I. COURSE DESCRIPTION
Develop writing and presentation skills to produce effective business communications. More specifically, this practical course includes a study of letter forms, the mechanics of writing, and the composition of various types of communications. A critical analysis of the appearance and content of representative business correspondence and employment documents is made. Peer editing and team work will also be essential elements of this course.

Regular attendance is critical to your success. Use daily, weekly, and monthly calendars to help manage your time and allocate sufficient time to read, complete, and submit your assignments. You will use computers and basic word processing and presentation software to complete the assignments. (For homework assignments, the computers labs in B001, B005, and B027 will be available during posted lab hours. The computer labs in Del Rio Hall are available as well.) You should plan to spend at least 6 hours per week preparing for class.

II. COURSE PREREQUISITE
Suggested Prerequisite: Business English (POFT 1301).

III. COURSE MATERIALS—All students are expected to have class materials by the end of the first week of classes.
B. One flash drive

IV. COURSE OUTLINE and OBJECTIVES
The following list of course objectives will be addressed in this course.
1. Format business documents
2. Compose business documents
3. Analyze appearance and content of business documents
4. Compose Direct Letters and Memos, Negative News, Persuasive/Sales, and Goodwill/Special Messages, and Employment Correspondence
5. Work with peers on team and individual assignments
6. Use presentation software to prepare an employment presentation
7. Use presentation software to prepare a business presentation
8. Use the Internet to research specific topics
9. Use peer editing strategies on written drafts
10. Share electronic responses on specific communications topics

V. SCANS COMPETENCIES
Exhibiting Interpersonal Skills—Work on teams, teach others, Serve customers, Negotiate with others, Work with different cultures
Demonstrating Basic Skills—Writing; Speaking; Listening
Exhibiting Personal Qualities—Self-esteem, Sociability

VI. EVALUATION
Individual assignments, group assignments, projects, discussion forums, etc. will be evaluated on a 100-point scale. Assignments will be completed using Word or Power-point and submitted into Blackboard.

Assignments that require you to create messages must be completed using MS Word (or WordPerfect or MS Works) and formatted according to specified assignment directions.

GRADING SCALE
A = 2900-2600
B = 2590-2325
C = 2300-2025
D = 2000-1735
F = 1725-below

LATE ASSIGNMENTS
Your assignments and discussion board responses (unless otherwise indicated) should be submitted by midnight on the date noted in your syllabus.

For each chapter assignment or discussion forum sent after the deadline, 15 points will be deducted from the assignment’s total points for the first week it is late. The second late week will result in 30 points deduction. The third week will result in an O on the assignment. After two weeks, the assignment(s) or discussion forum response will not be accepted for credit and will receive a score of “0.” A detailed time frame schedule has been posted at our website at http://ecampus.dcccd.edu. No more than two chapter assignments will be accepted at a time. Your response needs to be in MLA format and have textual support to strengthen your argument. (Please see example in content folder of MLA format for your paper).
Identifying and Citing References in Assignment Summaries

****IMPORTANT***

There will be a penalty imposed for any research summaries/articles that do not contain complete documentation for the sources used to gather the data/information.

**Example 1:** If a hardcopy book, newspaper, or article is used, then the name of author, the date of publication, page number, book title, article title, and publisher should be included in citation. All sources used should be cited at the end of the summary/research.

**Example 2:** If an Internet source is used as the source of information, the complete URL (web address) should be cited at the end of summary/research.

**Please note** that your participation in the Discussion Forums is considered an integral part of the assignments, and the same evaluation guidelines will be applied to the Discussion Forums as well.

**Note:** The instructor will not accept e-mailing problems as a cause for late work. Please notify the instructor as soon as possible if you experience problems sending e-mail. At that time other methods of turning in work will be discussed.

**Note:** Individual and Team documents will be evaluated using the following criteria:
- Format
- Content
- Writing Style
- Mechanics

VII. STUDENT CONTRIBUTIONS

It is the intention of your instructor to assist you in every way possible to learn and to master the subject matter of this course. However, it is the student’s responsibility to be prepared and to take advantage of all related instructional resources.

Your contributions include the following:
- Read the text chapters thoroughly. The first time scan the chapter topics reading the major points, and then the second time, concentrate on understanding the information, which will require asking yourself questions about what you are reading.
- Review online chapter presentations as a means of review/reinforcement.
- Complete assignments according to the directions and submit them by the due dates.
- Participate in class and online discussions.

