

Instructor: Alice J. Wilson  
Assistant Professor

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Office Hours: Monday 8:45am- 10:30am  
Tuesday 10:30am- 1:30pm  
6:30pm- 7:30pm  
Thursday 10:30am- 1:30pm

Office Location: Curtis Hall Room 216

Voice Mail: 610-606-4666 Extension: 3690

Prerequisite: ENG 100 or HONORS 122 and Sophomore standing

COURSE DESCRIPTION:

This course focuses on the close connection between all levels of management communication and the written document. Special emphasis is placed on the creation and development of all forms of written management communications, including e-mail, memos, reports, proposals, business plans, and close attention is paid to the amenities of good English syntax as it impacts effective communication. The course includes oral and written presentations of management information.

STUDENT OUTCOMES:

Upon successful completion of the course the student will:

- Have improved skills in process-based writing
- Be able to apply writing skills in various types of business communications
- Improve their critical thinking and analytical reasoning skills
- Be able to compose clear, unified, concise and well-constructed communication products
- Know tips and techniques for delivering a presentation
- Be able to prepare, organize and write a Business Report
- Understand the development of an effective business plan, formal and informal proposals
- Develop skills in preparing powerpoint and other media presentations

REQUIRED TEXTBOOK:

Guffey, Mary Ellen (2008) Business Communication Process and Product Sixth Edition, Mason, OH: South-Western Cengage Learning

**LEARNING METHODOGIES:**

1. Overview by Presentation
2. Examinations
3. Class Participation and Group Exercises
4. Individual Writing Assignments
5. Proofreading skills through Peer Review
6. Group Writing Assignment
7. Individual Oral Presentations

**EVALUATION/GRADING/ASSESSMENT:**

Class Participation/Attendance	140	(10 pts each for 14 classes)
Individual Oral Presentation 1 (5 min)	100	
Individual Oral Presentation 2 (5 min)	100	
Individual Oral Presentation 3 (10 min)	200	
Written Group Paper (due Nov 13)	200	
Written Assignments (10)	260	(26 pts each for 10 assignments)

**GRADING SCALE:**

93-100	=	A	4.0	77-79	=	C+	2.3
90-92	=	A-	3.7	73-76	=	C	2.0
87-89	=	B+	3.3	70-72	=	C-	1.7
83-86	=	B	3.0	67-69	=	D+	1.3
80-82	=	B-	2.7	60-66	=	D	1.0
				<60	=	F	0.0

**STUDENTS WITH DISABILITIES**

Students with documented disabilities who may need academic accommodation should discuss these needs with me during the first two weeks of class. Students with disabilities who wish to request accommodations should contact Academic Services.

### ATTENDANCE:

An attendance roster will be circulated for signature at the beginning of each class. If you are late to class, it is your responsibility to sign the attendance sheet at a break or at the end of class. Attendance and participation in class is encouraged and expected. Students are expected to participate in class discussion and in group discussions and the group project. Points are given for attending and participating in class and for the final presentation including the observation of other's presentations.

Please notify me by e-mail or voice mail, if possible, if you expect to be absent or away from class. Make-up examinations will be given at the discretion of the instructor. It is the student's responsibility to retrieve materials and notes presented in a class that has been missed.

### CLASSROOM PROTOCOL AND STUDENT BEHAVIOR:

- **It is expected that students have read the assignments and are prepared for class**
- **It is expected that students will actively participate in class discussion and in group discussion of case studies and group exercises**
- **It is expected that students will take the examinations as scheduled. Failure to do so will constitute a zero unless prior arrangements have been made with the instructor**
- **It is expected that assignments will be handed in on the due date. Late assignments will receive decreased points for each late day**
- **The Cedar Crest Honor Code will prevail at all times. Any violation of the Honor Code will be reviewed and may constitute a reduction in grade or failure for the course. Plagiarism, as defined in the Cedar Crest Custom's Book, is considered an Honor Policy violation.**
- **The Cedar Crest College Classroom Protocol (Section A of "A Student's Guide to CCC" will prevail at all times**

**Some examples of disruptive behavior include:**

- **Persistent speaking without permission**
- **Use of electronic devices, cell phones or pagers during class**
- **Threats or harassment of any kind, physical disruptions**
- **Poor personal hygiene**
- **Revealing dress**
- **Working on homework for other classes**
- **Inappropriate personal disclosure during class (sharing too much information)**
- **Sleeping in class**
- **Reading newspapers, novels or other books during class**
- **Entering class late or leaving early (without permission)**

### COLLABORATION AND PEER REVIEW:

Collaborative discussions and work on a group writing project involves discussions with students and/or discussions with members of the teaching staff and are a constructive part of the education process. In addition, collaboration is expected and required in the workplace for solving problems, encouraging creativity, and constructive critique of another's work. Individual writing assignments and presentations will require the student to complete their own work.

Peer review involves exchanging papers with another student in order to evaluate each other's work. The evaluation of another student's work is important, as it improves proofreading skills. Please do not write anything that is not appropriate for sharing with every classmate.

