

# California Lutheran University

## Bachelor's Degree for Professionals

**Course Number and Title:** BUS 301 Business Communications for Managers  
**Term:** Winter Term 2017, November 21 – February 16  
**Campus:** Live Chat Session: Tuesdays 6:00-7:30 PM  
**Drop Dates:** December 5<sup>th</sup>, Last day without 'W' or Financial Penalty  
January 17<sup>th</sup>, Last day without Academic Penalty  
**Your name:** Leslie Felding  
[lfelding@callutheran.edu](mailto:lfelding@callutheran.edu)  
805-427-2100  
By appointment

### Course Description

BUS301 is the study of business communication 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.

### Textbooks/Required Readings

Locker, K. (2015). Business and Administrative Communication, 11th edition, New York, NY: McGraw Hill. ISBN: 978-0-07-340325-0

### Course Outcomes

1. Communication
2. Interpersonal & Teamwork
3. Principled Leadership
4. Information Literacy
5. Quantitative Literacy
6. Creative and Critical Thinking
7. Identity and Values
8. Cross Cultural Competency

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
Exams	x		x	x	x			x
Oral Presentations	x	x	x	x	x		x	x
Class Participation	x	x	x	x		x	x	x

At the end of this course, students should be able to:

- Understand the appropriate channels to use when communicating in an organization
- Design a presentation that is concise and appealing to the audience
- Comfortably present to an audience
- Understand and use the steps required to deliver a well written paper
- Understand the importance of listening and steps to improve listening skills
- Use key elements of teamwork to improve results

## **Class Format**

This course is a fully online course, meaning there are no face-to-face class meetings. There are however, mandatory weekly Live Chats (synchronous online class meetings). Live Chats are generally scheduled for 1.5 hours.

## **Course Assignments/Requirements/Course Schedule**

<b>Date</b>	<b>Week</b>	<b>Topics</b>	<b>Assignment Due</b>	<b>Discussion</b>
22-Nov	1	Why is Communication so Important?	Chapter 1 and 4 Power Point Introduction	Yes/Intro
29-Nov	2	Know Your Audience, Build Goodwill, Oral Presentations	Chapter 2, 3 & 19 Brainstorm Communication	Yes
6-Dec	3	Planning what we Write, Cross Cultural Comm.	Chapters 5 & 7 Self-Assessment	Yes
13-Dec	4	Communicating in Teams	Chapter 8 Self-Assess Presentation (Sched. over Wks. 4 & 5)	Yes
3-Jan	5	Negative Messages Persuasive Messages	Chapters 10 & 11 Continue Presentations Individual Case Analysis Mid-Term	Yes
10-Jan	6	Resumes & Cover Letters	Chapters 12 & 13 Individual Case Analysis	Yes
17-Jan	7	After the	Chapter 14	Yes

		Interview....	Resume & Cover Letter	
24-Jan	8	Researching Reports	Chapter 15 Interview Question and 30 30 second Elevator speech  Individual Analysis	Yes
31-Jan	9	Writing Reports	Chapter 16 Self-Assess Gap Analysis  Moral Dilemma	Yes
7-Feb	10	Writing Proposals	Chapter 17 Self-Assess Gap Analysis Presentation (Sched. over Wks. 10 & 11)	Yes
14-Feb	11	Analyzing Information	Chapter 18 Individual Case Analysis  Final	Yes

**All assignments are due prior to class Tuesday as stated in BB (unless otherwise noted)  
Assignment details and rubrics are posted in BB**

**Before submitting any assignment, make certain to:**

- 1) Read the directions for length and source requirement
- 2) Proofread for typos, grammar or spelling errors
- 3) Read your paper out loud....does the content flow logically?
- 4) Did you include an introduction and draw a conclusion?
- 5) Use your own thoughts for the majority of the paper

**All written assignments will be submitted to SafeAssign to check for plagiarism.**

- 6) **Cite using APA and list sources at end of paper**

## **ASSIGNMENTS**

- 1) **Introduce yourself in the Discussion Board with 2-3 Power Point slides:** Include your name, name of organization and position held, career and education goals. Include any personal info you are comfortable sharing...kids, hobbies, etc. And photos are welcome!
- 2) **Critical Analysis Individual (5):** Your papers **always** require an introduction, key points, and a conclusion. Specifics are outlined in BlackBoard (BB).

