

MARTIN COMMUNITY COLLEGE
COURSE SYLLABUS
Semester/Year: Spring 2011

COURSE NUMBER: BUS 260 (50)	INSTRUCTOR: Kathy Worthington
COURSE TITLE: Business Communication	OFFICE NO: N/A
CREDIT HOURS: 3	OFFICE/VIRTUAL HOURS: Email instructor
CONTACT HRS/WK: 3	PHONE NO: (252)789-0246 Contact Dr. Broughton
PREREQUISITES: ENG 111	FAX: (252)792-0826
COREQUISITES: None	E-MAIL: kworthington@mcc.martincc.edu

COURSE DESCRIPTION: This course is designed to develop skills in writing business communications. Emphasis is placed on business reports, correspondence, and professional presentations. Upon completion, students should be able to communicate effectively in the work place.

PROGRAM LEARNING OUTCOMES:

1. Demonstrate an understanding of the management process and functions and how these influence effective business practices.
2. Identify appropriate technology, techniques and practices to collect, process, and interpret information for decision making.
3. Demonstrate and exhibit professional communication skills to process, manage and communicate information.

COURSE LEARNING OUTCOMES:

1. Compose messages that are readable, use appropriate language, apply parallelism, and use graphic highlighting to convey ideas clearly to readers.
2. Apply effective writing and formatting techniques to the composition of e-mail messages, interoffice memos, routine letters, goodwill messages, persuasive messages, negative messages, informal reports, proposals, and formal reports.
3. Write persuasive résumés, cover letters, and other employment documents, as well as learn to optimize employment messages for today's digital workplace.
4. Discuss the importance of clear communication in a global workplace.

REQUIRED TEXTBOOKS

Guffey, M. (2009). *Essentials of business communication, 8th edition*. Mason, Ohio: Thomson/ Southwestern.

SUPPLEMENTAL RESOURCES:

Microsoft Word 2007, Microsoft PowerPoint 2007, and a USB Flash Drive

LEARNING/TEACHING METHODS

Reading assignments, writing assignments, individual projects, outside reading assignments

ASSESSMENTS/METHODS OF EVALUATION:

Assignments 30%
Outside Reading Assignments 5%
Quizzes 10%
Projects (Employment Portfolio and PowerPoint Project) 20%
Tests 25%
Final 10%

GRADING POLICY:

A 90-100
B 80-89
C 70-79
D 60-69
F Below 60

COURSE OUTLINE:

Tentative schedule and subject to change. Refer to specific deadlines in Blackboard.

Week 1: Icebreaker
Week 2: Chapter 1 and Grammar Mechanics Pretest
Week 3: Chapter 2 and Chapter 3
Week 4: Chapter 4
Week 5: Test Ch. 1-4, Chapter 5 and Assignment
Week 6: Chapter 6 and Assignment
Week 7: Chapter 7 and Assignment
Week 8: Chapter 8 and Assignment
Week 9: Test Ch. 5-8, Chapter 13
Week 10: Spring Break
Week 11: Chapter 14 and Employment Portfolio
Week 12: Test Ch. 13-14, Chapter 11 and Outside Reading
Week 13: Chapter 12
Week 14: Test Ch. 11-12, Chapter 9
Week 15: Chapter 10
Week 16: Test Ch. 9-10, PowerPoint Presentation
Week 17: Final Exam

STUDENT ATTENDANCE POLICY:

Martin Community College recognizes that academic success is tied to regular attendance and completion of assigned work and tasks in a timely manner. Students are expected to attend and be on time for all classes and lab experiences. Students who miss more than six contiguous contact hours or fail to attend 80% of the total class hours without verifiable contact, (In PERSON, by EMAIL or by PHONE) with the instructor may be administratively withdrawn from the class by the instructor and given a grade of “WF”. The “WF” will be equivalent to an “F” when calculated into the student’s GPA. Students may remove a “WF” by submitting appropriate paperwork for an official withdrawal by the last day to withdraw officially without receiving an “F”. The last day to officially withdraw without receiving an “F” is published in the academic calendar for each academic year.

