

Midstate College
411 West Northmoor Road Peoria, Illinois 61614
(309) 692-4092 (800) 251-4299

Spring 2019

Course: BUS300 Advanced Business Communications

Credit: 4 Quarter Hours

Method of Delivery: Flex

Course Description:

This course examines the role of communication within the modern organization with emphasis on communication techniques for leadership and management. Students will apply communication skills for business organizations with emphasis on business proposal and report writing combined with oral presentation.

Prerequisites: ENG 109 Principles of Speech, ENG 116 Composition, ENG 117 Advanced Composition

Text(s) & Manual(s): Essentials of Business Communication, 11th Edition

Author(s): Mary Ellen Guffey & Dana Loewy

Publisher: Cengage Learning, 2016, ISBN: 9781337386494

Materials Needed for this Course:

Additional Supplies: n/a

Minimum requirements to view and listen to video and audio.

Topics:

- 1.) The Foundations of Communication
- 2.) The Writing Process
- 3.) Business Correspondence
- 4.) Informal and Formal Proposals and Reports
- 5.) Oral Presentation

Learning Objectives: Upon completion of this course, the student will be able to:

- 1.) Enhance and support their career success with strong communication skills.
- 2.) Create and deliver business messages using improved writing techniques.
- 3.) Compose and deliver professional e-mails and memorandums.
- 4.) Construct and deliver informal and formal proposals and reports.
- 5.) Effectively and professionally communicate in person, in meetings, by telephone and digitally.
- 6.) Demonstrate critical thinking skills by analysis of related business topics.
- 7.) Plan and formulate effective professional oral reports.

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Midstate Grading Scale:

90	100	A
80	89	B
70	79	C
60	69	D
0	59	F

Midstate Plagiarism Policy:

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success:

The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in Room 218 (in person); (309) 692-4092, extension 2180 (phone); studentsuccess@midstate.edu (email).

Instructor Information:

Instructor: Matt O'Brien, MBA
Midstate e-mail: mtobrien@midstate.edu
Cell Phone: 610-468-4202 (text preferred)
Office Hours: By Appointment

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Policies and Procedures:

- 1. Late work:** Late work is not accepted and will result in a zero percent on any/all late assignments. Only in extreme extenuating circumstances will late work be accepted (and even in such circumstances, the student has the responsibility to notify the instructor in a timely manner and seek approval for extensions). Even if extensions are granted, late penalties in grading will still apply at the discretion of the instructor.
- 2. Academic dishonesty:** Cheating / plagiarism in any form will not be tolerated in this course and may result in the dismissal/suspension from the course/program/college. Do your own work! Not knowing the rules of plagiarism is not a valid defense. Check with me if you are not clear on what constitutes plagiarism.
- 3. Syllabi changes:** The instructor reserves the right to change this syllabus at any time. Students will receive timely notice of all such changes via announcements made online in Joule and/or via email.

Participation Requirements:

eLearning: Students must submit substantial gradable work in order to be marked as present for each week (see the Midstate eLearning policy on attendance in the student eLearning handbook). Each week extends from Monday at 12:00 PM to the following Monday at 8:00 AM. However, the instructor has the right to set due dates at their discretion within each week. For discussion posts that require multiple posts, the student's first posts are due Thursday nights by Midnight. Certain assignments, exams, and papers/projects may be due mid-week at specified days and times.

Examination Information:

There will be a pretest and posttest in the course. While these are not formally graded, it is essential that you take them seriously. They provide you, the instructor, and the college feedback in regards to how the class is meeting students' needs. There will be other exams throughout the class. It is imperative that students prepare and allot ample time to successfully complete the exams. Exams may include true/false, multiple choice, matching, short answer, and essay questions.

Methods of Evaluating Student Performance:

- Written assignments will assess students' critical thinking ability.
- Weekly Discussions and Summaries will assess students' understanding of core concepts.
- Exams are geared to assess students' understanding and advanced application.

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- Projects and activities are designed to put theory into practice for students to hone skills and interact with course material in a meaningful way.

*Projects are the core assessment features for this course and failing to complete the projects will result in a failing grade. No make-up work will be accepted if these projects and activities aren't completed on time unless written documentation is provided that shows extenuating circumstances.

Grading Scale:

Assignments	Possible Points Per Assignment	Number of Weeks	Total Percent of Grade
Activities & Cases	30	10	15%
Chapter Review	100	10	30%
Editing Challenge	20	10	15%
Midterm	100	1	20%
Final Exam	100	1	20%

Week-by-Week

Week 1 Overview:

Topic: Business Communication in the Digital Age

Objectives:

Upon successful completion of this week, the student will:

1. Understand the role of communication in business.
2. Improve listening skills.
3. Understand the communication process.
4. Enhance and improve career success with strong communication skills.

