

**HOSTOS COMMUNITY COLLEGE
BUSINESS DEPARTMENT
BUS 203
BUSINESS COMMUNICATIONS
COURSE SYLLABUS
FALL 2013**

COURSE INFORMATION:

COURSE NUMBER BUS 203–Business Communications
COURSE SECTION 300A-LEC (13199)
CREDITS 3.0
INSTRUCTOR Professor Sandy Figueroa
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EPORFOLIO https://hostos.digication.com/sandy_figueroa/Welcome/published

OFFICE HOURS T: 11:00-12 Noon
TH: 12:30-1:30

PRE/CO-REQUISITE: ENG 110

COURSE DESCRIPTION:

The student will plan and write a variety of business letters, memos, emails, and reports for business audiences at the computer; revise and proofread business communications; develop speaking skills and gather information for reports through research and interviewing. The student will be required to make oral presentations and be made aware of the teamwork and the human relations aspect of communicating either in writing or orally.

COURSE OBJECTIVES

Students will learn to

1. Write various types of business documents such as reports, letters, e-mails that are clear, concise, correct workplace communications.
2. Describe the differences in various communication designs and audiences' interpretations of these communications.
3. Develop effective verbal and nonverbal communication skills through oral presentations.
4. Use social networking and other technology to increase the effectiveness of communication.
5. Work in teams and evaluate individual growth in teams.

GENERAL EDUCATION

You have chosen to enter college as the first step in the ladder of your professional preparation. In any college program, you are expected to think critically, engage in problem solving, communicate effectively, and interact with people of diverse backgrounds.

In Blackboard in “Course Information”, you will see the Hostos General Education principles. In BUS 203, the general education principles that will be evaluated are academic literacy, global citizenship, and communication.

In “Course Information”, you will see the Hostos Rubrics that evaluate the Hostos General Education principles. In BUS 203, the rubrics that will be evaluated in each of your assignments will be oral communication, problem solving, and written communication.

WELCOME TO BUS 203, BUSINESS COMMUNICATIONS!

BUS 203 is a course that will help you to look at yourself professionally in light of your working with others. Click into **Course Information** and click into “Course Objectives”, to see that the goals of the course are to develop your interpersonal skills, your team building skills, as well as enhance your written, oral, and presentation skills.

Each assignment is geared towards meeting the course objectives and the General Education principles that are outlined in the section “General Education” in **Course Information**.

BUS 203 is a hybrid section which means that we will meet f2f only once a week on Thursdays. All assignments will be posted in Blackboard. A more detailed description of the hybrid course is given in the section entitled “Hybrid” in **Course Information**.

Our first class session is scheduled for **THURSDAY, AUGUST 29, 2013, AT 11 A.M. IN C565**.

Please make sure that you view the orientation videos located and all of the folders in **Course Information** as the folders contain important information about the course. The syllabus is also included in **Course Information**.

Please click into **Lesson Plan** for your introductory assignment which is due by **11 P.M. WEDNESDAY, AUGUST 28, 2013**.

I look forward to working with each of you in this course.

Let’s have fun exploring communication and improving our communication skills!!!!

HYBRID SECTION

Since this is a hybrid online course, in which 50 percent of the class activities will take place online, please review all the information in the orientation video located in “Course Information” in Blackboard. The orientation video will help you navigate BUS 203 in Blackboard. Please make sure to view the video.

In “Course Information”, I have also included the Blackboard 9.1 tutorial to make sure that any time that you have questions about Blackboard during the semester you will be able to view the video to answer a specific question.

Also, please familiarize yourself with the information located in each of the tabs to the left of the “Announcements” page in Blackboard.

I will use the "Announcements" page as the focal point for this course. All assignments will be posted on Blackboard after the f2f class on Thursday afternoon.

Because this is a hybrid online course, you will be required to use your Hostos e-mail and Hostos Blackboard account. If you have problems with your Hostos e-mail and Hostos Blackboard account, please go to C595 for assistance. I do not have access to your Hostos e-mail or Blackboard account and cannot help you. Please make sure that both accounts are in working order when you come to class on Thursday, August 29.

I am very good at responding to e-mail. If I am unavailable to you, I will indicate the next available date and time that I will respond to your e-mails.

Even though I have provided you with my cell phone, I prefer your contacting me via e-mail. The e-mail provides me with a reminder and paper trail to make sure that I have responded to your questions.

In correcting your assignments, I will correct the writing assignments the day after the due date. I am very good with correcting and posting your grades by the next day for this course.

Discussion Board assignments are an integral part of this course and one of the important ways to communicate with the members of the class. I will post the rubrics for the Discussion Board so that you can see the reason for your grades. I will make comments as to the quality and accuracy of your responses.

