/m/4212)].

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 requirements. Please ask for help if you are unsure how to save a file in a Word-compatible format. Compatible formats are .doc, .docx, .txt, and .rtf.

Students have the responsibility to have an alternative plan if their main computer system fails or encounters technical issues that prevent the completion of a required assignments by the specified due date (i.e. – complete work on-site at a campus library or learning center, have a secondary computer available, etc.) Power failure (unless documented by an authority such as a Librarian or Learning Center staff) will not be considered an acceptable excuse for not completing assignment, test, quizzes, etc. Computer hardware, software, internet, technical problems, etc. are not acceptable excuses for incomplete or late assignments.

Please see the LSSC Lakehawk Page for information on how to obtain a free copy of Microsoft Office 365 as an LSSC Student (http://www.lssc.edu/lakehawk/Pages/default.aspx). See the section on "What all is included with my Lakehawk email".

If you do not have a computer that meets these requirements, LSSC's computer labs in our campus Libraries and Learning Centers provide all the necessary programs needed to complete the work for this course.

✔ Methods of Evaluation

Your grade is based on several components: activities/participation, discussions, homework, oral assignments, group project, and four written tests (including resume and cover letter) .

Category	Points or %
Discussions	2%
Homework and Writing Assignments	28%
Group Project	35%
Tests	35%
	100%

Instructions:

1. Read each assigned chapter. There are tests that come directly from material covered in the assigned chapters.
2. Graded assignments must be typed and saved to a storage device (USB drive, hard drive, Cloud, your computer, etc.).
3. Grades are posted in Canvas allowing students to see where they stand in the class. Once grades are posted, the student has one week to dispute any grades.
4. Spelling is very important in creating business correspondence. Be sure that you use spell check on every document before submission. However, realize that the spell checker is only a tool. Telling me that you spell checked a document is not a reason for me to overlook misspelled words. Also, because spell checkers are imperfect, you should verify spelling in a dictionary.
5. To succeed in this course, you should do the following:
   • Complete all assigned reading
   • Complete assignments on time
   • Participate in group work

• Draft, reread, and revise each assignment
• Budget at least four hours outside of class to prepare your assignment

✳ 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 Canvas email for questions and/or concerns. I check email regularly 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.
8. I am available to meet with students during my office hours as posted (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.

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 use a **No Questions Asked** coupon for **one week's** worth of late assignments without penalty. If you choose to use that option, you must complete that week's assignment by the deadline of the following week, plus of course completing all the work due that week as well. Do not wait until the last minute to prepare and submit your assignments. Software and printer problems are not acceptable excuses for incomplete assignments.

Tests will be given on specified days and may be made up under the most extreme circumstances and then with advance notice. Exceptions should be discussed with instructor individually. Tests missed because of an emergency must be completed within one week of the test date, or the student will receive a grade of "F" for that test.

Cheating:

If you cheat, the following actions will be taken:

1. The first instance will result in a zero for the grade(s) involved and may result in a failing grade for the course, to be determined by the instructor.
2. The second instance will result in a failing grade for the course.
3. A report will be forwarded to Student Affairs for all instances of cheating. They will file the report in your permanent record and/or take further disciplinary action. You will also be required to attend a seminar on Cheating and Plagiarism conducted by Student Affairs.

Warning: sharing a friend's personal computer and/or files can cause integrity violations. Sharing your files with another student will also result in the actions listed above.

🏛 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 (https://lssc.smartcatalogiq.com/2019-2020/Catalog-and-Student-Handbook/College-Policies-Procedures/Academic-Integrity) for complete statement.

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 (mailto:deanofstudents@lssc.edu). The deans will then be able to share any resources at their disposal.

Course Content

- All LSSC students will be exposed to a learning environment promoting the open exchange of ideas.
- LSSC course content is presented on an adult level and classroom discussions require a mature understanding of divergent viewpoints and the ability to think analytically. Courses will not be modified to accommodate variations in student age and/or maturity.
- This course will be presented objectively and is not presented to espouse, promote, advance, inculcate, or compel any individual to adopt as a belief any of the subjects of the discussion that may be construed as concepts constituting discrimination based on race, color, sex, or national origin as provided by Florida law. Please note that I do not endorse such concepts but present them for academic discussion and consideration. The law does not prohibit discussion of such concepts in an objective manner and without endorsement. Should a student feel uncomfortable with how course content is presented or discussed, please contact the instructor for further conversation.

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 (https://www.lssc.edu/current-students/student-accessibility-services/).

