**FASTTrack Program**

**Syllabus: Business Communication (BUS368 S2F) - Summer 2016**

**Instructor:** Professor Kathy D. Wells

**Communication:** This is a Business Communication course so communication is very important. Please contact me for any questions that you might have. Email and text are the best methods for reaching me.

**Virtual Office Hours:** I will check the course portal twice daily Monday-Friday between the hours of 8:00 am - 9:00 pm. I will check it once Saturday and Sunday in the evening hours.

**Telephone:** 205-516-2205 (call or text). I will take phone calls Monday-Friday, 9:00 a.m. to 5:00 p.m. CST. You can also text over the weekend and I will respond when I can.

**Email:** [kwells@talladega.edu.](mailto:kwells@talladega.edu.%20) I will answer emails within 24 hours during the weekday. I will answer most weekend emails on Saturday or Sunday night.

**Meeting Time/Place:** Online

**Required Textbook:** McLean: *Business Communication for Success (2014)*

# Textbook Website: The Saylor Foundation: <http://www.saylor.org/books>

**Requirements:** Internet access and a working email address and computer

# Course Justification

Developing excellent communication skills is extremely important to your career success, whether you are already working or are about to enter today’s workplace. Surveys of employers show that communication skills are critical to effective job placement performance, career advancement and organizational success. Employers often rank communication skills among the most-requested competencies. Communication skills include writing, reading, listening, nonverbal, and speaking skills.

Writing skills are more important than ever because technology enables us to transmit messages more rapidly, more often and to greater numbers of people than ever before. The most successful players in the new world of work will be those with highly developed communication skills. The discussions, assignments and exercises in this course are designed to improve your practical business communication skills.

**Course Requirements and Assignments:**

1. **Textbook readings and media presentations.**
2. **Discussion Board Forum Threads (5)**

Each Discussion Board requires an initial thread of **150 words** to be posted by 11:55 p.m. (CST) on Wednesday and two replies, at least 80 words each, by 11:55 p.m. (CST) on Sunday of the assigned week.

***Discussion Board Posting Rules:***

1. Personal attacks of other students because of their posts will not be tolerated.
2. Provide clear analysis and insight into the topic or questions.
3. Post original thoughts to avoid plagiarism and the penalties for plagiarism
4. Zero or minimal credit will be given to students with very FEW or NO SUBSTANTIVE postings or who post all posts with in a matter of minutes or all on the last day.
5. Proof postings to eliminate offensive references, poor sentence syntax, misspelled words, etc.
6. **Quizzes (2)**

There will be 2 open-book quizzes over the McLean textbook reading, each comprising of multiple-choice, true/false and essay questions.

1. **Assessment Paper (1)**

The student will write a 2-3 page personal assessment paper on an assigned concept. Students will assess their past experiences and relationships as it pertains to communications. The goal is self-understanding and application of terms and concepts within the assigned readings.

1. **Power Point Presentation – “Who I Am”**

The student will prepare a Power Point presentation to give the audience a glimpse of who they are. Learning how to use technology in communication is key, especially in a world that is technology driven.

1. **Video – 90 Second Elevator Pitch**

In the traditional class setting, oral presentations is part of the business communication curriculum. Since this is an online course, the student will use video technology to perform an oral presentation. The student will have 90 seconds to sale the audience on something he/she is knowledgeable about or a topic that is valued by the student.

1. **Article Review**

The student will choose an article related to business communications and write a 2-3 page paper summarizing the main ideas and correlating those ideas to specific concepts covered in the textbook reading. The purpose of an article review is to bring the current application of business communication to the course.

1. **Final Exam**

One final exam based on the McLean textbook and other materials are required in this course. The exam is open-book and contain 25 multiple-choice and true/false questions and two essay questions. The exam will require students to analyze, synthesize, and apply the material in the texts in order to correctly answer the questions.

**Course Grading and Policies:**

1. **Points**

Discussion Board (5 @ 25 pts each) 125

Quiz (2 @ 50 pts each) 100

Power Point Presentation 100

Assessment Paper 75

90 Second Elevator Pitch (Video Presentation) 100

Negative News Letter Assignment 75

Article Review 100

Final Exam 100

**Total Points** **775**

1. **Scale**

**A = 698-775 B = 620-697 C = 543-619 D = 465-542 F = 0-464**

1. **Late Assignment Policy**

If the student is unable to complete an assignment on time, he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive a per diem late penalty of **10%** of the assignment points per day up to four days.

***Late Discussion Board threads or replies will not be accepted.***

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

**Attendance:** As in the workplace, students must attend class virtually multiple times per week. Any student who does not log into the class for more than a week will be submitted for academic alert. If you will not be able to log into the class for any given amount of time, you should contact the instructor in advance via email to avoid an inadvertent drop or failing grade.

**Submitting Assignments:** The class assignments are worth various points of the course grade. Save your assignments as **LastnameFirstname\_WK# (e.g., WellsKathy\_WK2)** and submit as the directions indicate. **It is the responsibility of the student to confirm that the assignment was uploaded to the portal. A failed assignment upload will result in a score of 0. Do NOT email the assignment to the instructor.**

***Course Schedule***

**BUS368F**

# NOTE: Any changes to this syllabus will be posted in the Weekly Announcements on the Main Page.

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| **Week** | **Assignments** | **Point Value** | **Due Date** |
| **Week 1:**  **Jun 27 – Jul 2** | Discussion Board #1 | **25** | **Jul 3** |
| Who I Am Power Point Presentation | **100** |
| Review Course Syllabus – Take Syllabus Quiz (Extra Credit) |
|  | Read/Review Chapters 1, 2 & 3 |  |  |
| **Week 2:**  **Jul 3 – Jul 9** | Discussion Board #2 | **25** | ***Jul 10*** |
| Assessment Paper - WK2 | **75** |
| Quiz #1 | **50** |
| Read/Review Chapters 4, 5, 6 & 7 |  |  |
| **Week 3:**  **Jul 10 – Jul 16** | Discussion Board #3  90 Second Elevator Pitch  Quiz #2 | **25**  **100**  **50** | ***Jul 17*** |
| Read/Review Chapters 10, 13 & 14 |  |  |
| **Week 4:**  **Jul 17 – Jul 23** | Discussion Board #4  Negative News Letter Assignment | **25**  **75** | ***Jul 24*** |
| Read/Review Chapter 17 |  |  |
| **Week 5:**  **Jul 24 – Jul 30** | Discussion Board #5  FINAL EXAM  Article Review | **25**  **100**  **100** | **Jul 31** |
| Read/Review Chapter 19 |  |  |
|  | **TOTAL GRADE POINTS** | **775** |  |

**GRADING SCALE:** **A = 698-775 B = 620-697 C = 543-619 D = 465-542 F = 0-464**