

California Lutheran University

Bachelor's Degree for Professionals

BUS 301
Business Communications
California Lutheran University
Fall Term 2016: August 29, 2016 – November 14, 2016

PROFESSOR:	Leslie Felding
DAY/TIME:	Tuesdays, 6:00 to 9:30pm
LOCATION:	Woodland Hills Campus #117
OFFICE HOURS:	By Appointment
CONTACT INFORMATION:	lfelding@callutheran.edu , 805-427-2100
IMPORTANT DATES:	SEPTEMBER 12, Last Day to Drop without a “W” or financial penalty
	OCTOBER 10, Last Day to Drop without academic penalty

Course Description

BUS 301 is the study of business communications methods with emphasis on planning, organizing, preparing, and presenting major reports. Significant use of computer skills will be included, as well as design and structure of communication materials for the highest levels of impact.

Textbook/Required Readings

Quintanilla: Business and Professional Communication 2e
Canavor: Business Writing Today 2e
Bundled Package, ISBN: 9781506327082

Course Outcomes

At the end of this course, students will be expected to:

1. Understand key communication processes and functions in the contemporary work setting.
2. Be able to determine and effectively use the most appropriate method of written or oral communication.

3. Demonstrate the ability to produce quality and accurate work through both oral and written practices.
4. Solve a business problem and communicate the solution through use of both oral and written communication skills.
5. Design, research, and write an effective business letter, paper, presentation, e-mail, and other business correspondence.
6. Demonstrate analytical skills in problem solving.

Assessments and learning outcomes:

1. Ethical and Professional Judgment
2. Interpersonal & Teamwork Skills, Principled Leadership
3. Information Literacy and Computer Skills
4. Field-specific Knowledge and Experience
5. Planning and Organization
6. Understanding of Cultural and Global Diversity
7. Written Communication
8. Oral Communication and Listening Skills

The following table provides information on how various forms of assessment contribute to the student learning outcomes as outlined earlier in this syllabus.

Form of Assessment	1	2	3	4	5	6	7	8
Written Critical Analysis	x		x	x	x	x	x	x
Exam	x		x	x	x		x	x
Oral Presentations	x	x	x	x	x		x	x
Class Participation	x	x		x	x	x	x	x
Team Projects	x	x	x	x	x	x	x	x

Class Format

This is a traditional class held on campus. Students are expected to attend classes as well as participate in online instructor-led activities. These activities will be delivered through Black Board and comprise 13-14 hours of course time (Discussion boards, recorded lectures, etc.).

Assignments are detailed in Black Board (BB) and are submitted to BB prior to class on the due date unless otherwise noted. Students should be prepared with pen and paper for class activities, and bring both text books to class each week.

Course Assignments/Requirements/Course Schedule

Brainstorm Self-Assessment:

All writing begins with planning, analyzing what you want to say, the purpose, and the audience. You start by brainstorming what you want to include in your work. Next, you determine which points you want to make and what data or examples you will use to support them. This is the brainstorming step of your Communication Self-Assessment paper due Week 3.

Communication Self-Assessment & Improvement Plan:

Evaluate your communication skills, your goals and how to achieve them. Consider what you are currently doing, where you want to be, and how you will succeed. Include your current position, your aspirations, current communication strengths and weaknesses, and what your improvement plan is to achieve your communication goals.

Communication Self-Assessment & Improvement Plan Presentation:

Present an overview of your plan to the class using Power Point. Include 'is-map' and 'to be map" otherwise stated as where you are and where you want to be. Include improvement plan.

Resume & Cover Letter:

Prepare a resume and cover letter based on guidelines discussed in class.

Elevator speech and Interview Questions:

Create an elevator speech between 30-45 seconds long to introduce yourself to prospective employers or anyone. Submit to BB and present in class. Write (2) interview questions that will help you determine how skilled someone is at communication. Submit to BB and discuss in class

Panel Interview:

Practice panel interviewing with other students – teams will select the best candidate from each group who ‘gets the job’.

Improvement Plan Analysis:

Analyze how well you did on your improvement plan and discuss progress as well as areas that require more work.

Improvement Plan Presentation:

Present the analysis of your improvement plan to class using Power Point.

Final:

Essay questions.

Discussion Boards:

Each week, Weeks 1 through 10, there will be 1 discussion question. Every student will respond to each question, as well as comment on one other post. All contributions should be thorough—250 words for initial posts with at least 1 reference, 100 words for responses. Typically, replies are not as in depth as the original responses, but they should be constructive and share your perspective. “I agree” and “Cool” are not acceptable posts.