Initial Attendance

Initial attendance is recorded based on being present in class and/or submitting an assigned academic related activity during the first two weeks of the course. If marked as not attending during this period, the student will be financially responsible for the course and Financial Aid and Veteran benefits may be decreased. Students who are reported as not attending will remain in the class (PRO 3-05).

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 (https://www.lssc.edu/safety/) web page.

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.

Syllabus Disclaimer

Information contained in this syllabus is, to the best knowledge of this instructor, considered correct and complete when distributed to students. 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 with notification to students.

Syllabus Statement

Students may, without prior notice, record video or audio of a class lecture for a class in which the student is enrolled for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a college course intended to present information or teach enrolled students about a particular subject. Recording class activities other than class lectures, including but not limited to lab sessions, student presentations (whether individually or part of a group), class discussion (except when incidental to and incorporated within a class lecture), clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, private conversations between students in the class or between a student and the faculty member, and invited guest speakers is **prohibited**. Recordings may not be used as a substitute for class participation and class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the LSSC Student Code of Conduct.

Zero-Tolerance for 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.

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.

Student Assessment

Students will be evaluated using methods such as essays, tests, quizzes, assignments, discussions, oral presentations, and projects.

Withdrawal Deadline

Thursday, July 13, 2023

Class Calendar

Spring 2023   ~   CRN 20379

Week	Objectives & Reading Assignments	Items Due

Week	Objectives & Reading Assignments	Items Due
Week 1 Mon 5/8 – Sun 5/14	• **Introduction to class** • **Read Ch 1: Business Communications in the Digital Age**	All assignments are listed and explained in Canvas. You will upload homework using the Canvas *Submit Assignments* tool. **Due Friday** • Week 1 Discussion—Orientation-Introduce Yourself **Due Sunday** • Reply to at least two other students in Week 1 Discussion • Read Ch 1 • Syllabus Scavenger Hunt • Communications Skills Assessment Memo • "Look up!" short video and your analysis • Test on Ch 1
Week 2 Mon 5/15 – Sun 5/21	• **Read Ch 2: Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills**	**Due Sunday** • Read Ch 2 • Complete the *Lessons in Teamwork* assignment • Complete the *Rating Your Listening Skills & Canvas Message* assignment • Test on Ch 2
Week 3 Mon 5/22 – Sun 5/28	• **Read Ch 3: Intercultural Communication**	**Due Sunday** • Read Ch 3 • Read the Canvas Inbox response from instructor on your *Week 2 Rating Your Listening Skills* assignment and reply back to the instructor • Complete the TED Talk Video assignment • Test on Ch 3
Week 4 Mon 5/29 – Sun 6/4	• **Read Ch 4: Planning Business Messages** • **Read Ch 5: Organizing and Drafting Business Messages** • **Group Formation**	**Due Sunday** • Read Ch 4 • Read Ch 5 • Complete the *Group Project-Group Formation* assignment • Test on Ch 4 • Test on Ch 5
Week 5 Mon 6/5 – Sun 6/11	• **Read Ch 6: Revising Business Messages** • **Read Ch 7: Short Workplace Messages and Digital Media**	**Due Sunday** • Read Ch 6 • Read Ch 7 • Complete the *Proofreading* assignment • Test on Ch 6 • Test on Ch 7

Week	Objectives & Reading Assignments	Items Due
Week 6 Mon 6/12 – Sun 6/18	• Read Ch 8: Positive and Neutral Messages	**Due Sunday** • Read Ch 8 • View the two videos located in the "Lectures and Resources" section for help on conducting research for your group project • Complete the assignment called *Country your group will use* (groups need to have narrowed down the country they plan to use for their group project) • Complete *Group Progress Report 1* [PLEASE…just one member of the group needs to upload the file.] • Test on Ch 8
Week 7 Mon 6/19 – Sun 6/25	• Read Ch 9: Negative Messages • Review of LSSC Library Research for group project	**Due Sunday** • Read Ch 9 • Complete the *Southwest Airlines* case study • Reminder to view the two videos located in Week 6 in the "Lecturers and Resources" section for help on conducting research for your group project • Test on Ch 9
Week 8 Mon 6/26 – Sun 7/2	• Read Ch 10: Persuasive and Sales Messages	**Due Sunday** • Read Ch 10 • Read all the materials in the "Lectures and Resources" folder • Complete *Group Progress Report 2* [PLEASE…just one member of the group needs to upload the file.] • If desired, complete the **extra credit assignment** to help you prepare for the job search assignments you will be doing in Week 9. This extra credit can be completed anytime between Weeks 8 / 9 / 10. • Test on Ch 10
Week 9 Mon 7/3 – Sun 7/9	• Read Ch 15: The Job Search, and Cover Letters in the Digital Age • Review of LSSC Career Development Services (CDS) for job search activities	**Due Sunday** • Read Ch 15 (no test) • Complete the *Searching the Job Market* assignment • Complete a draft of your *Resume* • Complete a draft of your *Cover Letter* on letterhead • Complete the *Group Project Individual Commitment Statement #1* • Complete *Group Progress Report 3* [PLEASE…just one member of the group needs to upload the file.] • Don't forget the extra credit assignment described in Week 8 (you have until Week 10 to complete it.)
Week 10 Mon 7/10 – Sun 7/16	• Read Ch 16: Interviewing and Following Up • Work with your groups	**Due Sunday** • Read Ch 16 (no test) • Complete the *Rehearsing Answers to Interview Questions* assignment…..WAIT! ----- You only need to answer <u>ONE</u> question in each of the <u>FIVE</u> sections shown in the assignment. • Revise the *Southwest Airlines* case study (marked-up copy was sent to you through Canvas gradebook in Week 7) • Don't forget the extra credit assignment described in Week 8 (you have until Week 10 to complete it.)
NOTE:	**Withdrawal Deadline**	**Thursday, July 13, 2023 by 4:30 PM**