VIII. HOLIDAYS

All campus buildings will be closed and no wireless access available on campus. eCampus will still be available.
- Holiday: April 14

IX. COLLEGE POLICY

If you choose to use the BOSS labs, Richland College policy states that food, drink (including water bottles), and smoking are not allowed in classrooms. All food and drinks will be confiscated in the classroom. Children are not permitted in the labs or classrooms at any time. No pagers, beepers, or telephones. **Please turn cell phones off when you are in the classroom and lab.**
X. INSTITUTION POLICIES
Refer to the Richland College website: https://richlandcollege.edu/employees/syllabus-institutional-policy-statements/

In order to be successful, students must attend and participate in enrolled courses.

Academic Progress: Students are encouraged to discuss academic goals and degree completion with their instructors. Specific advising is available throughout the semester. Check http://richlandcollege.edu/admissions and http://richlandcollege.edu/advising for more details.

XI. COURSE OUTLINE
The attached daily schedule is a concise outline of the topics to be covered. It may be necessary to spend more or less time on some of these topics depending on the level of difficulty.

Important Web Addresses:

1. Login to our website at http://ecampus.dcccd.edu and type your 7-digit student I.D. with an “e” in front. Use the same procedure for the password. If you have changed your password previously, then use your current password.

2. Important: Check your profile and be sure your email address is current and the one where you will be receiving your messages for this class.

3. Student Technical Assistance
   If you require technical assistance, you may access our customer service center via phone or Web.

4. Web: Technical Support
   Phone: 1-866-374-7169
   If you have questions about eCampus, please call 972-669-6402 or the toll free helpline at 1-866-374-1769, or visit us on the web at http://bbcrm.edusupportcenter.com/ics/support/default.asp?deptID=8023.

5. Distant Learning
   http://richlandcollege.edu/dl/
   Distance Learning best-practices in design & review assure Richland College courses meet and maintain quality standards today and moving forward.
## POFT 2312/Section 83448
Chapter Assignments/Test Schedule

<table>
<thead>
<tr>
<th>Ch Assign</th>
<th>See assignment instructions in the Content Folder on eCampus</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>See instructions on eCampus in the Content Folder for each Chapter Assignment</td>
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<tr>
<td></td>
<td>• Submit all assignments through eCampus in one attempt.</td>
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<td>• Points will be deducted if the questions are not included before the discussion answers or the exercises.</td>
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</table>

### Ch 1
- **Orientation/Read the Syllabus**
- Introduction on the Discussion board- Week 1
- See instruction online in the CONTENT FOLDERS
- Post a brief introduction (description) of yourself. Then read the descriptions posted by your classmates. Ask them questions using this discussion board. Communicating on the discussion board is a way for you to develop a rapport with each other even though you are taking this class online. **This is part of your grade. Complete by Friday, March 24.** Please read everyone’s questions and answers. To post a comment, click on Week 1 and then “add a thread.” If you have questions, e-mail me; make sure you do this by the deadline so you will get credit. Your response needs to be in MLA format and have textual support to strengthen your argument. (Please see example in content folder of MLA format for your paper)

#### Sun Mar. 26

- **Read Chapter 1**
  - Complete the following questions based on the textbook information. Answer question completely (include the question before answering the questions).
  1. Define and explain *Professionalism* based on the textbook’s definition.
  2. Define and explain company stakeholders.
  3. Define and explain Communication.
  4. Practice your skills p. 32-1.8 Fundamentals: Analyzing Communication effectiveness (LO-1)-Post your link and brief written summary on discussion board.

#### Sun Mar. 26

- **Read Chapter 2**
  - Complete the following questions based on the textbook information. Answer question completely (include the question before answering the questions).
  1. What are the advantages and disadvantages of working in teams
  2. If a meeting is truly necessary, what are the four planning task to ensure a successful meeting?
  3. Everyone shares the responsibility for making a meeting productive. List the guidelines that will help leaders and participants contribute to a more effective meeting.
  4. Electronic media seem to be a breeding ground for poor etiquette. You must learn the basics of professional online behavior to avoid mistakes that could hurt your company or your career.
  5. List and explain the guidelines to follow when you are representing your company while using electronic media.

