<table>
<thead>
<tr>
<th>Course Information</th>
<th>Instructor Information</th>
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<tbody>
<tr>
<td><strong>Business Communication</strong></td>
<td>D. Hickman</td>
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<td><strong>Fall 2015 (PT 2)</strong></td>
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<tr>
<td>POFT 2312-31828</td>
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<tr>
<td>FCI 7:30 – 10:30 am  Monday &amp; Wednesday</td>
<td>November 2, 2015 – December 21, 2015</td>
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### Course Description

**COURSE DESCRIPTION**

This course focuses on development of writing and presentation skills to produce effective business communications.

### Required Materials Including Textbooks (include ISBN)

Authors: Bell, Arthur, Smith Dayle, 2007

*John Wiley & Sons, Inc*

ISBN: 978-0471-79077-8

*Note: A minimum of 4 hours per week should be devoted to course material outside of class time.*

### Course Prerequisites

Business English (Suggested)

### Disclaimer

The instructor reserves the right to amend this syllabus as necessary.

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**Texas Core Objectives for**

1. **Student Learning**: The College defines essential knowledge and skills that students need to develop during their college experience. These general education competencies parallel the Texas Core Objectives for Student Learning. In this course, the following skills are in focus.

2. **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

3. **Communication Skills** - to include effective development, interpretation and expression of ideas through written, oral and visual communication

4. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

5. **Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making

6. **Social Responsibility** - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

7. **Sustainability** – ability to think Lean and Green towards organizational and global sustainability practices
Student Learning Outcomes:
The basic objectives for this course are to:
1. How to apply diverse methods of communication in a progressive world.
2. Gain an understanding of personal and professional communication within the business world.
3. Familiarize yourself with communication and interviewing techniques.
4. Improve your communication ability.
5. Consider a career in sales.

CVC Learning Signature: CVC’s Learning Signature is One College Transforming Lives. Cedar Valley College establishes clear expectations for students through engagement and empowerment leading to excellence.

CVC Faculty and Staff expect students to:
• take responsibility for their own learning
• commit to achieving high academic performance
• be meaningfully engaged in the campus community

CVC Faculty and Staff expect to:
• provide students a clear pathway of instruction
• establish clear learning outcomes
• serve as role models and mentors for students

Evaluation Procedures: At the beginning of the course, the instructor provides a schedule of examinations and assignments that contribute to the final grade in the course for each student.

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<th>Grading scale:</th>
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<tr>
<td>100-90% = A</td>
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<td>89-80% = B</td>
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<tr>
<td>79-70% = C</td>
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<tr>
<td>69-60% = D</td>
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<td>Below 60% = F</td>
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Exams and Assignments: The final grade for the course reflects evaluation of the student’s work on the following assignments that are calculated as follows:

The course will include the following elements:

1. Midterm examination – 25% (100)
2. Final examination – 25% (100)
3. Home Work – 15%
4. Class work (quizzes) – 20%
5. Participation (e.g., actively engaging in whole-class discussions and small group tasks) – 15%
The average score of these six elements determines the final grade**.

- **Stop Before you Drop**: Under a Texas law (TEC Section 51.907), if you drop too many classes without having an acceptable reason, your GPA could be affected. Be sure you understand how this law may affect you before you drop a class.
- The law applies to students who enroll in a Texas public institution of higher education (including the colleges of DCCCD) for the first time in fall 2007 or later. Under this law, you may not drop more than six classes without an acceptable reason during your entire undergraduate career without penalty.
  
  November 7, 2015 (Census Date)

- If you drop or withdraw before the official drop/withdrawal deadline, (12/9/2015) you will receive a grade of W (Withdraw) in each class dropped until the seventh unacceptable drop. You will earn a grade of WF for the seventh unacceptable drop, and each unacceptable drop after that. A grade of WF will be calculated in your GPA as an F.

  The deadline for receiving a “W” (Drop Date) is December 9, 2015.

- **Attendance Policy**: In general, daily class attendance enhances student achievement of an A, B or C in the course. Students should advise instructors of absence from a class.

**INSTITUTIONAL POLICIES**

- Academic Honesty  Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion.