Attendance will be based on Assignment Due Dates. Each student will work independently to complete weekly assignments. The student is responsible to turn in or complete all assignments as directed. If an assignment is not completed or turned in on or before the Assignment's Due Date, the student will be counted absent for that week and receive a zero for the assignment. If a student does not turn in three or more assignments; he or she will be **dropped** from the class.

To enter section 50 (Internet) courses, students must do two things:

1. First, students must complete a technology assessment located on the Blackboard login page.
2. Second, students must login into Blackboard and complete the first assignment within seven (7) school days.

Both the technology assessment and the first assignment must be completed for students to remain in the course. If students are taking more than one online course, the student **ONLY** takes the technology assessment **ONE** time.

REQUEST FOR EXCUSED ABSENCES FOR RELIGIOUS OBSERVANCES*

***In compliance with G.S. 115D-5, MCC policy permits a student to be excused, with the opportunity to make-up any test or other missed work, a minimum of two excused absences per academic year for religious observances required by the student's faith. The policy limits the excused absences to a maximum of two days per academic year.**

Students who wish to be excused for a Religious Observance required by their faith must complete and submit a request form to the instructor(s) prior to the census date of each class. The *Request for Excused Absences for Religious Observances* form can be picked up from Student Services. This does not supersede the college-wide attendance policy as outlined in the college catalog or syllabus, with the exception of a reasonable accommodation for the make-up of missed course work.

COURSE POLICIES:

Rule #1: Quizzes and Tests **MUST** be completed on time. Once the due date for a test or quiz has passed it automatically turns off and will not be reposted. **If you miss a test, regardless of the reason, you will not be allowed to make it up.**

Rule #2: Assignments should be turned in **ON TIME! Late assignments are not accepted!** Try to always turn your work in the day before it is due, just in case. Technical problems, internet or server downtime, and "I didn't have time" are not valid excuses.

Rule #3: Log in **AT LEAST** 3 times per week. Even if you are ahead on your assignments I need you to log into the course frequently. This helps me sort out who's active and who I need to drop. If you go more than 7 days without logging into the course you **WILL** be dropped from the course (unless you contact me and get special permission).

Rule#4: Assignments are due each week by **Tuesday night by 11:55 pm.** Please do not wait until that morning to work through the chapters or complete quizzes and tests. You will need to allow three to six hours a week (more or less depending on the individual student) to complete the assigned work. If you will begin working early, you can e-mail me any questions or problems you may have. If you wait until the last minute you will not have time to get help before your assignment is due.

Other Important Information:

- This is not a "work at your own pace" class. Your assignments will be given out in "chunks" or modules. These modules will be turned on as the semester progresses. You can only work ahead in this class as far as the assignments that you can see.
- Don't hesitate to email me if you don't understand something. BUT don't wait until the last minute. If you don't attempt the assignment until the day it's due I won't be able to help you in time for it to be turned in. You have ample time to do the assignments...don't put them off until the last minute.
- If you see that you're going to be unable to complete the class, please do the paperwork for an Official Withdrawal. An OW will not affect your GPA and looks much better on your record than a WF. The last day to officially withdrawal can be found in the academic calendar. If you OW please email me to let me know. We are not automatically notified when a student OW's from a class.
- I DO NOT give incompletes for this class.
- Test questions in this class are pulled randomly from a large pool. Everyone gets different test questions.
- **Academic Integrity:** In addition to good academic performance, students should exhibit honesty and integrity. If there is any question that academic honesty and integrity are not honored, students may be required to redo assignments in the presence of an instructor-selected monitor. Other actions, in accordance with college policy, may be taken. Proof of dishonesty, including plagiarism, will make students subject to disciplinary action. Please consult your college catalog for more information.

CONTACT:

If you cannot reach your instructor, you may contact Dr. Phyllis Broughton, Dean of Academic Affairs and Student Services at (252)789-0246 or (252)789-0247 by phone, pbroughton@martincc.edu by e-mail, or in person at her office in Building 2, Room 33.

To access the Martin Community College Career Catalog for policies and curriculum requirements, please go online to www.martincc.edu.

If you have a need for a disability-related accommodation, please notify the Student Services counselor at (252) 789-0293.