

**Course Code & No. - Section:** GBUS 291 - Section 1  
**Course Title (Credits):** Business Communication (3)  
**Term & Year:** Spring 2015  
**Course Ref. No. (CRN):** 10217

**Instructor:** Shannon Huddy, M.B.A.  
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**Office:** TCES, upstairs cubicles  
**Office Hours:** M 11:30-12:45 and by appointment

**Class Meeting Time:** MW 10-11:15 a.m.  
**Location:** PA 211

**Prerequisites:** ENGL 101 & ENGL 102

### Course Description

This course focuses on the concepts and processes associated with communications in the business arena. Emphasis is placed on the students building the foundations for effective communications at work, in groups and teams, and across cultures. Topics covered include the writing process, business correspondence, reports and proposals, and presentations.

### SNC Mission Statement

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the **liberal arts** and **professional preparedness** through an interdisciplinary curriculum that emphasizes **entrepreneurial thinking** and environmental, social, economic and educational **sustainability**.

### Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Communicate effectively in business situations by writing with purpose and clarity.
2. Compose business messages that include professional tone, positive language, inclusive expression, plain English, emphasis, conciseness, and clarity.
3. Apply effective writing and formatting techniques to the composition of e-mail messages, interoffice memos, routine letters, press releases, goodwill messages, persuasive messages, negative messages, and formal reports.
4. Give a professional oral presentation.
5. Write persuasive résumés and cover letters and demonstrate superior interviewing techniques when applying for employment.

### Instructional Strategies

This class will utilize lectures, small groups, and individual work, with an emphasis on writing and revising papers in order to achieve a professional business correspondence.

**Required Texts and Materials**

Guffey, M.E. and Loewy, D. (2013). Essentials of Business Communication (Ninth Edition).  
Mason: South-Western, Cengage Learning. ISBN: 978-1-111082122-7

**Recommended**

Aaron, J.E. (2007). The Little, Brown Compact Handbook. New York: Pearson Education Inc.  
ISBN: 0-321-38339-7

**Attendance**

Class participation is critical to your successful learning experience in this course. Therefore, attendance, participation, and positive attitude in class will contribute significantly to your grade. Students who have more than four unexcused absences will drop a full letter grade from their "total grade" as well as for each absence thereafter. If you come to class more than five minutes late, then you will be counted as tardy. Two tardies will equal one absence. Absence from class, whether excused or not, does NOT excuse any student from completing assignments due during the missed class period. **If a student is absent, work due on that day is still due. It may be e-mailed, brought in by a classmate, or sent by whatever means students find convenient. Please be on time.**

**Assignments turned in late will be penalized. If an assignment is turned in after class, it will be penalized one full letter grade. The latest an assignment can be turned in is the following class period for up to half credit.**

**Prim Library Resources**

Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

**Prim Library Resources:**

1. Materials on reserve (ask for these at the circulation desk; for use inside Prim Library)
2. Reference materials (for use inside Prim Library)
3. Books (can be checked out)
4. Electronic databases (for peer-reviewed research articles, reviews, newspaper and magazine articles) Electronic databases, such as EBSCO: Academic Search Premier.
5. Hardcopy periodicals
6. Lib Guides: <http://Libguides.sierranevada.edu> These web pages contain instructions about how to use resources available at Prim Library, how to evaluate the appropriateness of information from the Internet for a research paper, how to cite sources, and other topics related to finding and using information.

## **Sanctions for Cheating and/or Plagiarism**

### **The Honor Code**

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

### **Consequences of Violating the Student Honor Code**

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1<sup>st</sup> Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2<sup>nd</sup> Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3<sup>rd</sup> Offense: Student is expelled.