Date	Wk	Topics	Reading Assignments Due	Homework Assignments Due to BB
8/30	1	Syllabus, assignments, expectations. Writing & Presentation Guidelines. Text Review	Quintanilla Ch. 1 Quintanilla Ch. 2 Introduce yourself	Discussion Question

9/6	2	Effective Listening Business Writing Canavor exercise	Quintanilla Ch. 3 Quintanilla Ch. 9 Canavor Ch. 2 & 4	Brainstorm Self-Assessment Discussion Question
9/13	3	Effective Presentations Canavor exercise p,58-9	Quintanilla Ch. 11,12 & 13 Canavor Ch. 3	Communication Assessment & Improvement Plan Discussion Question
9/20	4	Resumes, Interviews & Negotiations Canavor exercise	Quintanilla Ch. 4 Canavor Ch. 9 & 10	Present Improvement Plan Peer Graded using Rubric Discussion Question
9/27	5	Technology at Work Canavor exercise	Quintanilla Ch. 8 Canavor Ch. 5 & 13	Cover letter Resume Discussion Question
10/4	6	Leadership & Conflict Management Canavor exercise	Quintanilla Ch. 10 Canavor Ch. 2	Elevator Speech 2 Interview questions Discussion Question
10/11	7	Diversity Canavor exercise	Quintanilla Ch. 5 Canavor Ch. 2	Panel interview in class Discussion Question
10/18	8	Interpersonal Communication Canavor exercise	Quintanilla Ch. 6 Canavor Ch. 2	Improvement Plan Analysis Discussion Question
10/25	9	Teams & Meetings Canavor exercise	Quintanilla Ch. 7 Canavor Ch. 2	
11/1	10	Work Life Balance Canavor exercise	Quintanilla Ch. 14 Canavor Ch. 2	Present Improvement Plan Analysis 1 st week Discussion Question
11/8	11	Putting it all Together Communication, Communication, Communication.	Practice, practice, practice! Study for Final	Present Improvement Plan Analysis 2 nd week Final, essay questions

Student Workload/Carnegie Hours:

The expectation is that a 4-credit course will meet for 50 hours of instructional time and will have about 100 hours of out-of-class work (homework).

- As our 4-credit courses meet for about 36-37 hours in-person, the remaining 13-14 hours of instructional time need to be handled via online instructions (flipped classes, discussion boards, etc.).
- There should be approximately 9 hours of homework per week (of course this may vary depending on the week)

Carnegie Hours Chart

Activity	Instructor-Led Hours		Homework Hours		Remarks
	Weekly	Course	Weekly	Course	
Readings of required text			5	55	Over 11 weeks, uneven distribution
Weekly Classes	3 hr. 20 min.	36 hrs. 40 min.			Includes final exam
Self-Assessment & Improvement Plan				15	Average, varies by student
Presentations				6	Average, varies by student
Recorded Presentations		8			Average, varies by student
Elevator Speech & Interview Questions				3	Average varies by Student
Discussion Board		6			Average, varies by student
Resume & Cover Letter				5	
Self-Assessment Gap Analysis				10	Average, varies by student
Final Exam Prep				2	Average, varies by student
Final Exam				4	Average, varies by student
Total		50		100	

** In this chart the Carnegie Instructional Hours have already been converted to traditional clock hours; these are based on a 60-minute clock hour.

Grading (Teacher discretion)

1. Active Class Participation/Attendance (Weekly)

- Regular punctual attendance and active class participation is expected.

- Please read the text and offer personal and professional reactions during class.
- Student participation should include relevant discussions from personal experience, build upon others' comments, connect theory to practice, and share critical observations. Class discussions add context and value to the topics at hand.
- Assignments are listed below

2. Late Work

- **One letter grade will be deducted for each week an assignment is late.**

Attendance Policy (Teacher discretion)

- Participation is an important component of the course. **5 points will be deducted for each missed class session (2 classes are automatically excluded).**

Assignment	Possible Points
Brainstorm Self-Assessment	5
Communication Self-Assess & Improvement Plan	10
Present Self -Assessment	10
Resume & Cover letter	10
Elevator Speech / Interview Questions	5
Interview Questions	5
Improvement Plan Analysis	10
Improvement Plan Presentations	10
Final	10
Discussion Boards (1 pt weekly)	10
Class Participation	15
Total Available Points	100

CRITERION	PORTION	GRADING SCALE GRADE PERCENTAGE
1. Class Activities (Case Analysis, Team Exercises, etc.)	25%	A 95-100 A- 90-94.9 B+ 86-89.9
2. Presentations	25%	B 83-85.9
3. Final	10%	B- 80-82.9
4. Writing & Analysis	30%	C+ 76-79.9
5. Final	10%	C 73-75.9
5. Final Exam	20%	C- 70-72.9 D+ 67-69.9 D 55-66.9 F 0-54.9