- 3) **Live Chat Sessions:** Our live chat sessions every Tuesday evening from **6:00 PM to 7:30 PM, PDT**. The first chat session will be held Tuesday November 22<sup>nd</sup> at 6pm. Prepare for the chat by reading the weekly assignments and pre-recorded lectures. We will discuss these issues as well as topics introduced by you. The chat session enables us to discuss communication issues in greater depth. You will help make this a great learning environment by sharing your work experience. Be prepared to present situations at work especially if related to communication. Your peers may provide different approaches to problem solving. Your active participation in these chat sessions will enrich your learning experience and improve your grade.
- 4) **Exams:** Midterm and final are taken through Blackboard Collaborate (online). Using an open book and BB power points allowed. Multiple choice and True-False
- 5) **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 areas for improvement. Define your improvement plan to achieve your communication goals. Include areas for improvement, identified actions, detailed plan, and how to measure success.
- 6) **Present Self-Assessment & Improvement Plan:** Present an overview of your current situation, aspirations class and your improvement plan. Include 'is-map' and 'to be map' otherwise stated as where you are and where you want to be.
- 7) **Career Objectives:** Create a resume and cover letter to help you achieve this goal. Use text and class guidelines and create a solid resume to obtain the interview you want.
- 8) **Interviews:** Submit interview questions, an elevator speech, and practice interviewing in class. Teams will be assigned to practice and enhance interviewing skills
- 9) **Self-Assessment Gap Analysis:** Assess overall communication skill improvements, lessons learned, and your perception as to whether or not you are better prepared to communicate as a leader in your organization. Use organizational examples to support your paper.
- 10) **Gap Analysis Presentation:** Create a power point presentation with your original plan, areas completed, and gap analysis. Gap analysis will address actions identified but not completed. Determine if you will still pursue this action and why or why not. Power Points submitted and shared with assigned teams.

## Discussion Threads

Each week there will be one (1) discussion question. You will provide a thorough and meaningful response to this question ideally by Thursday. This allows yourself and others a chance to respond by midnight on Sunday. Your initial response is expected to be a minimum of 250 words. If you quote a website or the text, please show the source within your post.

You must respond to at least one other person. Responses do not need to be as long as initial post but should be replied to as you might in the classroom. Response should say more than "Cool" or "I agree" to earn points.

I will read all posts and comment in the grading section. I will not comment on every student's post each week.

To post your thread, you will need to click on the title where you see the discussion prompt.

## Student Workload/Carnegie Hours:

Activity	Instructor-Led Hours		Homework Hours		Remarks
	Weekly	Course	Weekly	Course	
Required Weekly Reading			3.5	38.5	Over 11 weeks, uneven distribution
On Line Chat	1.5	16.5			
Discussion Board	1.5	16.5	1	10	Varies by student
Pre-recorded Lectures	2.5	25			Varies by student
Power Point Introduction				1.5	Varies by student
Brainstorming Communication Skills				2	Varies by student
Self-Assessment & Improvement Plan				10	Varies by student
Self-Assessment Presentation				3	Varies by student
Analysis papers (4)				12	Varies by student
Mid-Term & Final (Prep & Test)				10	Varies by student
Resume & Cover Letter				4	Varies by student
Interview questions and Elevator Speech				4	Varies by student
Self-Assess Gap Analysis				5	Varies by student
Self-Assess Presentation				5	Varies by student
<b>Total</b>		<b>58</b>		<b>105</b>	

\*\* 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

- Assignments are detailed in Blackboard. Grades are based on satisfying the criteria specified.
- All late assignments will be marked down and must be turned in within one week of due date

CRITERION	PORTION	GRADING SCALE GRADE PERCENTAGE
1. Class Engagement: group exercises, contributing to class discussion	14%	A 95-100 A- 90-94.9 B+ 86-89.9 B 83-85.9 B- 80-82.9 C+ 76-79.9 C 73-75.9 C- 70-72.9

2. Discussion posts	21%	D+ 67-69.9 D 55-66.9 F 0-54.9
3 Critical Analysis Papers	35%	
4. Presentations	14%	
5. Midterm and Final Exam	16%	

## **Attendance Policy**

In ONLINE courses, the expectation is you will attend all LiveChat sessions. The course is very interactive and you will receive up to 5 participation points for each LiveChat session. The points are based upon your participation in class activities. If you do not attend class, you will not receive any participation points. If you must miss a class, you may request a make-up assignment for participation for a total of 2 classes. After 2 classes are missed, a make-up assignment will not be given and you will not receive any participation points for the missed class. It is your responsibility to contact the instructor in a timely manner to request a make-up assignment.

## **Cal Lutheran Online Technology Requirements**

In order to participate in a fully online course at California Lutheran University, you will need the following hardware, software, and capabilities. These are the minimum requirements; specific courses may have technological needs above and beyond this list.

1. If you have a Windows operating system
  - a. Browser: Firefox or Chrome
  - b. Java 7 or Java 8
2. If you have a Mac OS or Ubuntu
  - a. Only use Firefox
  - b. Oracle Java 7
3. Linux
  - a. Only use Firefox
  - b. Java 7 or Java 8
4. Blackboard Collaborate Launcher (can download when you first attempt join a Collaborate room in your Blackboard course)
5. 256 MB RAM
6. 20 MB free disk space
7. Internet Access - 28.8 kbps speed or above (Broadband connection highly recommended)
8. Soundcard
- 9. A headset with microphone/headphones**
10. Program(s) that can open .doc, .ppt, and .pdf documents
11. Optional:
  - a. Webcam (recommended)
  - b. Blackboard Learn App
    - i. Download from your devices' app store, select California Lutheran University as the school and sign in via myCLU

Check your OS and internet browser at: [www.thismachine.info](http://www.thismachine.info)

## **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](mailto: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](mailto:ywilber@callutheran.edu)
- General Library email: [CLUlibrary@callutheran.edu](mailto: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](http://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](mailto: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](mailto:helpdesk@callutheran.edu), click on the following link for more information [http://www.callutheran.edu/iss/technology\\_services/helpdesk.php](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.