### **ADA Accommodations**

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, [hconover@sierranevada.edu](mailto:hconover@sierranevada.edu) or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

**The SNC Email System**

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

**Methods of Assessing Student Outcomes**

Student outcomes will be assessed using the following:

Class Participation/Quizzes	10%
Midterm	10%
Facilitating Class Discussion	5%
Writing Assignments/Public Speaking	50%
Formal Letter, Writing Improvement, Persuasive Message, Negative Message, E-mail, Press Release, Resume Rough Draft, Resume Final, Cover Letter-worth 5% overall	
Thank you note - worth 1% overall	
Brown paper bag presentation- worth 2% overall	
Cultural Presentation- worth 2% overall	
Research Presentation & Paper	20%
Final Portfolio	5%

**Grading Scale:**

A+ (97-100) = 4.0
A (93-96) = 4.0
A- (90-92) = 3.7
B+ (87-89) = 3.3
B (83-86) = 3.0
B- (80-82) = 2.7
C+ (77-79) = 2.3
C (73-76) = 2.0
C- (70-72) = 1.7
D+ (67-69) = 1.3
D (65-66) = 1.0
E/F (below 65) = 0.0

**Class Schedule**

<b>Date</b>	<b>Class Time</b>	<b>Homework which is DUE on this date</b>
W 1/21	Orientation and Class Overview: The 6 C's Common Writing Rubric	
M 1/26	The Communication Process, Channels of Communication & The Formal Business Letter Pick Topics and Presentation Days	Due: Read pp. 1-15
W 1/28	The Writing Process: APOP & 3 A's and Revision	Due: <b>Formal letter of introduction</b>
M 2/2	The Writing Process: Writing Improvement	Due: <b>Revised letter of introduction</b> Read Ch. 2
W 2/4	Persuasive Messages	Due: <b>Writing improvement exercises p. 51 #16-35</b> Read Ch. 3 and pp. 214-218
M 2/9	The Writing Process: Revising & Jane Schaffer Style Introduction	Due: <b>Persuasive business letter</b> Read Ch. 4
W 2/11	Negative Messages	Due: <b>Revised persuasive business letter</b> Read Ch. 7
M 2/16	President's Day	
W 2/18	Emails, Facebook, Netiquette & Ethics	Due: <b>Negative message</b> Read pp.106-118
M 2/23	Press Releases	Due: <b>E-mail message</b>
M 2/25	Thank You Notes	Due: <b>Press release assignment and three examples of press releases</b>
M 3/2	Resumes Part I	Due: <b>Thank you note</b> , and read Ch. 13
W 3/4	Resumes Part II	Due: <b>Resume first draft</b>
M 3/9	Revising Workshop and Review for Midterm	Due: <b>Resume second draft (bring 2 copies to class)</b>
W 3/11	<b>Mid-term exam</b>	
M 3/16	<b>Spring Break</b>	
W 3/18		
M 3/23	Cover Letters	Due: <b>Final resume</b>
W 3/25	Review Exam and Traditional and Behavioral Interviewing	Due: Read Ch. 14, p.30 <b>Cover letter</b>
M 3/30	Mock Interviews	Due: Read pp. 16-22; <b>Behavioral interview questions</b>
W 4/1	Brown Paper Bag Presentations	Due: <b>Brown paper bag presentations</b>

M 4/6	Public Speaking in the Workplace and Cultural Presentations Introduction	
W 4/8	Business Communication in other Cultures Presentations	Due: <b>5-minute presentation on business communication in another culture</b>
M 4/13	Four Generations in the Workplace	
W 4/15	Business Proposals and Formal Reports	Due: read Ch. 10; <b>research topics report</b>
M 4/20	Final Project Description Group Work: Company Projects-company name, situation and organizational chart	
W 4/22	Group Work: Company Projects-work on business communications and report	Due: Company name, situation and organizational chart, research and outline of report
M 4/27	Group Work: Company Projects-work on business communications and report	Due: <b>Rough draft of business correspondence</b>
W 4/29	Round-robin one-on-ones with instructor	Due: <b>Rough draft of business report</b>
M 5/4	Reflection and work on Final Presentations	Due: <b>Group report</b>
5/6 and 5/7	Study Days	
	<b>Final- 11:30- 2:30 on Friday, May 8</b>	Due: <b>Oral presentation</b>

**\*\*Syllabus is Subject to Change\*\***