Course Evaluations Statement

All course evaluations are conducted online. Your feedback is important to us. You will receive an email message reminding you when the website is open for your feedback. The link is: <http://courseval.callutheran.edu>

Disability Statement

California Lutheran University is committed to providing reasonable accommodations in compliance with ADA of 1990 and Section 504 of the Rehabilitation Act of 1973 to students with documented disabilities. If you are a student requesting accommodations for this course, please contact your professor at the beginning of the semester and register with the Disability Support Services Coordinator, Wendy Jimenez, for the facilitation and verification of need. The Disability Support Services Coordinator is located in the Center for Student Success Office at 3259 Pioneer Street, and can be contacted by calling 805.493.3878 or emailing wjimene@callutheran.edu

Statement on Academic Honesty

The educational programs of California Lutheran University are designed and dedicated to achieve academic excellence, honesty and integrity at every level of student life. Part of Cal Lutheran's dedication to academic excellence is our commitment to academic honesty. Students, faculty, staff and administration share the responsibility for maintaining high levels of scholarship on campus. Any behavior or act which might be defined as "deceitful" or "dishonest" will meet with appropriate disciplinary sanctions, including dismissal from the University, suspension, grade F in a course or various forms of academic probation. Policies and procedures regarding academic honesty are contained in the faculty and student handbooks.

Plagiarism, cheating, unethical computer use and facilitation of academic dishonesty are examples of behavior which will result in disciplinary sanctions. Plagiarism includes, but is not limited to:

- word for word copying without using quotation marks or presenting the work as yours
- using the ideas or work of others without acknowledgement
- not citing quoted material. Students must cite sources for any information that is not either the result of original research or common knowledge.

Standards of Student Conduct Statements:

- [Student Life Handbook](#)
- [Academic Honesty Statement](#)

University Harassment Policy

Be civil to each other, both on- and offline. For information on the University's **student harassment policy and rights, please go to the following link:** [Student Life Handbook](#)

Sexual Misconduct

California Lutheran University does not tolerate any degree of sexual misconduct on or off-campus. We encourage you to report if you know of, or have been the victim of, sexual

harassment, misconduct, and/or assault. If you report this to a faculty member, she or he must notify Cal Lutheran's Title IX Coordinator about the basic facts of the incident. More information about your options for reporting can be found at: <http://www.callutheran.edu/title-ix/>

Pearson Library

Pearson Library provides access to scholarly books, journals, ebooks, and databases of full text articles from scholarly journals. To begin using these materials, visit the library web page <http://www.callutheran.edu/library>

There are many ways to contact Pearson Library for research assistance, no matter where you are!

- Email Yvonne Wilber (Professionals liaison) at ywilber@callutheran.edu
- General Library email: CLUlibrary@callutheran.edu
- Library main phone: 805.493.3250
- Text us your question: 805.493.3867
- Get more help at: <http://www.callutheran.edu/library/help/>

Cal Lutheran Writing Center

The Writing Center provides 1:1 writing consultations, in-person and online, with trained undergraduate and graduate writing consultants. We welcome all writing-related projects at any stage of the writing process across the diverse disciplines of study at Cal Lutheran. The Writing Center also hosts writing workshops, provides in-class visits, facilitates writing groups, and offers a writer's studio option for longer, sustained projects. Services suit writers of all levels, including traditional undergraduates, graduate students from all fields, all English language learners, and accomplished scholars alike. All members of the Cal Lutheran community with an @callutheran.edu email address are welcome to make use of our services. For more information, please visit at www.callutheran.edu/writing_center or call 805.493.3257. Please schedule appointments online through MyCLU Blackboard with the yellow "The Writing Center" icon in "Tools," or stop by The Writing Center itself, located in the Darling Collaboration Suite of Pearson Library.

Veterans Resources

If you are a veteran, military member, or a family member of a veteran or military member, please refer to Cal Lutheran's Veterans Resources webpage for important information: <http://www.callutheran.edu/veterans/>. Also, if you are a veteran receiving benefits and you are struggling in a class, you most likely qualify for free tutoring. Please contact the Veterans Coordinator, Jenn Zimmerman, veterans@callutheran.edu or 805.493.3648, for more information.

Help Desk

Students may contact the Help Desk about telephone, network, wireless network, software questions password problems, hardware problems, and general consultation (i.e. you cannot log into your MyCLU portal, or you are having problems with Blackboard). Please email specific details about your problems to helpdesk@callutheran.edu, click on the following link for more information http://www.callutheran.edu/iss/technology_services/helpdesk.php or call: 805.493.3698

Final Note

This syllabus is subject to change. Every effort will be made to alert students to changes that occur in a timely manner.

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