Course Syllabus

BUS 1013 - BUSINESS COMMUNICATION

UA Online Consortium

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Phillips Community College of the University of Arkansas

Fall 2008
Revised July 20, 2008
Course Syllabus

BUSINESS COMMUNICATION – BUSS 1013 – UAOnline
Fall 2008
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Instructor:  Nan Nelson, M.B.A.

Telephone:  870-673-4201 extension 1847
Office Hours posted on Blackboard Homepage

E-mail:  Use Blackboard—if unavailable, use nnelson@pccua.edu

Required Access Code:

Aplia includes access to all content, assignments, and an e-book version of the textbook

Optional Textbook


The Required Access Code and Optional Textbook are available in your Campus Bookstore.

Course Description:  This is a web-based, virtual class that does not require physical class attendance. Course work can be done at your time and convenience, however, assignments must be submitted on due dates. This course will use Blackboard for testing, e-mail, discussions, posting grades, presentations, and other tools deemed necessary for the successful completion of this course.

Course Rationale:  In order to succeed in the technological and global environment in which we work and live, individuals must be equipped with effective oral and written communication skills. This course is designed to provide business students with opportunities to develop communication skills which are critical to success both on and off the job. The emphasis of this course is effective communication in business; however, students will be able to apply the learned communication skills to a variety of settings.

Method of Delivery:  A portion of the course will be delivered through e-lecture and online assignments; however, learning to communicate effectively requires practice. Students will master communication techniques through individual assignments as well as through group/team work.
Class Participation: Class participation is extremely important. Business Communications is a skills course. Learning to communicate effectively requires practice. If you do not participate in the discussion and complete the assignments, it is unlikely that you will develop the level of skill that is required to be successful in this course.

All assignments will be posted in the assignments section. Please check this section weekly. Prior to starting homework, it is important to do the assigned reading, and other activities as assigned. This will prepare you for completing the homework and responding to postings.

<table>
<thead>
<tr>
<th>Competency</th>
<th>Student Learning Outcome Business Communication</th>
<th>Assessment Method/Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Students will demonstrate proficiency in communication skills by successful completion of a portfolio.</td>
<td>Rubric 75% of the students will score 70% or higher</td>
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<tr>
<td></td>
<td>Students will demonstrate proficiency in communication skills by successful completion of a PowerPoint presentation.</td>
<td>Rubric 85% of the students will score 80% or higher</td>
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<tr>
<td>Cultural Awareness</td>
<td>Students will demonstrate awareness of varying backgrounds by preparing a major PowerPoint presentation investigating various cultural aspects of doing business in another country.</td>
<td>Rubric 80% of the students will score 75% or higher</td>
</tr>
<tr>
<td>Social and Civic Responsibility</td>
<td>Students will demonstrate knowledge of professional business etiquette, dress, and behavior skills by writing an article.</td>
<td>Rubric 90% of the students will score 80% or higher</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>Students will demonstrate proficiency by creating job search documents for inclusion in a Portfolio.</td>
<td>Rubric 80% of the students will score 70% or higher</td>
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</table>
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Attendance Policy Online Classes

Students are expected to log into the course and complete scheduled assignments by due dates. To meet these requirements students must log into the course weekly unless special arrangements have been made with the instructor in advance. Failure to log into the course by the end of the first week of the semester will result in student being turned in to the Registrar as a NO SHOW and student will be dropped from the class. If a student is having trouble logging into the course, it is the student’s responsibility to contact or notify the instructor of these specific problems.

Students MUST email instructor at least once a week in the course. A student who has not logged into the course and submitted assignments for two weeks will be dropped from the course and denied access to the course. This will result in the student receiving an EW or an F for the course.

ACADEMIC HONESTY POLICY:

Cheating Policy

Students are expected to uphold the school’s standard of conduct relating to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student’s submitted work, examinations, reports, and projects must be that of the student’s own work. Students shall be guilty of violating the honor code if they:

1. Represent the work of others as their own.
2. Use or obtain unauthorized assistance in any academic work.
3. Give unauthorized assistance to other students.
4. Modify, without instructor approval, an examination, paper, record, or report for the purpose of obtaining additional credit.
5. Misrepresent the content of submitted work.

This policy also applies to a student who allows another person access to their WebCT account/course.