**Course Outline**: For maximum success in this course you should spend a minimum of 10 hours per week working on course material.

| Week 1: Monday 11-2-15 | Introduction, Syllabus, & Course expectations/assignments. Read Chapters 1&2
| Part 1: Understanding Business Communication |
| Chapter 1: “Becoming an Effective Business Communicator”
| • Homework: Questions, 2, 5, 11 Pages 26 - 27
| • ASSIGNMENT DUE 11/4/15/Pop Quiz |
| Chapter 2: “Mastering Communication Skills”
| • Homework: Questions, 4, 10 Pages 56 - 57
| • ASSIGNMENT DUE 11/4/15/ Pop Quiz |
| Week 2: Monday 11-9-15 | Chapter 3: “Effective Conflict Resolution”
| • Homework: Questions, 2, 3, 13 Pages 96-97
<p>| • ASSIGNMENT DUE 11-9-15/ Pop Quiz |</p>
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<tr>
<th>Date</th>
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| Wednesday 11-11-15| **Part II: The Writing Process**  
Chapter 4: “Writing for Business Audiences”  
- Homework: Questions, 1, 4, 10 Pages 117-118  
- ASSIGNMENT DUE 11-11-15/ Pop Quiz | |
| Week 3:  
Monday 11-16-15  | Chapter 5: “Writing and Revising Business Communications”  
- Homework: Questions, 4, 6, 10 Pages 140  
- ASSIGNMENTS DUE 11-16-15/ Pop Quiz | |
| Wednesday 11-18-15| **Part III Letters, Memos, E-Mail, and Other Brief Messages**  
Chapter 6: “Managing Memos and E-Mail”  
- Homework: Questions, 1, 6, 9 Pages 159-160  
- ASSIGNMENTS DUE 11-18-15/ Pop Quiz | |
| Week 4:  
- Homework, Questions, 1, 9, 11 Pages 186-187  
- ASSIGNMENTS DUE 11-23-15 | |
| Wednesday 11-25-15| Chapter 8 “Writing Negative Messages”  
- Homework: Questions, 2, 5, 6 Pages 206  
- ASSIGNMENTS DUE 11-25-15/ Pop Quiz | |
| Week 5:  
Monday 11-30-15  | Chapter 9: “Writing Persuasively”  
- Homework: Questions, 3, 7, 9 Pages 228  
- ASSIGNMENTS DUE 11-30-15/ Pop Quiz | |
| **Mid-Term Exam**| **Mid-term Exam – Chapters 1, 2, 3, 4, 5, 6, 7, 8, 9** | |
| Monday 11-30-15  | **PART IV DEVELOPING SPEAKING SKILLS**  
Chapter 10: “Spoken Communication”  
- Homework: Questions, 2, 6, 13 Pages 253-254  
- ASSIGNMENTS DUE 12-2-15/ Pop Quiz | |
| Wednesday 12-2-15| **Part V Reports and Proposals**  
Chapter 11: “Giving Speeches and Oral Presentations”  
- Homework: Questions, 2, 9, 10 Pages 282-283  
- ASSIGNMENTS DUE 12-7-15/ Pop Quiz | |
| Week 6  
Monday 12-7-15  | Chapter 12: “Writing Business Reports”  
- Homework: Questions, 1, 9, 12 Pages 305  
- ASSIGNMENTS DUE 12-9-15/ Pop Quiz | |
| Wednesday 12-9-15| **Part VI Employment Messages**  
Chapter 13: “Writing Business Proposals”  
- Homework: Questions, 2, 5, 6 Pages 335  
- ASSIGNMENTS DUE 12-14-15/ Pop Quiz | |
| Week 7  
Monday 12-14-15 | Chapter 14: “Writing Resume and Job Letters”  
- Homework: Questions, 3, 7, 11 Pages 358 | |
| Wednesday 12-16-15| Chapter 15: “Interviewing for Employment”  
- Homework: Questions, 3, 7, 11 Pages 358 | |
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<th>Week 8</th>
<th>Monday 12-21-15</th>
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<td>**Final Exam – Chapters 10, 11, 12, 13, 14, 15 **</td>
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**END OF CLASS**