### PRACTICE YOUR SKILLS
Examine the sample agenda in Figure 2.4 and then **PRACTICE YOUR SKILLS (p. 63)**
Complete Message for Analysis – Planning Meetings (LO-3)
Examine the sample agenda in Figure 2.4 and then prepare a formal agenda by putting the items on pg. 63 (Planning Meetings) into a logical order and rewriting, where necessary, to give phrases a more consistent sound.
**Ch 3**

- **Read Chapter 3**
  Complete the following questions based on the textbook information. Answer question completely (include the question before answering the questions).
  1. What is the definition given for Diversity in the textbook?
  2. The diversity of today’s workforce brings distinct advantages to businesses. List the advantages in the textbook.
  3. Define and explain ethnocentrism and stereotyping and xenophobia.

  Refer to the indicated Learning Objective.

- **Complete a one-page essay.** Title it “What Diversity Means to Me.”
  *See essay instructions in the CONTENT FOLDER*

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**Unit Test 1**

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**Ch 4**

- **Read Chapter 4**
  Complete the following questions based on the textbook information. Answer questions completely (include the question before answering the questions).
  1. Describe and explain the three-step writing process.
  2. All business messages have a general purpose and a specific purpose. What is the difference between the general purpose and the specific purpose?
  3. Mobile devices have become significant in business communication of all types, but they present some challenges that must be considered whenever your messages are going to be viewed on them. List those challenges.
  4. Based on figure 4.6 and the chapter information. When would you use the Direct approach? When would you use the Indirect approach.

  Refer to the indicated Learning Objective.

- **Practice Your Skills** - Complete exercise 4-14 (p 125) Planning: Choosing The Direct and Indirect Approach (LO 5)
  1. Follow the instructions given for exercise 4-14.

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**Ch 5**

- **Read Chapter 5**
  Complete the following questions based on the textbook information. Answer question completely (include the question before answering the questions).
  1. Define and explain the “You” attitude.
  2. Look for appropriate opportunities to use “euphemisms.” What are euphemisms and how must they be used in business?
  3. Define and explain Bias-Free language.
  4. To enhance your credibility, what factors must your emphasis?
  5. Your choice of the active or passive voice effects the tone of your message. Explain the [ACTIVE] and [PASSIVE] voice.
  6. What are the 5 techniques for writing effectively on a mobile device.

  Refer to the indicated Learning Objective.

- **Practice your skills-(page 154): Messages for Analysis: Creating a businesslike tone (LO-1, LO-3)

- **Discussion Board – Chapter 5**

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**Ch 6**

- **Read Chapter 6**
  *Chapter 6 (Apply Your knowledge p. 180) 6.1, 6.2, 6.3, 6.4*
  *Make sure you support your answer with textual evidence.*

- **Practice Your Skills** - Complete exercise 6-8 (Edit for Conciseness – long words)
  **Practice Your Skills** - Complete exercise 6-16 (Editing for Clarity (Parallelism))
  **Practice Your Skills** – Complete exercise6-20 (Editing for Clarity (Sentence Structure))

