

Sinclair Community College

Business Communications I

Initial Request Date: 1970

Biennial Review Date: 1999

Course Title: Business Communications I **Division:** LA&S **Quarter:** VARIES

Department: ENGLISH **Course Code & Number:** ENG 131

Professor: Ms. Christensen **Phone:** 512-3225

Office Hours: VARIES **Office Location:** 3143

E-mail address: Elizabeth.Christensen@Sinclair.edu **Time/days:** varies
Room: varies

Credit Hour Total: 3 **Lecture Hours:**3 **Prerequisite(s):**DEV 110 or ENG 111

TEXT: Locker, Kitty O., and Stephen Kyo Kaczmarek. Business Communication: Building Critical Skills, New York, NY: McGraw-Hill Publishing, 2001.

Supplementary Text and Reference: MLA Handbook for Writers of Research Papers, 5th Edition.

Other Materials and Resources: <http://www.mhhe.com/bcs> = an online Learning Center.

A. Course Description:

The four major types of business letters, emphasizing use of correct grammar, punctuation, spelling, and vocabulary.

B. Related Program Outcomes: Elective.

C. Course Objectives:

- Write messages that make direct requests, give good/neutral news, give bad news, and make persuasive requests.
- Communicate about employment, particularly through the use of the resume and application letter.
- Apply the writing process—planning, composing, and revision—to writing these messages.
- Apply grammatical skills to writing these messages.
- Apply the communication process to achieving personal and professional success.

D. Course Outline:

Communicating Successfully in an Organization
Understanding Business Communication
Planning Business Messages
Organizing and Composing Business Messages
Revising Business Messages
Writing Direct Requests
Writing Routine, Good-News, and Goodwill Messages
Writing Bad-News Messages
Writing Persuasive Requests
Writing Resumes and Application Letters

Conferences: If you wish to schedule a conference, please do not hesitate to speak with me after class. I will then set up a date and time that is mutually convenient. I am willing to set up phone conferences if that is easier for you. Bring your work-to-date to the conference.

Classroom Guidelines: You will treat the instructor and other students with respect. Students who are disrespectful and disruptive will be removed from class and withdrawn at the instructor's discretion.

Late Assignments: All assignments are due at the beginning of each class session. **No late or incomplete assignments will be accepted. *You are responsible for all material presented in class. If you miss a class, make sure to get the lecture notes from one of your classmates.**

Attendance: Do not come to class unprepared or more than 10 minutes late or you will be counted as absent. Three absences will lower your grade one letter and each subsequent absence thereafter will result in a letter grade taken off for each one. **These guidelines do not pertain to students with documented illnesses or emergencies!**

***NOTE:** If you are going to be absent from class call and leave a message for me at 512-3225 or send an e-mail message. Don't just disappear from class the show up several weeks later without emergency documentation for your absence. **NO excuses!** Absence from class does not excuse you from being prepared for the next class. **Don't come without a draft or it will count as an absence!**

Questions: Please feel free to ask any questions regarding the course or assignments during class time or, you may schedule an appointment with me during my office hours. I am always happy to talk with you!

***NOTE: This class will require you to spend a minimum of six hours of study-time each week (sometimes more, depending on the assignment and if there is a quiz that week).**

COURSE GRADES:

***Each business message will be 1-2 pages in length in MLA format. You will have 3 rough/revised drafts for each assignment. The final course grade will be determined by computing the percentage of all assignments given during the quarter.**

Quizzes: Four quizzes will be given. On quizzes, students are responsible for the correct spelling of terminology presented in classroom lectures, reading assignments, and handout materials. No makeups are provided for missed quizzes.

Writing Projects: Each writing assignment is worth 100 points (the equivalent of 100% for that assignment). Writing assignments are graded based on: MLA format, content, spelling, grammar, punctuation, structure, and mechanics (see grade sheet for more specifics). NO LATE ASSIGNMENTS WILL BE ACCEPTED WITHOUT A DOCUMENTED ILLNESS OR EMERGENCY.

The following percentage grade scale will be used:

93-100=A 85-92=B 75-84=C 65-74=D 64-below=F

Goodwill Message	15%
Direct Request Message	15%
Bad News Message	15%
Persuasive Request	15%
Letter of Application and Resume (graded together)	= 25%
<u>In-class/homework/quizzes</u>	15%
Total =	100%

*Just completing the work with average thought depth = C; more in-depth or greater critical thinking with each assignment = A or B; incomplete or unacceptable work = F.

