

Business Communications  
BBG K210 T2  
Three Rivers Community College  
Fall 2012

Instructor: Terrie Lamb  
Cell: (860) 389-3950  
Email: [lambt05@aol.com](mailto:lambt05@aol.com) or [tlamb@trcc.commnet.edu](mailto:tlamb@trcc.commnet.edu)

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:

3 ~ Exams	20% Each
Assignments	15%
Presentation	15%
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, Scottt, Business Communication.,: In Person, In Print, Online. South-Western Publishers, Cengage Learning. Eighth Edition. ISBN-13:978-1-133-19143-8.

## ***COURSE OUTLINE***

Week One	Aug. 28 & Aug 30	Introduction
Week Two	Sep. 4 & 6	Chapter One
Week Three	Sep. 11 & 13	Chapter Two
Week Four	Sep. 18 & 20	Chapter Three
Week Five	Sep. 25 & 27	Chapter Four
Week Six	Oct. 2	Self Marketing & Career Self Management
	<u>Oct. 4</u>	<u>Exam One</u>
Week Seven	Oct. 9 & 11	Chapter Five
Week Eight	Oct. 16 & 18	Chapter Six
Week Nine	Oct. 23 & 25	Chapter Seven
Week Ten	Oct. 30 & Nov. 1	Chapter Eight
Week Eleven	Nov. 6	Informing the public
	<u>Nov. 8</u>	<u>Exam Two</u>
Week Twelve	Nov. 13 & 15	Chapter Nine
Wk Thirteen	Nov. 20 Nov. 22	Chapter Ten Happy Thanksgiving – No Class
Wk Fourteen	Nov. 27& 29	Chapter Eleven
Wk Fifteen	Dec. 4 & 6	Chapter Twelve
Wk Sixteen	Dec. 11	Oral Presentations
	<u>Dec. 13</u>	<u>Exam Three</u>

#### 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 a 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.