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**Sun Mar. 26**

**Sun Apr. 2**

**Sun Apr. 9**

**Sun Apr. 9**
<table>
<thead>
<tr>
<th>Chapter</th>
<th>assignments</th>
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</thead>
<tbody>
<tr>
<td><strong>Ch 7</strong></td>
<td><strong>Unit Test 2</strong></td>
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<tr>
<td></td>
<td>- Read Ch 7</td>
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<tr>
<td></td>
<td><em>Apply Your knowledge questions p. 217 (7.1, 7.2, 7.3, 7.4, 7.5)</em></td>
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<td></td>
<td><strong>Practice Your Skills (Page 217)</strong></td>
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<td></td>
<td>- Practice Your Skills – Message 7-6: Media Skills: IM – Creating A Businesslike Tone (LO-5, p.202)</td>
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<td>- Review the IM exchange (page 217- 7.6) and explain how the customer service agent could have handled the situation more effectively.</td>
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<td>- Rewrite the conversation to include a more businesslike tone; making up any information you need to convey a businesslike tone.</td>
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<td><strong>Case Solutions (Page 220)</strong></td>
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<td>Social Media can be a great way to, well, socialize during your college years, but employers are increasingly checking up on the online activities of potential hires to avoid bringing in employees who may reflect poorly on the company. You will go into the Chapter 7 discussion board to find a teammate to complete assignment.</td>
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<td></td>
<td>- Case –7.29 Media Skills: Social networking (LO-2) Team Up assignment</td>
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<td></td>
<td>- Read the scenario and follow the YOUR TASK instructions</td>
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<tr>
<td><strong>Ch 8</strong></td>
<td><strong>Chapter 8 Activity (page 240)</strong></td>
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<td>- Apply your knowledge Questions p. 244 (8.1, 8.2, 8.3, 8.4)</td>
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<tr>
<td></td>
<td><em>Case Solutions - (page 247) 8.36 Message Strategies: Requesting Information [LO-2]</em></td>
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<td>Note: Short messages can be among the most difficult to write because every word—even every character—must count. For this message, be sure to specify exactly what you would like the audience to do, including what the new product is, where they can find it, and what sort of information you hope to learn. <em>(In early printings of the 12th Edition textbook, this question was mislabeled as 8.26, rather than 8.36.)</em></td>
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<td>- Text Messaging Skills -8.26 or 8.36 Messaging Strategies: Requesting Information(LO-2)</td>
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<td>- Read the scenario and follow the YOUR TASK instructions</td>
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<tr>
<td><strong>Ch 9</strong></td>
<td><strong>Read Chapter 9</strong></td>
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<td><em>Chapter Assignment Apply your Knowledge p. 279 (9.1, 9.2, 9.3, 9.5)</em></td>
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<td><em>Cases - (page 282 – 9.37) E-mail SKILLS Message Strategies: Rejecting Suggestions and Proposals (LO-5)</em></td>
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<td>- Read the scenario and follow the YOUR TASK instructions</td>
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<td></td>
<td><em>Cases - (page 283 – 9.41) Blogging Skills/Portfolio Builder Message Strategies Making Routine Negative Announcements</em></td>
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<td>- Read the scenario and follow the YOUR TASK instructions</td>
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<tr>
<td><strong>Ch. 10</strong></td>
<td><strong>Read Chapter 10</strong></td>
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<td><em>Chapter 10 Apply your Knowledge question p. 309 (10.1, 10.3, 10.4)</em></td>
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<td><em>Cases - (page 313 – 10.45) Persuasive claims and requests for adjustment (LO-2)</em></td>
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<td></td>
<td><em>Cases - (page 315 – 10.56) Microblogging Skills 10.56- Message Strategies: Marketing and Sales Messages</em></td>
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<td>Note: This exercise in microblogging should challenge students to keep messages informative but short and concise. Weeding out extraneous information will keep messages on track while gaining customer interest.</td>
</tr>
<tr>
<td></td>
<td>- Read the scenario and follow the YOUR TASK instructions</td>
</tr>
</tbody>
</table>
| Ch. 14 | Read Ch 14  
|        | Focus on (pp. 455) Enhancing Your Presentation with Effective Slides  
|        | **Cases: 14.28 p. 474-5 Planning, Designing, and creating presentation slides (LO-1, LO-2, LO-3, LO-4)** Your Task: choose a company that has been in business for at least two decades and prepare a 10-15 slide presentation on its history.  

| Ch. 15 | **Create:** Using the concepts on resume elements and design as well as other resources presented in this chapter, create your resume in one of two formats:  
|        | 1. Microsoft Word file and upload to the Gradebook,  
|        | 2. Online multimedia resume by creating a free account at [http://www.visualcv.com](http://www.visualcv.com) developing your online multimedia resume, and sharing your resume with your instructor: shawnlewis@dccc.edu You can get additional information at the Real-Time Updates on p. 491 and select Learn More.  

You can watch a number of helpful, free online webinar tutorials at Visualcv.com’s web site that can help you get started and learn some very valuable tips on creating an online multimedia resume. Starting with the first item that is entitled “Building Your Visual CV—Part 1: Create,” Click the link below to get started: [https://www.visualcv.com/](https://www.visualcv.com/)

|         | Sun. Apr. 30  
|         | Sun. Apr. 30  

|         | FINAL UNIT TEST Posted  
|         | Sun. May 7  
|         | FINAL UNIT TEST Due  
|         | Thur. May 11  

8