Follow-up Assignments

Follow-up assignments are posted to reinforce the concepts discussed in class. Every Thursday after the f2f class, I will post the follow-up assignments. Each week, you will have the following:

1. a reading and exercises from the textbook, Business Communication: Process and Product, and the text web site
2. a Discussion forum topic
3. grammar assignments
4. a writing assignment
5. a team assignment

You are expected to read the chapters that are assigned and complete **ALL** of the assignments. You are required to submit **ONLY** those assignments in which I have posted the date and time that they are due. Remember, your assignments are due on the days and times that are posted in "Lesson Plan".

LEARNING STYLES

Each of us learns in a very different and unique way. The assignments that I have created are my attempt to meet your individual learning styles as much as possible. To learn more about learning styles and find out your learning style, please click into the URL: <http://www.learning-styles-online.com/overview/>.

IN-CLASS ASSIGNMENTS

The f2f class sessions will concentrate on course content via team-building assignments. I will assign teams before the first day of class. When you come to the first class session, you will sit with your team members. I will post the instructions on locating your team in Blackboard when I make the site available on Thursday, August 1, 2013.

WRITING INTENSIVE

This course has been designated as a **Writing Intensive** section by Hostos Community College. The requirements include both formal (graded) and informal (non-graded) writing assignments. You need to complete both types of writing assignments in order to complete the course. With each assignment, I have posted the learning objectives and the grading rubrics. For formal writing assignments, I have indicated the opportunity for revision. For each of the formal writing assignments, I will post comments on your papers as a guide to improve your writing. These comments are very important in the revision process so that you are aware of the areas that you need to improve in your writing.

As a professional, you will be required to submit reports to your employer, supervisor, colleagues, and clients. You are expected to have excellent written and oral communication. The writing assignments will help you further your goal as a professional in any career choice.

The formal writing assignments for this course include weekly exercises from your textbook, as well as a midterm paper and a final team assignment.

Informal writing assignments include weekly discussion board topics and in-class activities. These will be graded for completion and will not be revised.

To help you understand the importance of writing and revision in this course, I have provided a second orientation video located in "Course Information". Please make sure to view the video.

ePORTFOLIO ASSIGNMENT

Definition

In the Hostos web site, the definition of ePortfolio is:

"A consensus among many educators and experts¹ defines ePortfolio as an electronic compilation of a person's (student, instructor) work during or within a defined set of time and audience, which can be used to validate acquired knowledge as a tool for personal growth and reflection, and to share about personal, educational, and professional experiences.

1 – (Barrett, 2003; Lorenzo & Ittelson, 2005; Challis, 2005)

In plain words, an ePortfolio is your own space to create and showcase your digital identity. ePortfolios can be compared to social media sites like Facebook, or LinkedIn; but what sets apart your ePortfolio from these sites is the fact that you can share your personal, academic and professional skills with employers, instructors, and the general audience."

Since you are all learning the skills and technology that will be incorporated in the 21st century, you will have an opportunity to create, modify, and expand on your ePortfolio. You will also

post assignments in your e-Portfolio. Those assignments will be posted in Blackboard as well as the learning objectives and grading rubrics.

You will receive instructions on creating or modifying your ePortfolio in the first three weeks of the semester. Your overall ePortfolio will be graded on content, reflection, and connection to the previous course work.

Goals

1. To create an ePortfolio that will demonstrate the students' accomplishments of career and learning goals
2. To demonstrate through the ePortfolio, the students' connection between the liberal arts courses and business skills courses

Grading Criteria

The ePortfolio will be submitted three times during the semester:

- September 19, 2013
- October 31, 2013
- November 21, 2013

SERVICE LEARNING ASSIGNMENT

Students participate in a wide range of activities that benefit people usually in the community and use that experience to advance curriculum goals, such as gaining a deeper understanding of the course content, a broader appreciation of the discipline, and an enhanced sense of civic responsibility (Waterman, 1997; Bringle & Hatcher, 1996).

Goals

1. To take the skills of creating a budget, presentation skills, and marketing skills that the business and accounting students have learned and work with families in a homeless shelter to create and to keep to their budgets
2. To take the editing and presentation skills that the Office Technology students have learned and work with children in a homeless shelter or afterschool program to create a magazine/newsletter
3. To help design a budget and/or business plan for a potential farmers market at Hostos. The plan will also include alternative eating solutions to bodegas and fast food eateries. This assignment is open to all students in the class.

Students will be involved in a service learning project of a community-based organization of their choice:

- homeless shelter
- afterschool program for elementary and middle school children
- potential farmers market or green food shares project

Students engaged in off-campus service learning projects will be provided Metro cards and be required to sign liability waivers and release forms. These forms will be provided in class and Metro cards will be distributed in class each week.