Assignments:

1. Read Chapter 1
2. Complete all work as assigned by professor

Week 2 Overview:

Topic: Planning Business Messages

Objectives:

Upon successful completion of this week, the student will:

1. Understand goals of business messages and the three-phase writing process.
2. Identify the best communication channel(s).
3. Use skillful writing techniques to make the message as effective as possible.

Assignments:

1. Read Chapter 2
2. Complete all work as assigned by professor

Week 3 Overview:

Topic: Composing Business Messages

Objectives:

Upon successful completion of this week, the student will:

1. Contrast formal and informal methods of researching data.
2. Compare direct and indirect strategies for organizing ideas.
3. Write effective sentences, including correct use of active and passive voice.

Assignments:

1. Read Chapter 3
2. Complete all work as assigned by professor

Week 4 Overview:

Topic: Revising Business Messages

Objectives:

Upon successful completion of this week, the student will:

1. Improve messages by improving clarity
2. Revising messages by deleting long words and expressions, fillers, redundancies, etc.
3. Understand effective document design
4. Apply proofreading techniques

Assignments:

1. Read Chapter 4
2. Complete all work as assigned by professor

Week 5 Overview:

Topic: Electronic Messages and Digital Media

Objectives:

Upon successful completion of this week, the student will:

1. Understand how organizations exchange electronic messages.
2. Identify best practices for writing and organizing emails and other electronic messages.
3. Explain the business applications of instant messaging and texting.

Assignments:

1. Read Chapter 5.
2. Complete all work as assigned by professor

Week 6 Overview:

Assignments:

Take MIDTERM EXAM (covering chapters 1-5)

Week 7 Overview: We will go over Chapters 6 and 7

Chapter 6 Topic: Positive Messages

Objectives:

Upon successful completion of this week, the student will:

1. Write direct messages, including clear instructions.
2. Prepare messages that gain customer confidence and promote the business.
3. Write goodwill messages and business letters.

Chapter 7 Topic: Negative Messages

Objectives:

Upon successful completion of this week, the student will:

1. Analyze the components of effective negative messaging.
2. Apply effective strategies for communicating refusals and other bad news.

Assignments:

1. Read Chapters 6 and 7
2. Review Final Project and Paper Materials
3. Complete all work as assigned by professor

Week 8 Overview:

Topic: Persuasive Messages

Objectives:

Upon successful completion of this week, the student will:

1. Understand persuasive requests.
2. Make reasonable claims and successful complaints.

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3. Understand how businesses embrace social media to communicate with stakeholders.

Assignments:

1. Read Chapter 8.
2. Review Final Project and Paper Materials
3. Complete all work as assigned by professor

Week 9 Overview:

Topic: Informal Reports

Objectives:

Upon successful completion of this week, the student will:

1. Understand and develop basic business reports.
2. Produce minutes of meetings and summaries of publications.
3. Adopt an appropriate writing style.

Assignments:

1. Read Chapter 9.
2. Review Final Project and Paper Materials
3. Submit Final Paper Rough Draft
4. Complete all work as assigned by professor

Week 10 Overview:

Topic: Proposals and Formal Reports

Objectives:

Upon successful completion of this week, the student will:

1. Understand informal and formal proposals.
2. Search for and collect reliable data.
3. Generate primary data and illustrate it using various visuals.

Assignments:

1. Read Chapter 10.
2. Review Final Project and Paper Materials
3. Complete all work as assigned by professor

Week 11 Overview:

Chapter 11 Topic: Professionalism at Work

Objectives:

Upon successful completion of this week, the student will:

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1. Have an increased understanding of business etiquette and ethics.
2. Improve workplace communication and relations.
3. Understand teams and business meetings.

Assignments:

1. Read Chapter 11.
2. Review Final Project and Paper Materials
3. Complete all work as assigned by professor

Chapter 12 Topic: Business Presentations

Objectives:

Upon successful completion of this week, the student will:

1. Explain the major elements of business presentations.
2. Identify techniques for engaging audiences.
3. Discuss types of visual aids.

Assignments:

1. Read Chapter 12.
2. Review Final Project and Paper Materials
3. Submit Final Paper
4. Complete all work as assigned by professor

Week 12 Overview:

Submit Final Project through Moodlerooms Forum
Take FINAL EXAM (covering chapters 6-12)