

Business Communications—BADM 1020
Meets Online
Spring 2013

Instructor: Patricia Pulliam
Office: Tebbet, Room 263, Torrington Campus
Office Hours: M-F 9-10 a.m., and by appointment
Phone: (307)532-8372 or 1(800)658-3195, extension 8372
E-mail: PPulliam @ewcmail.wy.edu
FAX: (307) 532-8229 or (307)532-8222. Be sure to put my name on your fax cover page.

Course Description:

This course will cover the topic of business communications—written, oral, nonverbal, and listening. Application will be made to business situations. The major focus of this course is on writing business messages and reports. Emphasis will be given to the study of effective writing principles, problem analysis, and the writing process.

Prerequisites: ENGL 1010 or TECH 1005 with a grade of “C” or better.

Rationale:

This 3CR course provides business majors and others with needed business communication skills so each of you may be a more effective worker, supervisor, and member of a global society.

Text/Materials:

Text: *Essentials of Business Communication*, by Guffey & Loewy. Publisher information for ordering required materials: **Guffey/Loewy Bundle: Text + CengageNOW with Cengage Learning Write Experience 2.0 Powered by MyAccess Printed Access Card, 9781133903673**

Jump Drive: Will be needed to create, save, and backup your work.

Teaching Methods and Grading:

1. Texts & Online Assistance: Important material from the text and outside sources will be covered. Students should plan to take careful notes as not all material can be found in the text or readings. Discussion is encouraged as is student-procured outside material relevant to topic being covered. You should plan to carve out time to concentrate on the readings and exercises so you can build your communication skills.
2. Assignments & Testing: The main assignments include six to nine written communications (reports, memos, and letters, for example), homework, oral presentations, a resume, a job interview, job search materials, a midterm, and a final exam. Also, there may be quizzes, both announced and unannounced. Missed quizzes cannot be made up. They will be included as part of your homework grade.

Some assignments will be eligible for a rewrite, and the two grades will be averaged together and recorded in the grade book. You will be advised if an assignment will be eligible for a rewrite when such an assignment is given. Also, your resume and job materials will be critiqued and then you will have the opportunity to rewrite them. The resume and job materials will be graded on the final drafts only.

3. Professionalism: You are expected to learn and practice professional communication skills in this course. For this course, much of your exercise of these skills will come from the level of professionalism you exhibit in your communication with me. Expectations for professional communication guidelines will be provided to and discussed with you. Failure to follow them will result in your end of the semester grade being lowered by up to 5%.

To calculate your grade, the following will be averaged together.

Communication 1
Communication 2
Communication 3
Communication 4
Communication 5
Communication 6
Homework
Oral Presentations
Resume (counted twice)
Oral Interview (counted twice)
Midterm
Final (counted twice)

Total: Divide by 15 in order to obtain the final grade in the course.

A >= 90%
B >= 80%
C >= 70%
D >= 60%
F <= 59%

Course Policies:

Taking an Online Course:

Plan ahead!

Taking an online course requires personal commitment and a lot of self-motivation. You will need to remember to complete all your preparation and required assignments. You will be responsible for managing your time and making sure that your homework arrives on time. I strongly suggest that you not wait until the last minute to make submissions. You will need to communicate with me if you are having difficulties. Do not allow yourself to fall behind. If you email, LancerNet Journal, or otherwise leave a message for me, you can normally expect to hear back within 24 hours (except for weekends and holidays), and often much sooner.

By their nature, online courses require planning and a willingness to experiment with technology. Online courses also give us practice in learning how to solve problems when the equipment fails, or when we need to look for ways to solve formatting or “how-to” issues on our own. In other words, taking an online class not only requires commitment, it requires flexibility, ingenuity, and a lot of patience. That’s one of the reasons for the video on the home page. Things will happen to your computers, to the Internet, to LancerNet, and to our schedules. By planning ahead, you can more easily overcome obstacles. 😊

Course Requirements:

Business Communications (BADM 1020) is a full-semester 3CR course that is primarily delivered via the Internet. Your attitude is crucial to your success in this course.

Expectations:

You are expected to:

Submit assignments when due and be serious about the work we have to accomplish. For any work that involves use of a computer, remember to save often and make a backup.

Stay with the group. Each Unit has a beginning and ending time, which means that all students are working on the same material during the same week.

Be polite and respectful of your fellow students and the instructor.

Read the guidelines for Online Etiquette & Copyright on this site and follow them.

Read the guidelines for Professional Communication (listed below) and follow them.

Format all work as required.

Turn all work in on time. No late work will be accepted for grading, although I will critique late work. All uncompleted assignments will receive zero points.

You are expected to keep a copy of every assignment until the course is completed. Check with your advisor to see if you need to retain work for your portfolio or other purposes.

