

ENG 3352

Department of English and Modern Languages
Angelo State University



Spring 2014

T | H 8:00 – 9:15 (010)

T | H 9:30 – 10:45 (020)

Room A 205A

Dr. Joe Erickson

Office: A 001B

Office Hours: MTWThF 1:00 – 3:00

Contact Information

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COURSE RESOURCES

Business Communications: Process
and Product, 8th Edition
- by **Guffey and Lowey**

Aplia PAC (Online Software Access)

SAM PAC (Online Software Access)

COURSE PROJECTS

Job Application: 7%

Memo Assignment: 5%

Request for Action Letter: 10%

Intercultural Goodwill Letter: 10%

Informal Proposal: 13%

Formal Report/Presentation: 16%

SAM Exercises: 12%

Aplia Quizzes: 12%

Final Exam: 15%

Business Communication

An ASU *CONNECT!* Community Engaged Class

COURSE DESCRIPTION

We will study and compose documents in several different professional genres, including memos, letters, and proposals, among others. Additionally, we will develop and practice oral presentation strategies and research techniques relevant to business environments. Students who successfully complete the course will:

- Produce clear, direct, and error-free writing
- Use Microsoft Word to produce professional documents
- Conduct and clearly present business-related research
- Solve business-related communication problems
- Balance the needs of diverse and often competing audiences in business communication situations

Additionally, this course addresses three core university learning objectives. Students who successfully complete this course will:

- Learn fundamental principles, generalizations, or theories
- Develop skills in written expression
- Learn to find and use resources to answer questions or solve problems

CONNECT! Campus and Community Objectives and Outcomes

The course requires you to complete a co-curricula learning project, meaning that you will interact with a community member in support of completing one of your course projects – the Formal Report. The broad student learning goal for the *CONNECT!* Program is social responsibility. To this end, the formal report, which will ask you to gather information from working professionals in your field, is designed to help you develop skills as a socially responsible citizen. Therefore, in addition to the above objectives, you will:

- Tailor communication strategies to effectively express, listen, and adapt to others to establish relationships to further civic action. (Civic Responsibility)
- Understand and articulate what you learn and its relevance to your life as a result of engaging with your community partner (client). (Community Engagement)

GRADING

I will determine your final grade in this course based upon your performance on course projects. Each area of your work will make up a

specific percentage of your final grade in the course. Course projects and their associated grade percentages are listed at the left for your reference.

PROFESSIONAL DECORUM

Communication occurs intentionally and unintentionally, verbally and non-verbally. We communicate with our words, our appearance, and our behavior. Savvy communicators stay conscious and in control of these communicative modes as they go about their professional lives. They arrive to meetings on time, prepared to conduct whatever business is at hand. They meet all of their deadlines. They accept responsibility for their mistakes without offering excuses.

Because they conduct themselves in this manner, savvy communicators earn the trust and respect of their peers, and, as such, their peers listen to them carefully when they share ideas. That's what makes them powerful communicators: they encourage people to listen to them by earning their respect and trust over time. This is how professional communication works. This is what you are here to practice and learn. As such, be prepared to abide by the policies for this class.

ATTENDANCE

Attend every class period. Arrive to class on time, too. Arrive prepared to submit assignments, discuss chapter readings, and/or participate in class exercises actively. Absences and tardiness will negatively affect your course grade.

Have you read this policy on attendance carefully? If you don't like these rules, please feel free to enroll in a different class instead of this one.

I will hold you to these rules if you stick around, though.

Absence	Consequence
First	No Penalty
Second	No Penalty
Third	5% of Total Course Grade Deduction
Fourth	10% of Total Course Grade Deduction
Fifth	100% of Total Course Grade Deduction

Every two late arrivals will count as one absence. If you arrive to class after I have taken attendance, it is your responsibility to see me right after class to see that you have been marked present. Once I leave the classroom, all marked absences will remain absences and accordingly count against your absence total.

DEADLINES

Submit every assignment on time. Assignments not ready for submission when I ask for them are late. "Ready for submission" means that your documents are printed, stapled, and/or submitted in Blackboard in the proper format by the assigned deadline and at the moment I ask for them in class. You may submit a limited number of assignments up to 24 hours late, though submitting work late will negatively affect your assignment grade.