WOMEN'S AND GENDER FALL FILM SERIES

In order to work with and have a beginning knowledge of other cultures and gender issues, you will be required to attend one film from the Women's and Gender Fall Film Series. I will post the schedule in Blackboard as soon as the schedule is finalized and made public.

I will also post the learning objective, rubric, and assignment for the Women's and Gender Fall Film Series in Blackboard.

Grading Scale

The Women's and Gender Fall Film Series assignment will be worth 10 percent of the final grade.

REQUIRED TEXT:

Guffey, Mary Ellen and Dana Loewy. Business Communication: Process and Product. 7th Edition. Ohio. South-Western Cengage Learning. 2011.

ASSIGNMENTS:

All assignments are due on the dates and times that are listed in "**LESSON PLAN.**" Any assignment that is submitted after the due date and time will receive a zero grade. **NO EXCEPTIONS WILL BE MADE!!!**

Also if I cannot open your document even if you submit your work on time, you will receive a zero. Please resolve all MAC and computer issues before the class begins.

FINAL EXAM:

The final exam will consist of multiple choice questions.

Makeup Final Exam: No makeup final exam is scheduled. If you miss the final exam, you will receive a zero (0) for that exam. **NO EXCEPTIONS WILL BE MADE!!!**

DRESS REQUIREMENTS

Because this course is a preparation for entering your profession, you are expected to dress professionally when you make your individual midterm and final team presentations to the class. You will be graded on your dress when you present. **Each** student **MUST** be dressed in professional business attire:

Men: a complete business suit with jacket and tie

Women: an appropriate business-like dress or a business suit such as a skirt, blouse, and jacket. **NO PANTS SUITS.**

NO EXCEPTIONS (If anyone has difficulty with the business attire, please see me immediately.)

TENTATIVE SCHEDULE

WEEK	TOPIC
1	CHAPTER 1--Effective and Ethical Communication at Work
2	CHAPTER 2--Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills
3	CHAPTER 3--Intercultural Communication
4	CHAPTER 4--Planning Business Messages
5	CHAPTER 5--Organizing and Writing Business Messages
6	CHAPTER 6--Revising Business Messages
7	CHAPTER 7--Electronic Messages and Digital Media
8	CHAPTER 8--Positive Messages INDIVIDUAL MIDTERM PRESENTATION DUE THURSDAY, OCTOBER 17, 2013
9	CHAPTER 9--Negative Messages
10	CHAPTER 10--Persuasive and Sales Messages
11	CHAPTER 11--Report and Research Basics
12	CHAPTER 12--Informal Business Reports
13	CHAPTER 13--Proposals, Business Plans, and Formal Business Reports
14	CHAPTER 14--Business Presentations TEAM FINAL PRESENTATION DUE THURSDAY, DECEMBER 12, 2013
15	FINAL EXAM (ONLINE)—11 P.M. FRIDAY, DECEMBER 20, 2013, UNTIL 11 P.M. SATURDAY, DECEMBER 21, 2013

GRADING STANDARDS

Grading Standards

There is No Extra Credit, and there is no INC (Incomplete) Grade for This Class. Grades are based Only on the Chart Below:

Formal Writing Assignments 6 Formal Writing Assignments E-Portfolio (10 percent) Women's and Gender Fall Film Series (10 percent)	35%
Individual Midterm Presentation Team Final Presentation-- Business Plan Service Learning Projects (20 percent)	35%
Informal Writing Assignments: 8 writing assignments 14 Weekly Discussion Board Postings	10%
MIDTERM EXAM	10%
FINAL EXAM	10%
Total Grade Percentage	100%

This is a college-level course. There is no R grade for this course.

LETTER GRADE	RANGE
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
D	60-69
F	FAILURE

ATTENDANCE POLICY:

Since this is a hybrid online course, attendance is even more important because the course meets only once a week. Everyone is expected to attend **EVERY** session of this course.

STATEMENT ON SEXUAL HARASSEMENT AND ACADEMIC INTEGRITY:

The Business Department adheres to The City University of New York Policy Against Sexual Harassment and Policy on Academic Integrity as stated in the Hostos Community College Catalog.

Students are expected to uphold the school's standard of conduct relating to academic honesty as stated in the *College Catalog*. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be that of the student's own work.

Please refer to the section on "Academic Integrity" of the College Catalog. I will adhere strictly to the College policy on academic integrity.

STATEMENT ON STUDENTS WITH DISABILITIES:

The Business Department adheres to the Hostos Community College policies and guidelines for students with disabilities that require course accommodations. Any student with a disability

should register with the Office of Services for Students with Disabilities, located in the Savoy Building, room D101-P. Office number: 718-518-4454. The office will work with each student to plan and implement appropriate accommodations to assist them in completing course requirements.