Administrative Procedure Number: 404.05

Cheating in any form (including using unauthorized materials, information, or study aids in any academic exercise; plagiarism; falsification of records; unauthorized possession of examinations; any and all other actions that may improperly affect the evaluation of a student’s academic performance or achievement; and assisting others in any such act) is forbidden. An instructor who has proof that a student is guilty of cheating may take appropriate action up to and including assigning the student a grade of "F" for the course and suspending the student from class. A description of the incident and the action taken will be reported through the dean to the Vice Chancellor for Instruction and placed in the student's file in the Office of Admissions and Records. The student may appeal either the finding of cheating or the penalty, or both, as described in Administrative Procedure No. 404.06, Academic Appeal Procedure.

Cheating in this class:

Cheating will not be tolerated. If you are cheating on one occasion, you will receive an “F” for the whole project’s work (not limited to that one assignment). If found cheating on a second occasion, you will be asked to drop the class. If the cheating occurs after the drop date, or if you choose not to drop, you will receive an “F” for this class. This policy also applies to a student who allows another person access to their WebCT account/course.
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CAMPUS SUPPORT SERVICES
Phillips Community College of the University of Arkansas provides student support services that assist students in achieving their educational objective. Those include advising, financial aid, counseling and guidance, and safety and security.

ADA POLICY
Lynn Boone, Vice Chancellor for Student Services, serves as the ADA Compliance Officer. If you reside in Arkansas County, you may contact Vice Chancellor Carolyn Turner (DeWitt) or Vice Chancellor Dr. Susan Luebke (Stuttgart). The process of student referral under the Americans with Disabilities Act can be found in the Student Handbook.

FERPA POLICY
Phillips Community College of the University of Arkansas complies with the Family Educational Rights and Privacy Act (FERPA) of 1974. A student has the right to inspect and review all of his/her records that meet the definition of educational records. No third party has the right to review student records.

INSURANCE
Phillips Community College of the University of Arkansas does not provide insurance for its students. The college does encourage each student to secure his/her own insurance, and for that reason, the college has contacted United Healthcare Student Resources. Forms for this insurance are available in the Registrar’s Office. If you reside in Arkansas County, you may contact Assistant Registrar Shawanna Wansley (DeWitt) or Assistant Registrar Ellen McWhirter (Stuttgart).

ACTS
The Arkansas Course Transfer System (ACTS contains information about the transferability of course within Arkansas Public Colleges and Universities. Students are guaranteed the transfer of applicable credits and the equitable treatment in the application of credits for the admission and degree requirements. Course transferability is not guaranteed for courses listed in ACTS as “No Comparable Course.” Additionally, courses with a “D” frequently do not transfer and institutional policies may vary. ACTS may be accessed on the Internet by going to the ADHE Web site and selecting Course Transfer.  
http://acts.adhe.edu/

MISSED OR LATE ASSIGNMENTS AND EXAMS

Weekly assignments will include reading, writing, studying, completing, and submitting assignments and online activities.

Each week you will have assignments (reading, discussion, written, quizzes, e-mail). These assignments should be completed during the week in which they are assigned. At the discretion of the instructor, a grace period of one week may be allowed to handle any “live problems”. If a grace period is granted by the instructor, any assignment not submitted by the date set by the instructor will be recorded as a zero. No exceptions will be made to this rule unless you are in good standing and proof of your emergency situation has been received. If the student has trouble meeting these due dates, the student should contact the instructor to make other arrangements. Otherwise, the instructor will consider the student as dropped from the course and student will receive either an EW or F.

Unless there is an extenuating circumstance such as a student’s documented hospital stay, late assignments will not be accepted. If such an incident occurs, the student or family member must contact the instructor immediately. At that time, the instructor will determine if assignments may be turned in late.
Assessments:

All quizzes and exams will be administered in Blackboard.

Chapter quizzes plus a comprehensive final exam will be given.

- Chapter quizzes after completion of each chapter.
- Final Exam – comprehensive: application of written business communication skills exhibited in an individual project.

Each chapter is a building block for the next; therefore, you will need to master each chapter in order to be successful on the quizzes and applications of written business communication skills.

Students who do not complete the Final Exam will receive an F in the course.

No Make-up quizzes: Chapter quizzes will be available upon completion of each chapter; therefore, make-up quizzes will not be given. If you do not complete the quiz within the allotted time, you will receive a grade of zero [0].

