

Business Communications
BBG * K210
Three Rivers Community College
Fall 2017

Instructor: Terrie Lamb
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Office Hours: By Appointment

Course Description: Prerequisite: ENG*K101

This course will focus on typical methods of communication technology and business communication concepts in the business environment. Students will gain an understanding of the effective communication skills between professionals. Students will learn to write and present orally different aspects of business communication.

Objectives:

- 1) To acquaint students with typical methods of business communication.
- 2) To enable students to analyze effective methods of business communication.
- 3) To demonstrate effective written and oral business communication skills.
- 4) To critique business communication examples.
- 5) To analyze varying levels of professional business communications.

Methods of Evaluation:

2 ~ Exams	20% Each
Assignments	25%
Presentation	25%
Attendance & Participation	10%

Procedures:

This course will be structured in a manner, which will provide ample time for class discussion. It is expected that students will actively participate in these discussions. Students will be asked to use Internet research techniques to conduct effective and efficient information searches. Other activities will include written assignments, case studies, and multimedia presentations. All reading assignments are to be completed according to the Course Outline Time Frame.

Attendance Policy:

It is expected that students will attend class regularly. A percentage of the final course grade includes class participation, thus if a student does not attend class, the course grade will be negatively affected.

Cell Phones & Electronics:

It is expected that students will not use cell phones or electronic devices during class. Please set your cell phone to off or silent and do not send or read text messages.

Required Text:

Newman, Amy and Ober, Scott, Business Communication, : In Person, In Print, Online. South-Western Publishers, Cengage Learning. Ninth Edition. ISBN-13:978-1-133-19143-8.

COURSE OUTLINE

Week One Aug. 30 Introduction & Chapter One

Week Two Sep. 6 Chapter Two

Week Three Sep. 13 Chapter Three

Week Four Sep. 20 Chapter Four

Week Five Sep. 27 Chapter Five

Week Six Oct. 4 Chapter Six

Week Seven ***Oct. 11*** ***Exam One***

Week Eight Oct. 18 Chapter Seven

Week Nine Oct. 25 Chapter Eight

Week Ten Nov. 1 Chapter Nine

Week Eleven Nov. 8 Chapter Ten

Week Twelve Nov. 15 Chapter Eleven

Wk. Thirteen Nov. 22 *College Open - No Classes*

Wk. Fourteen Nov. 29 Chapter Twelve

Wk. Fifteen ***Dec. 6*** ***Video Interviews & Presentations***

Wk. Sixteen ***Dec. 13*** ***Exam Two***

Grades and Quality Points:

Letter Grade	Score	Points
A	93-104	4.0
A-	90-92	3.7
B+	87-89	3.3
B	83-86	3.0
B-	80-82	2.7
C+	77-79	2.3
C	73-76	2.0
C-	70-72	1.7
D+	67-69	1.3
D	63-66	1.0
F	Below 60	0.0

College Withdrawal Policy:

A student who finds it necessary to discontinue a course **MUST WITHDRAW** from the course by notifying the Registrar. Students who do not withdraw, and stop attending class will be assigned an “F” grade.

Challenge/Disability Statement:

If you are a student with academic disability (challenge) and believe you will need accommodations for this class, it is your responsibility to contact the Student Development Staff. To avoid delay in the receipt of accommodations, you should contact the counselor as soon as possible.

Academic Dishonesty and Behavior:

Conduct, which has an intent, to effect the false representation of a student’s academic performance and/or knowingly and intentionally assisting another student to do so in a way constitutes academic dishonesty (AD). In the event of AD, I reserve the right to award No Credit (NC) for the course to one or more individuals. Disruptive behavior will not be tolerated. Those students will be removed from the class if the problem persists.

All assignments and exams must be completed and turned in on the date they are due.

Late assignments will be reduced one letter grade, and are only accepted by Friday of the week in which they were due. Exams must also be made up by Friday of the week it was given. ***It is your responsibility to make up the exam BEFORE the next class.*** Since I am only on campus two days per week, exams may need to be made up off campus. If you cannot make it to class to turn in an assignment or take an exam, please contact the instructor before class begins to make arrangements.

***Please Note** - Reading Days are to be used as study days, and/or optional make-up class time at the discretion of faculty members. No faculty member will be assigned additional duty during the scheduled reading days and no student shall be penalized for not attending any activities/classes on a reading day. (Reading Day is October 17th not our class day).