

Hagerstown Community College
MASTER SYLLABUS DOCUMENT

COURSE: BUS 113: Business Communication (Online), 3 credits

INSTRUCTOR:

SEMESTER/YEAR: Spring, 2017

TEXTBOOK: *Business Communication Essentials*, Edition 5, Bovee/Thill, 2010, Pearson Prentice Hall.

COURSE DESCRIPTION:

The principles of business communication relate to people in business or students planning a career in business. The course includes the study of the mechanics, form, style, and content of business letters, memos, e-mails, reports, proposals, and presentations. Recommended: Eng100 or above and keyboarding skill recommended.

Semesters offered: Spring, Summer, Fall

COURSE CONTENT OBJECTIVES:

1. Identify and use technological tools business communicators use to improve written, oral, and visual communication.
2. Access written communication skills to determine existing strengths and weaknesses as well as review appropriate use of punctuation, grammatical structure, and writing style.
3. Write effective memos, letters, proposals, reports, and e-mail messages.
4. Apply techniques used in effective oral presentations
5. Handle challenges of international and cross-cultural business communication.
6. Create electronic resumes and identify career resources on the Internet and college community.
7. Participate in discussions of document analyses and case studies.

EXPECTED LEARNING OUTCOMES:

1. Produce effective business messages through a variety of mediums.
2. Utilize and sharpen communication skills for presentation of ideas in various formats.
3. Function in both individual and team environments.

TOTAL HOURS OF COURSEWORK:

To earn one academic credit at HCC, students are required to complete a minimum of 37.5 clock hours (45 fifty-minute “academic” hours) of coursework per semester. Those hours of coursework may be completed through a combination of hours within the classroom and hours outside the classroom. Certain courses may require more than the 37.5 minimum hours of coursework per credit.

For most classes, students should expect to do at least 2 hours of coursework outside of class for each hour of in-class coursework.

ASSESSMENT PROCEDURES:

Error Classification

Errors are classified into two groups—major and minor errors. The following classification will mean that major errors will have a penalty of five (5) points, and minor errors will carry a penalty of three (3) points.

Major Errors: Poor placement, incorrect style, inconsistent form, keying errors, misspelled words, omissions, errors in the following directions, using wrong method to complete assignment (e.g.; bulleted list).

Minor Errors: Uneven margins, incorrect capitalization and punctuation, incorrect word division, spacing, miscellaneous.

The following grading scale will be used for all assignments.

90-100	A
80- 89	B
70- 79	C
69- 60	D
Below 60	F

NOTE: The resume and discussion questions will be evaluated based on content, format, grammar, and mechanics.

Discussion Questions	20%
Resume	30%
Exams	50%

Discussion Questions will be posted each week to Moodle by the instructor. Each student will respond to the Discussion Questions (DQ) (via the DQ thread posted on Moodle by the instructor) by the due date assigned. In general, the Discussion Questions will be due the end of each week and designed to exhibit the student understands the material from the current chapter and can apply it to real-life examples. The Discussion Questions count as weekly participation, so do you best to answer the question completely with enough detail to constitute full credit.

Testing: You will have two exams covering the chapters in your textbook: Test 1 (Chapters 1-5); and Test 2 (Chapters 6-12). Exam questions will be a mix of multiple choice, true/false, and short answer/essay. Each exam will be based on 100 percent. **No test can be completed later than the due date without prior approval from the instructor. Exceptions will be granted on a case by case basis and only in emergency situations.** Every attempt should be made to meet timelines given by the instructor; however, if a situation occurs that dictates the student requires alternate testing arrangements, please email the instructor so arrangements can be made.

RECOMMENDATIONS FROM YOUR INSTRUCTOR:

Think globally and have fun! This class is about learning and sharing experiences that will allow us to more effectively understand Business Communication and how to navigate through various challenges.

Be open minded and willing to share. Everyone's opinion is important and valued. This is your opportunity to learn and interact with your peers...."Knowledge is Power"

As this is an online class, it is essential the student logs in frequently to ensure the student is up to date on any announcements the instructor may post as well as any assignment changes. I would recommend that each student log in at least 3 or 4 times a week.

Remember to label all of your work with your name and assignment number. Read each chapter in detail and pay particular attention to the end of chapter questions as this will prepare you for the exams.

COURSE POLICIES:

The Academic Integrity Policy is in effect in this class. The Policy and Procedures are published in the Student Handbook available in the Student Activities Office. Students are expected to attend all classes and/or submit all assignments. In the case of absence or missed assignment because of emergency, it is the student's responsibility to confer with the instructor about the absence and missed course work. Further, it is the student's responsibility to withdraw officially from any class that the student ceases to attend. Failure to do so will result in the recording of an "F" grade. Students who fail to complete quizzes or exams prior to the due date may be given an alternative exam at a later date at the discretion of the instructor. Technical problems are not an acceptable excuse for late work. The instructor reserves the right to modify course content. Please refer to your Student Handbook for the College's Honor Code policy.

CONTACT INFORMATION:

Phone:

Email:

Services for Students with Disabilities: Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at dss@hagerstowncc.edu or at 240-500-2530.

ACCOUNTING FOR CREDIT HOUR REQUIREMENT

Assignment/Assessment	Clock Hours
Course Instruction	37.5
Two Unit Exams	12 hours studying outside of class
Discussion Boards	20 hours studying and responding outside of class
Resume preparation and submission	15 hours writing and revising
Assigned readings	50 hours of reading, taking notes, etc.
	Total hours = 134.5 hours