

Department of Mass Communication

SP 405 – E 01 Online Fall 2018

Business and Professional Communication

Celeste Collins, Instructor

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Blackboard Email Preferred

Office: Online by Appointment

TEXTBOOK REQUIREMENT



Lehman, C., DuFrene, D. (2018). BCOM (9th ed.). Boston: Cengage Learning.

Students are responsible for reading the entire textbook.

All assignments are due at 11:59 PM on the date listed in the schedule. Any adjustments to the schedule will be announced through Blackboard.

This is a distance delivery course with no face-to-face class meetings. You must be self-motivated and follow all directions carefully to succeed in this course. You must also make a commitment to check in to the course website through Blackboard DAILY.

INTRODUCTION

This course introduces communication skills needed in business and professional contexts. The focus is on developing a working knowledge of theory and skills for interpersonal communication, groups and teams and presentations. Emphasis is on preparing various business presentations.

This course is designed to help students develop communication and critical thinking skills necessary for working in a professional setting and succeeding in the diverse, ever-changing workplace of the 21st Century.

STUDENT LEARNING OUTCOMES

- Define and explain basic communication terms and principles that underline competent business and professional communication.

- Demonstrate knowledge of theory and competence effective business and professional communication.
- Analyze various communication contexts regarding the myriad of choices communicators have in each setting and demonstrate knowledge of various probable outcomes and impacts that would result from different communicative choices.
- Apply communication principles and theory in diverse circumstances and demonstrate effective communication, distinguishing effective from less effective responses.

***This virtual classroom is a Safe Zone: Students will be sharing their ideas, their questions, their points of view, and their own experiences. You may not agree with some of the ideas, but you must listen with respect and patience, and learn how to communicate your own opinions in an organized, professional, and respectful manner. These are the skills of an effective communicator, whether at school, at work, at home, or anywhere. If you cannot practice these skills, you will have to leave the activity and your final grade will be lowered.**

NOTE: If access to Blackboard is compromised due to system-wide technical issues, the instructor will extend due dates on assignments affected. As soon as the affected system(s) are back online, the instructor will email students and post the new due dates on the course website.

COURSE REQUIREMENTS

1. Each student is responsible for all the supplementary material supplied at the discretion of the instructor.
2. All assignments should be on time. If late, the student will be penalized. The instructor may elect to reject a late assignment.
3. Errors in grammar, punctuation, spelling, and other mechanics will result in a reduction of grade for written assignments (Instructor's discretion)
4. Cheating and plagiarism (the representation of someone else's work as your own, usually by directly copying or paraphrasing without reference to the original source) will not be tolerated. The penalty will be receiving a zero (0) for that assignment, with no possibility of make-up work or alternate assignments.
5. There will be a mandatory Final Examination. Other tests will be given at each instructor's discretion.
6. Each student is expected to access the Blackboard site on a regular basis (daily, several times per day), from whatever location is available (home, office, lab, school, public library etc....).
7. Students are required to pursue chapter readings on their own and prepare for online discussions as well as tests. Failure to do so will harm final grade. Students are required to paraphrase their discussions as opposed to directly quoting from the textbook.
8. Students are encouraged to make note of the availability dates and times for assignments and tests.
9. Late submissions are not allowed of discussions, assignments, or tests.

MVSU's Academic Integrity Policy

Academic integrity is a commitment to the values of honesty, trustworthiness, fairness, respect and responsibility in academia. Academic integrity is violated by any dishonest act that is committed in an academic context. Honesty and integrity are essential values of the Mississippi Valley State University's mission to pursue truth and knowledge. Academic excellence can be reached only with cooperation and support of students. Students are expected therefore to accept responsibility for maintaining honesty and integrity in all acts inside and outside the classroom, studio or laboratory. For a detailed description of sanctions and appeal procedures, consult Student Handbook at:

http://www.mvsu.edu/sites/default/files/student_handbook

Methods of Assessment

- Complete initial assignment for class attendance
- Daily/ weekly discussions - Regular participation in class discussions and other activities.
- Daily/weekly assignment completion

***EXAMINATION** - The final exam will be administered through the Banner site. The exam is comprised of multiple-choice questions and covers content from both the program lectures and the assigned readings. The final will cover the material covered in the course. However, it is important to note that the exams will be timed.

Mode of Evaluation:

Final 40% of final grade

Discussions and Assignments 60% of final grade

Grading Scale:

90 – 100% A

80 – 89% B

70 – 79% C

60 – 69% D

00 – 59% F

Chapter Assignments

Chapter	Topics
1	Establishing a Framework for Business Communication
2	Focusing on Interpersonal and Group Communication
3	Planning and Decision Making
4	Preparing Written Messages
5	Communication Electronically
6	Delivering Good- and Neutral-News Messages
7	Delivering Bad-News Messages
8	Delivering Persuasive Messages
9	Understanding the Report Process and Research Methods
10	Managing Data and Using Graphics
11	Organizing and Preparing Reports and Proposals
12	Designing and Delivering Business Presentations
13	Preparing Résumés and Application Messages
14	Interviewing for a Job and Preparing Employment Messages

*Note: Some chapters may be combined or new ones added at the discretion of the instructor.

ADA Statement

Mississippi Valley State University is committed to providing reasonable accommodations for students with a documented disability. If you feel you are eligible to receive accommodations for a covered disability (medical, physical, psychiatric, learning, vision, hearing, etc.) and would like to request it for

this course, you must be registered with the Services for Students with Disabilities (SSD) program administered by University College. It is recommended that you visit the Disabilities Office located inside the EMAP Computer Lab in the Technical Education (IT) Building to register for the program at the beginning of each semester.