When you consistently submit your work on time, you communicate to your peers that you are responsible and professional. When you routinely

submit your work late, you diminish your professional credibility in the eyes of your peers.

For the sake of your grade and your professional ethos, submit all of your work on time.

Late Submission	Consequence
First Offence	10% of Total Assignment Grade Deduction
Second Offence	50% of Total Assignment Grade Deduction
Third and All Subsequent Late Assignments	100% of Total Assignment Grade Deduction

Please feel free to email me whenever you like. I only request that you take the time to attend to a few basic communication conventions and that you realize it might take me as long as 24 hours to get back to you.

Also, check your ASU email at least once per day. I'll occasionally send out important class updates via email in between class sessions.

I quoted these two policies directly from university text. They express important information that I take seriously. If you have questions or requests for special accommodations, please ask me.

EMAIL

When questions about course content occur to you outside of our scheduled class sessions, I encourage you to email me for assistance. I am happy to answer reasonable questions. However, please understand that I receive upwards of 50 emails per day, so it's important that your email attend to some basic conventions of professional electronic communication. For example, all emails to me should contain a helpful subject line. They should all begin with a salutation, such as "Dear Professor Erickson" or "Hi Professor Erickson." They should also contain your full name along with the name and section number of our course.

Additionally, please understand that I am not likely to respond to frantically written emails sent to me the night before an assignment deadline asking questions that have already been answered in class, on the assignment sheet, on the syllabus, or in other contexts. Finally, I request that you attempt to use properly punctuated and complete sentences in your emails to me. I will not respond to messages littered with typographical errors or carelessly written sentences.

ACADEMIC HONESTY

"All ASU students are expected to understand and to comply with the University's policy on Academic Honesty as stated in the *ASU Bulletin* and in the *ASU Student Handbook*. Students who violate the Policy on Academic Honesty will be subject to disciplinary action including a failing grade in the course."

SPECIAL ACCOMODATIONS

"Persons with disabilities that may warrant academic accommodations must contact the Student Life Office, located in room 112 of the University Center, in order to request such accommodations prior to any being implemented. You are encouraged to make this request early in the semester so that appropriate arrangements can be made."

I reserve the right to adjust the following schedule as we proceed through the course.

Tentative Class Schedule

Date	Class Topic	Prepare for Class
Week 1		
T 1/14	<ul style="list-style-type: none"> Course Policies <u>Lecture</u>: Introduction to Business Communications 	
H 1/16	<ul style="list-style-type: none"> <u>Discussion</u>: The Importance of Strong Communication Skills in Today's Workplace 	<ul style="list-style-type: none"> Article Handouts
Week 2		
T 1/21	<ul style="list-style-type: none"> <u>Discussion</u>: Professional Communication Foundations 	<ul style="list-style-type: none"> Read Chapter 1 Aplia Ch. 1 Problem Set by 8:00 a.m.
H 1/23	<ul style="list-style-type: none"> <u>Discussion</u>: Working Well with Others 	<ul style="list-style-type: none"> Read Chapter 2 Aplia Ch. 2 Problem Set by 8:00 a.m.
Week 3		
T 1/28	<ul style="list-style-type: none"> <u>Discussion</u>: Short, Informal Documents <u>Introduction</u>: Memo Assignment 	<ul style="list-style-type: none"> Read Chapter 7 Aplia Ch. 7 Problem Set by 8:00 a.m. SAMPath: MS Word Basics by 11:59 p.m.
H 1/30	<ul style="list-style-type: none"> <u>Discussion</u>: Intercultural Communication 	<ul style="list-style-type: none"> Read Chapter 3 Aplia Ch. 3 Problem Set by 8:00 a.m. SAMPath: Saving MS Word Documents by 11:59 p.m.
Week 4		
T 2/4	<ul style="list-style-type: none"> Individual Conferences 	<ul style="list-style-type: none"> Memo First Draft SAMPath: Manipulating Text by 11:59 p.m.
H 2/6	<ul style="list-style-type: none"> Individual Conferences 	<ul style="list-style-type: none"> Memo First Draft
Week 5		
T 2/11	<ul style="list-style-type: none"> <u>Discussion</u>: Positive Messages <u>Introduce</u>: Intercultural Goodwill Letter Assignment 	<ul style="list-style-type: none"> Memo Final Draft Read Chapter 8 Aplia Ch. 8 Problem Set by 8:00 a.m. SAMPath: Manipulating Paragraphs by 11:59 p.m.
H 2/13	<ul style="list-style-type: none"> In-Class Work on Goodwill Letters 	
Week 6		
T 2/18	<ul style="list-style-type: none"> <u>Workshop</u>: Intercultural Goodwill Letter 	<ul style="list-style-type: none"> Goodwill Letter First Draft SAMPath: Working with Lists by 11:59 p.m.