***Changes:** Throughout the course we may find that this syllabus needs amending. The instructor reserves the right to make these changes as the need becomes apparent.

****NOTE: If you do not know how to use a computer to generate assignments, get a tutor the first week!** If you do not have access to a computer, use the computers in the Writing Center, 3221 or one of the other open labs. Take a disk with you and a staff member will show you how to format it. There are also tutors there for extra help.

COURSE OUTLINE:

WEEK ONE

Go over syllabus/course outline, Read Modules 1 & 2. **All** students are required to have an email account and know how to use it by the second week of class (1/15). If you already have an established account (at home, work, or school), you do not need to create another one.

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Lecture and assign groups. Homework: Read Ch. 3.

For quiz one: Read page 65 (2.3 “Bad Listening Habits,” and 2.6 “Body Language”) answer each as asked. Then on page 64, answer questions 4,6,7, and 8 under “Chapter Review.

Workshop: MS Word. Lab day.

WEEK TWO

Quiz one due. Lecture. Homework: Read Ch. 4 and pages A-1 through A-9 in Appendix A “C.L.U.E. Competent Language Usage Essentials” in the back of your textbook.

In class group assignment pg. 106. Homework: Read Ch. 5

Begin rough draft of Goodwill Message.

The assignment: Write an external Goodwill Message in MLA format.

Homework: Answer questions 1-5 under “Critical Thinking” on pg. 121

WEEK THREE

Work on your rough draft of Goodwill Message. **SINCLAIR CLOSED NO CLASSES

Homework: Read Ch. 6 and in C.L.U.E. Read A-11-A-15

Homework due from 1/17 and Quiz 2 today over Chs. 4-6.

Final draft of Goodwill Message Due.

Homework: Read Ch. 7.

Answer questions 1,3,& 5 under “Critical Thinking” on pg. 207

Begin outline for Direct Request Message.

WEEK FOUR

Lecture and guidelines for the Direct Request Message assignment.

Homework due.

Homework: Read Ch. 8 and in C.L.U.E. Read A-18-A-25

In-class assignment: Begin outline of Direct Request Message

Homework: Begin rough draft of your Direct Request Message. Use checklist on pps. 186 & 188.

Rough draft of Direct Message Due. Peer editing.

Homework: Read Ch. 10. Begin rough draft of Bad News Message.

WEEK FIVE

Revised draft of Direct Message due. Discuss Bad News Message: Workshop

Final Draft Due of Direct Request Message.

In class assignment.

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Week Five cont..

Rough draft of Bad News Message Due. Quiz 3 over Chs. 7,8,&10.

Peer editing

Homework: Read Ch. 9

WEEK SIX

Revised draft of Bad News Message Due.

Peer editing

Final draft of Bad News Message Due.

Lecture. Begin Rough draft of Persuasive Message.

Rough draft of Persuasive Message Due.

Peer editing. Homework: Answer questions 1-5 on pg. 240 under "Critical Thinking."

WEEK SEVEN

Revised draft of Persuasive Message Due

Peer editing.

Homework = Read Ch. 16

Final Draft of Persuasive Message Due

Lecture

In class group assignment on pg. 252. Begin outline for Letter of Application.
***NOTE: It is required for your letter of application and resume that you address a “real” job posting (either in the paper, on the Net, or another posting that has been put in writing). You MUST attach a copy (or original) of the job posting with your final drafts of the letter of application and resume.**

WEEK EIGHT

Quiz 5 over Chs. 9 and 16. Rough Draft of Letter of Application Due.

Peer editing

Lecture. Begin outline of Resume.

Revised Draft of Letter of Application Due

Peer editing and workshop. Homework: Begin rough draft of Resume

WEEK NINE

Lab day to work on Resumes☺

In class assignment. Discussion concerning “Ethical Insights” pps. 512-513

Revised draft of Resume Due. Peer editing.

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WEEK TEN

Lecture over Job interviews and follow-up practices.

In class assignment: Your job interview experiences

Peer editing for Resume and Letter of Application

WEEK ELEVEN

Final drafts of Resume and Letter of Application due.