For more information or to schedule an appointment, please contact Mr. Billy Benson, Jr. via phone or email at 662-254-3005 or billy.benson@mvsu.edu.

Weekly Assignments

Week	Assignment	Due Dates
Week 1 AUG 20 - 26	<ul style="list-style-type: none"> • Read Syllabus & Blackboard tutorials (40 min.) • Read Chapter 1 (50 min.) • Chapter 1 Handout (50 min.) • Discussion Post for Class Attendance (10min.) 	AUGUST 26, 2018 11:59pm Total 150min
Week 2 AUG 27 - SEPT 2 Labor Day - Sept 3	<ul style="list-style-type: none"> • Read Chapter 2 (50 min.) • Chapter 2 Handout (50 min.) • Discussion Post (50 min.) 	SEPTEMBER 2, 2018 11:59pm Total 150min
Week 3 SEPT 4 - 9	<ul style="list-style-type: none"> • Read Chapters 3, 12 (100 min.) • Chapter 3 Handout (50min.) • No Discussion Post 	SEPTEMBER 9, 2018 11:59pm Total 150min
Week 4 SEPT 10 - 16	<ul style="list-style-type: none"> • Read Chapter 5 (50 min.) • Chapter 5 Handout (50 min.) • Discussion Post (50min.) 	SEPTEMBER 16, 2018 11:59pm Total 150min
Week 5 SEPT 17 - 23	<ul style="list-style-type: none"> • Read Chapters 4, 9 (100 min.) • Chapters 4, 9 Handouts (50min.) • No Discussion Post 	SEPTEMBER 23, 2018 11:59pm Total 150min

<p>Week 6</p> <p>SEPT 24 - 30</p>	<ul style="list-style-type: none"> • Read Chapter 11 (100min.) • Discussion Post (50min.) 	<p>SEPTEMBER 30, 2018 11:59pm Total 150 min</p>
<p>Week 7</p> <p>OCT 1 - 5</p>	<p>→→→→→ Early Deadline→→→→</p> <ul style="list-style-type: none"> • Intercultural Communication Essay Due (150 min.) • No Discussion Post 	<p>FRIDAY, OCTOBER 5, 2018 11:59pm Total 150 min</p>
<p>Week 8</p> <p>OCT 8 - 14</p>	<ul style="list-style-type: none"> • Read Chapter 14 (50 min.) • Chapter 14 Handout (50 min.) • Discussion Post (50min.) 	<p>OCTOBER 14, 2018 11:59pm Total 150 min</p>
<p>Week 9</p> <p>OCT 15 - 21</p>	<ul style="list-style-type: none"> • Read Chapter 13 (100 min.) • Discussion Post (50 min.) <p>SUBMIT PERSUASIVE SPEECH TOPIC FOR APPROVAL!</p>	<p>OCTOBER 21, 2018 11:59pm Total 150 min</p>
<p>Week 10</p> <p>OCT 22 - 28</p>	<ul style="list-style-type: none"> • Read Chapter 10 (50 min.) • Chapter 10 Handout (50min.) • Résumé & Cover Letter Due (50min.) <p>SUBMIT PERSUASIVE SPEECH TOPIC FOR APPROVAL!</p>	<p>OCTOBER 28, 2018 11:59pm Total 150 min</p>
<p>Week 11</p> <p>OCT 29 - NOV 4</p>	<ul style="list-style-type: none"> • Read chapter 6 (50min.) • Chapter 6 Handout (50min.) • Discussion Post (50min.) <p>SUBMIT PERSUASIVE SPEECH TOPIC FOR APPROVAL!</p>	<p>NOVEMBER 4, 2018 11:59pm Total 150 min</p>

<p>Week 12 NOV 5 – 11</p>	<ul style="list-style-type: none"> • Read chapter 7 (50min.) • Chapter 7 Handout (50min.) • Discussion Post (50min.) <p>SUBMIT PERSUASIVE SPEECH TOPIC FOR APPROVAL!</p>	<p>NOVEMBER 11, 2018 11:59pm Total 200min</p>
<p>Week 13 NOV 12 – 18</p>	<ul style="list-style-type: none"> • Read chapter 8 (50min.) • Chapter 8 Handout (50min.) • Discussion Post (50min.) <p>SUBMIT PERSUASIVE SPEECH TOPIC FOR APPROVAL!</p>	<p>NOVEMBER 18, 2018 11:59pm Total 150 min</p>
<p>Week 14 NOV 19 -25</p> <p>FALL BREAK AND THANKSGIVING BREAK!</p> <p>ENJOY!</p>		
<p>Week 15 NOV 26 – DEC 2</p>	<ul style="list-style-type: none"> • Persuasive Speech & Outline Due (150 min.) • No Discussion Post 	<p>DECEMBER 2, 2018 11:59pm Total 150 min</p>
<p>Week 16 DEC 2 – 5</p>	<ul style="list-style-type: none"> • BONUS Discussion Post (60min) • Final Exam (90min) <p>SUNDAY – WEDNESDAY Test Availability</p>	<p>WEDNESDAY, DECEMBER 5, 2018 11:59pm Total 150min</p> <p>The test will only be available from SUNDAY 12:00am to Wednesday 11:59pm Total (150min)</p>
<p>***Dates and Assignments subject to change, as Miss Collins deems necessary. ***</p>		