Date	Class Topic	Prepare for Class
H 2/20	<ul style="list-style-type: none"> • <u>Discussion</u>: Employment Documents and Communication • <u>Introduction</u>: Resume and Cover Letter Assignment 	<ul style="list-style-type: none"> • Read Chapter 15 • Aplia Ch. 15 Problem Set by 8:00 a.m.
Week 7		
T 2/25	<ul style="list-style-type: none"> • In-Class Work on Employment Documents 	<ul style="list-style-type: none"> • Goodwill Letter Final Draft • SAMPath: Rulers, Headers, Footers, and Margins by 11:59 p.m.
H 2/27	<ul style="list-style-type: none"> • Individual Conferences 	<ul style="list-style-type: none"> • Job Documents First Draft
Week 8		
T 3/4	<ul style="list-style-type: none"> • Individual Conferences 	<ul style="list-style-type: none"> • Job Documents First Draft • SAMPath: Pictures, Graphics, and Charts by 11:59 p.m.
H 3/6	<ul style="list-style-type: none"> • <u>Introduction</u>: Request for Action Letter 	<ul style="list-style-type: none"> • Job Documents Final Draft • Review pages 249-250 on Action Request Letters and Emails • SAMPath: Creating Tables of Contents by 11:59 p.m.
Week 9		
T 3/11	Spring Break	
H 3/13	Spring Break	
Week 10		
T 3/18	<ul style="list-style-type: none"> • <u>Discussion</u>: Business Proposals and Reports 	<ul style="list-style-type: none"> • Read Chapter 11 • Aplia Ch. 11 Problem Set by 8:00 a.m. • SAMPath: PowerPoint Basics by 11:59 p.m.
H 3/20	<ul style="list-style-type: none"> • <u>Introduction</u>: Informal Proposal 	<ul style="list-style-type: none"> • Read Chapter 13 • Aplia Ch. 13 Problem Set by 8:00 a.m. • Request for Action Letter Final Draft
Week 11		
T 3/25	<ul style="list-style-type: none"> • In-Class Work on Informal Proposal 	<ul style="list-style-type: none"> • SAMPath: PowerPoint Managing Slides by 11:59 p.m.
H 3/27	<ul style="list-style-type: none"> • <u>Workshop</u>: Informal Proposals 	<ul style="list-style-type: none"> • Informal Proposal First Draft
Week 12		
T 4/1	<ul style="list-style-type: none"> • <u>Introduction</u>: Formal Business Report and Presentation 	<ul style="list-style-type: none"> • Informal Proposal Final Draft
H 4/3	<ul style="list-style-type: none"> • In-Class Work on Formal Report Project 	<ul style="list-style-type: none"> • SAMPath: PowerPoint Creating and Editing Visuals by 11:59 p.m.
Week 13		
T 4/8	<ul style="list-style-type: none"> • <u>Discussion</u>: Business Presentations 	<ul style="list-style-type: none"> • Read Chapter 14 • Aplia Ch. 14 Problem Set by 8:00 a.m.

Date	Class Topic	Prepare for Class
H 4/10	<ul style="list-style-type: none"> Individual Conferences 	<ul style="list-style-type: none"> Early Draft of Formal Report
Week 14		
T 4/15	<ul style="list-style-type: none"> Individual Conferences 	<ul style="list-style-type: none"> Early Draft of Formal Report
H 4/17	<ul style="list-style-type: none"> Student Presentations 	
Week 15		
T 4/22	<ul style="list-style-type: none"> Student Presentations 	
H 4/24	<ul style="list-style-type: none"> Student Presentations 	
Week 16		
T 4/29	<ul style="list-style-type: none"> Student Presentations 	
H 5/1	<ul style="list-style-type: none"> Final Exam Preparation Course Evaluations 	
	Final Exam	<ul style="list-style-type: none"> Study for Final Exam