Week	Objectives & Reading Assignments	Items Due
Week 11 Mon 7/17 – Sun 7/23	• Read Ch 14: Business Presentations • Work with your groups	**Due Sunday** • Read Ch 14 (no test) • Read all the documents in the "Lectures and Resources" folder • Revise your *Resume* (marked-up copy was sent to you through Canvas) • Revise your *Cover Letter* (marked-up copy was sent to you through Canvas) • Inform the instructor of the topic of your PowerPoint Project and then start preparing your PowerPoint Project, which is due in Week 13 • Complete the *Group Project Individual Commitment Statement #2* • Complete *Group Progress Report 4* [PLEASE…just one member of the group needs to upload the file.]
Week 12 Sun 7/24 – Sun 7/30	• PowerPoint Project preparations	**Due Sunday** • Complete *Group Progress Report 5* [PLEASE…just one member of the group needs to upload the file.] • Complete the **draft** of your *Group Written Report* [PLEASE…just one member of the group needs to upload the file.] • Complete the *Toastmasters* assignment • Submit the assignment confirming that you can use Zoom (or set up a time to practice with instructor) • Groups must let the instructor know which day/time they are choosing to present over Zoom (see available days/times in the Final Week below) • Continue to work with your group to finalize your presentation
Week 13 Mon 7/31 – Sun 8/6	• PowerPoint Project • Prepare Peer Evaluations • Work with groups on final report and presentation	**Students, please:** • Work on the *Peer Evaluations* on your individual group members (you will upload these in Canvas in the Final Day module) • Work with Groups on presentation and final report • In Canvas, read the document called *"50 Common Interview Questions and Answers"* **Due Sunday** • Upload your *PowerPoint Project* (for full instructions, see Week 11 under "Topic of PowerPoint Project") • If necessary, revise your resume (you would have been sent another marked-up copy through Canvas)
Final Week Mon 8/7 – Thu 8/10	Refer to the information below on when groups can choose a day/time to present.	• Groups give their business presentations using Zoom on chosen date and time **Due by Thursday 8/10—11:59 p.m.** • Submit *Final Group Report* [PLEASE…Just one member of the group needs to upload the file.] • Submit Group PowerPoint • Submit Group Handout • Submit the *Peer Evaluations* on your individual group members

Groups will present using Zoom. In Week 12, groups must pick the day/time to present (see below). Allow 15-20 minutes for your group presentation, but also allow time before your presentation to get your group together and then allow a little time afterwards for the instructor's evaluation.

If you are unfamiliar with Zoom, please contact the instructor to set up a "practice" session. You won't need to make any kind of a presentation during the practice session; we'll just be making sure you can connect using Zoom.

You will need a video camera on your computer or iPad or phone.

Here are the available times to present. Please submit the assignment that you will find in Week 12 where one of your group members will inform the instructor which time you choose (first-come/first-served). As groups reserve times, you can look in the Week 12 location where the instructor will cross out that time (or highlight it in **RED**).

Mon 8/7	Tue 8/8	Wed 8/9	Thu 8/10
5:00 p.m.	5:00 p.m.	5:00 p.m.	5:00 p.m.
6:00 p.m.	6:00 p.m.	6:00 p.m.	6:00 p.m.
7:00 p.m.	7:00 p.m.	7:00 p.m.	7:00 p.m.
8:00 p.m.	8:00 p.m.	8:00 p.m.	8:00 p.m.