Grades: Your grade will be comprised of the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Quizzes and Final Exam</td>
<td>50%</td>
</tr>
<tr>
<td>Assignments</td>
<td>40%</td>
</tr>
<tr>
<td>Postings</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

Assignments:

Each homework assignment submitted and graded in Blackboard and Aplia. In addition, completing the homework will prepare you for quizzes and assist you in mastering the concepts to apply in the Final Exam. Homework assignments will include a variety of document analysis and document preparation for business situations, grammar exercises, and a PowerPoint presentation. Documents must be prepared in correct document format [all included in your textbook and online materials] with correct grammar, punctuation, spelling, and mechanics.

**NOTE:** If your word processing software is other than Microsoft Word, you must save your work in Rich Text Format (.rtf). Only Word files (.doc or .docx) and Rich Text Format (.rtf) files can be opened in WebCT.

Discussions:

For Discussion Postings, you may earn two [2] points for each discussion. Chapter Discussions will have one question. Discussions will be locked at the deadline. Postings will be worth 10% of your final grade.

Grading for Postings:

- **Quality Response** = 2 points

A Quality Response is defined as a response that is longer than three lines AND consists of a statement that reflects analysis/evaluation of issues relating to the discussion topic. The essential quality of this type of response is an indication of reflection/analysis/evaluation on issues relating to the topic.
Example: *I agree with Lisa. The situation is clearly unethical because...* (provides supporting information and necessary detail)

- **Participation Response** = 1 point

A Participation response is defined as a response that is limited to a three or fewer lines OR that consists primarily of a statement of agreement/disagreement followed by a restatement of the original posting. The essential quality of this type of response is a lack of reflection/analysis/evaluation on issues relating to the topic.

Example: *I agree with Lisa. The situation is clearly unethical.* (no supporting information provided)

You are expected to post at least one response to the discussion question posted by the instructor. The number of posting assignments varies for each chapter. Although you will only earn two [2] points per assignment, you are encouraged to make additional postings and ask many questions.

**Notes:**

- Remember, in an online class, this is the way that we will learn from each other. You should make the most of the discussion.
- Any time there are concepts with which you need help, please ask questions. As mentioned above, the final exam will be comprehensive. What you learn in each chapter will continue to be important throughout the semester.

**The grading scale for this course is as follows:**

- A 90-100
- B 80-89
- C 70-79
- D 60-69
- F Below 60

**Required Material:**

Page 2 of this syllabus contains specific information about the required Access Card for Aplia and the optional textbook for this course. The Aplia Access Card provides access to your course content and assignments, as well as a textbook companion Web site with additional resources for enhancing your learning. When completing assignments, all of these will be useful tools.

**Technical Requirements:**

**COMPUTER EQUIPMENT AND SOFTWARE**

Student must have a computer with access to the Internet.

- Internet Explorer 6.0 or later.
- You must have Java enabled in your (32-bit) browser to use the WebCT chat rooms.
- Windows XP with Service Pack (SP2), Windows Server 2003 with SP1 or Vista operating system installed.
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★ Pop-Up blockers must be turned off while working in WebCT.
★ Macromedia Flash Player 7 or higher
★ QuickTime, download free version from this site: http://www.apple.com/quicktime/
★ Adobe Acrobat Reader 5 or later
★ Flash Player, QuickTime, and Adobe Acrobat can be downloaded free from the Internet.

Minimum required computer configuration: PC with Pentium II processor or better, 512 MB RAM (minimum), CD-ROM drive, Microsoft mouse, Intellimouse, or compatible pointing device. DSL or Cable connection preferred – dial-up 56K modem acceptable, but very slow and videos will not play well – multimedia capability, Internet connection, E-mail capability.

Assistance for Students: For students, who may need additional assistance with your grammatical skills and writing assignments, please check with your campus for tutoring.

Expected Learning Outcomes:

Upon completion of BUSS 1013 - Business Communication, students should be able to:

1. Collect, organize and evaluate information to plan, develop, and prepare presentations and written correspondence.

2. Incorporate the use of electronic resources, including the Internet and PowerPoint, to complete a variety of communication activities.

3. Understand the communication by objectives approach and the qualities of effective messages.

4. Prepare effective messages for a culturally diverse audience.

5. Understand the ethical implications associated with communication decisions.

6. Understand the relationship between effective communication skills and academic and professional achievement.

7. Develop effective job search strategies.

★ This instructor has the discretion to adjust this syllabus as needed for the benefit of students.