### INDIVIDUAL WRITING ASSIGNMENTS:

Writing assignments will be distributed in class and due the following class. Students are expected to turn in all assignments directly to the professor in hard copy format. In the event of an emergency, an email or fax submission will be accepted only with prior approval of the professor.

Unless otherwise specified, all business communications are to be typed, single-spaced with one-inch margins all around in 12 point font. Your name, assignment name/number and date should be placed on each assignment.

### GROUP WRITING ASSIGNMENT:

Working in a group is an important part of business communication. Students will be expected to participate actively and evenly with other group members. Points will be deducted for unresolved group conflict and uneven workloads between students. Some class time will be devoted to group work. There will be one group writing assignment in this course. This assignment is due on **THURSDAY, NOVEMBER 13 at 9:30pm EST**. Specific guidelines for completion of this project will be distributed in class. A hard copy of this assignment is to be submitted with participation by each member of the group in the report.

### INDIVIDUAL ORAL PRESENTATIONS:

Students will be expected to make three individual oral presentations. The first presentation will be a five (5) minute introductory presentation and the second presentation will be a five (5) minute persuasive presentation. The final individual oral presentation will be a ten (10) minute informational presentation using powerpoint slides. A hard copy of the powerpoint slides will be submitted for review on the date of the presentation.

<b>DATE</b>	<b>DISCUSSION TOPICS</b>
AUG 28	<p>Introductions, Syllabus Review            CLUE Diagnostic Test A &amp; Review</p> <p>Chapter 1: “Communicating in Today’s Workplace”            Individual Oral Presentation – information and details (<b>start SEP 4</b>)            Chapter 2 : “Developing Team, Listening and Etiquette Skills”            Assignment One      DUE: SEP 4</p>
SEP 4	<p>Individual Oral Presentations-Introductions            Hand in Assignment One            Assignment Two    Due SEP 11</p>
SEP 11	<p>Chapter 4:” Writing Process Phase I-Analyze, Anticipate, Adapt            Review Assignment One</p> <p>Hand in Assignment Two            Assignment Three    Due SEP 18</p> <p>Chapter 5:”Writing Process Phase 2: Research, Organize, Compose”            In class assignment with peer review            Review of Group Written Paper assignment – teams and project selection            Review Assignment Two</p>
SEP 18	<p>Chapter 6:”Writing Process Phase 3: Revise, Proofread, Evaluate”            Hand in Assignment Three            Assignment Four      Due SEP 25</p> <p>Review Assignment Three            In class assignment with peer review            Group Written Paper Time</p>
SEP 25	<p>Chapter 7:”Email Messages and Memos”            Hand in Assignment Four            Assignment Five      Due OCT 2</p> <p>Review Assignment Four            In class assignment with peer review            Group Written Paper Time</p>

<b>DATE</b>	<b>DISCUSSION TOPICS</b>
OCT 2	<p>Chapter 8:” Positive Letters and Messages”  Self-test  Hand in Assignment Five  Assignment Six DUE OCT 9</p> <p>Review of Assignment Five  Chapter 9: “Persuasive and Marketing Messages”  Discuss Persuasive Oral Presentations –<b>start OCT 16</b>  Group Written Paper time</p>
OCT 9	<p>Chapter 10: “Negative Messages”  In Class Peer Review Exercise  Self-Test and Review  Hand in Assignment Six  Review Assignment Six  Group Written Paper Time  CLUE Diagnostic Test B and review</p>
OCT 16	Individual Presentations - Persuasive
OCT 23	<p>Chapter 11:” Business Report Basics”  In Class Assignment with peer review  Self Test Chapter Nine  Group Written Paper Time  Assignment Seven DUE OCT 30</p>
OCT 30	<p>Hand in - Assignment Seven  Chapter 12:”Informal Business Reports”  Group Written Paper Time  Assignment Eight DUE NOV 6</p> <p>Review Assignment Seven  In Class Assignment with peer review  APA Style</p>

**DATE                      DISCUSSION TOPICS**

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NOV 6	Chapter 13:” Proposals and Formal Reports” Hand in Assignment Eight Hand out CLUE C ( start - complete at home) Assignment Nine                      Due NOV 13  Chapter 14: “Business Presentations” <b>Powerpoint Presentations start NOV 20</b> Review of CLUE C and Assignment Nine Group Written Paper Time
NOV 13	Chapter 15: “The Job Search, Resumes and Cover Letters” Hand in Assignment Nine Assignment Ten – Due November 20 In Class Assignment Review Assignment Nine <b>HAND IN GROUP WRITTEN PAPER AT 9:30PM</b>  Guest Speaker on Employment Communications
NOV 20	Hand in Assignment Ten Chapter 16: “Interviewing and Follow-up” In Class Peer Writing Assignment  Powerpoint Presentations
DEC 4	Bridging the Gap/Building Workplace Skills video/discussion Review of Group Written Projects Review Assignment Ten & Powerpoint Presentations Finish Chapter 16 Summary of Business Communications