Record Keeping: You will need to have a folder or notebook for this course, and you are expected to arrive at any face-to-face meetings with your text, folder (with all your past assignments and notes organized and included), and jump drive. Plus your current homework should be printed out and ready to discuss.

Until you receive the official grade for this course, you should keep a copy of every assignment. If you are a business major, then you should keep copies of your work for your capstone course.

Assignments: All assignments are to be completed and submitted by the due date. Late work can be critiqued, but is ineligible for a rewrite. If you have a problem, contact me and arrange for a time to discuss your work.

Academic Dishonesty: Plagiarism, cheating, or any conscious act by a student that gives him or her an undue advantage are serious offenses and may be punished by failure on exam, paper or project; or failure in the course. For more information refer to the "Academic Dishonesty" policy in the most current Eastern Wyoming College catalog. For this class, it is permissible to assist classmates in general discussions of communication techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks. In other words, students may not "work together" on graded assignments.

Professional Communication: An important part of this course is to learn and practice professionalism. One of the ways this is done is by practicing professional communication standards. I will expect you to adhere to the following standards:

Email:

- a) Use an appropriate greeting to begin
- b) Use the appropriate email address for what you need
- c) Remember that there is a difference between Personal and Business email
- d) Always put the course you are enrolled in and referring to in the subject line, as well as the assignment
- e) Always use a subject line
- f) Clearly state the purpose of your email and/or question

- g) Use complete sentences, with appropriate spelling and grammar
- h) Always include response instructions
- i) Create and use a formal signature if you don't already have one

Phone:

- a) Identify yourself
- b) Include the class you are calling about in your identification
- c) Speak slowly and clearly
- d) Clearly state the purpose of your call and/or question
- e) Always leave contact information

*Texting:**

- a) Be as formal as possible—use appropriate language for the person you are texting
- b) Identify yourself and your class
- c) Clearly state your purpose and/or question
- d) Always leave contact information

*We will not use texting for this class, but as you may need to use texting elsewhere, I have included these guidelines.

Student Philosophy Statement

Eastern Wyoming College (EWC) is committed to providing a student experience that promotes academic success in a challenging and supportive environment, facilitates the transition to college for first time students, and helps all students identify and achieve their individual goals. EWC's student experience is designed to foster personal growth by increasing independence, promoting ethical behavior and personal responsibility for learning, and affording opportunities for student involvement in campus activities to enhance social development.

Americans with Disabilities

Eastern Wyoming College is committed to providing reasonable accommodations for "qualified individuals with disabilities." If you are a person with a disability that qualifies under the Americans with Disabilities Act (ADA) and desire reasonable accommodations, please contact Mrs. Debbie Oschner at (307)532-8238 or Mr. Tom McDowell at (307)532-8330 (you may use (800)658-3195 if you need a toll free number) as soon as possible so that arrangements may be made.

Technical Assistance

Technical questions about LancerNet should first be directed to the Instructional Technologists: Aaron Bahmer at (307)532-8284 or David Banville at (307)532-8379. You may also reach them at (877)392-4678 (866-EWC-INST), 8 a.m. to 5 p.m. Mountain Time.

Problems with Internet connectivity should be directed to your Internet Service Provider.

If you are having difficulty with a hardware item on your PC, please contact the appropriate technical support telephone number for the vendor or manufacturer.

Software installed on your PC may be covered by their technical support staff. Third-party software (either off-the-shelf or downloaded) will require that you contact the software developer directly.

General Education Requirement

Eastern Wyoming College expects that its graduates will have an educational foundation that prepares them for a complex and rapidly changing world. The curriculums offered will allow the development of general education competencies necessary for participation in society as well as the development of specialized knowledge necessary within a given discipline. Every EWC graduate will have demonstrated competencies in these five general education areas:

- **Communication Skills:** Graduates will be able to understand and communicate ideas and information in written and spoken English that reveals a mastery of terminology appropriate to their disciplines.

- **Analytical and Quantitative Reasoning:** Graduates will be able to solve problems through critical thinking involving analytical and quantitative reasoning at a level appropriate to their disciplines.
- **Technology:** Graduates will be able to demonstrate competence using technology appropriate to their disciplines.
- **Social Awareness:** Graduates will be able to demonstrate an awareness of the relationships between the individual and the world.
- **Information Literacy:** Graduates will be able to locate, evaluate, and use information effectively.

Disclaimer: Information contained in this syllabus is, to the best knowledge of the instructor, considered correct and complete when distributed at the beginning of the class. However, this syllabus should not be considered a contract between Eastern Wyoming College and the student. The instructor reserves the right, acting within the policies and procedures of EWC, to make changes in course content or instructional technique without notice or obligation.

Last modified: January, 2013
E-mail comments to your instructor

Sp13BusCommSylIO