

Lake-Sumter State College Course Syllabus

Course Information:

Course Prefix and Number: GEB 2214

Course Title: Business Communications

CRN: 10533

Credit Hours: 3

Semester: Fall 2021

Class Days, Location, Time: Course is fully on-line

Course Description: This course is designed to provide practice in writing clear and effective business letters and memorandums. The course also emphasizes resumé writing, oral communication skills in listening, interviewing, and giving oral presentations.

Instructor Information:

Name: Mary Heikkinen (pronounced hey'-kin-in, but just call me Ms. H—it's so much easier!)

E-Mail: Use Canvas Inbox (See Vital Communication Information section below)

Office Location: Leesburg Campus, Lake Hall, Room 102B

(NOTE: During COVID-19, I am holding no on-campus office hours)

Phone: 352-323-3626 (since I'm not in my office, it's best to contact me through Canvas Inbox)

Office Hours (appointments can be made for Zoom meetings):

Mondays:

1:00—4:00 p.m. (virtual/online)

Tuesdays:

2:00—4:00 p.m. (virtual/online)

Wednesdays:

11:00 a.m.—4:00 p.m. (virtual/online)

Additional appointments can be made for a Zoom meeting for other times. I tend to be very flexible with my students.

Vital Communication Information:

For e-mail, please note that all students are required to use Lakehawk Mail for official college e-mail communications. See the college webpage for [instructions on activating Lakehawk Mail](#).

Sending a private message using the INBOX tool in Canvas is always the most secure method of contacting your Instructor. Please do not use LakeHawk email to discuss anything course-specific with your instructor.

Please remember that any contact with your Instructor should be of a professional nature. If you leave a voice mail message, be clear, concise, and include your contact and class information. Follow up verbal conversations with a written account via INBOX in Canvas or e-mail.

Prerequisites/Co-requisites:

Prerequisites: None

Co-requisites: None

NOTE: Although there is no prerequisite for this course, it is expected that students have a good understanding of grammar, punctuation, and sentence structure.

Textbook & Other Course Materials:

Business Communication: Process & Product, 9th Edition, Guffey/Lowey, Cengage Learning, 2018. ISBN 9781305957961. No publisher code is required for this course.

You might want to purchase a USB drive (also known as a flash drive or a jump drive) to save your files on. You are not permitted to share a flash/jump drive with anyone else. If you do not have a flash drive, plan to save your files in the cloud or directly on your computer (in the Documents folder). You need to be able to find your files later for revisions; therefore, plan now to keep your files organized so you can locate them.

Technology Requirements:

Canvas is a required component of this course. Students unfamiliar with Canvas can check out the [Canvas Student Quick Guide](https://guides.instructure.com/m/4212) [https://guides.instructure.com/m/4212]

Major writing assignments need to be created and saved in a file format that is compatible with Microsoft Word. If using a word processing program other than Word, it is the student's responsibility to adhere to all formatting and submission requirements. Please ask for help if you are unsure how to save a file in a Word-compatible format. Compatible formats are .doc, .docx, .txt, and .rtf

Please see the LSSC [Lakehawk](http://www.lssc.edu/lakehawk/Pages/default.aspx) Page for information on how to obtain a free copy of Microsoft Office 365 as an LSSC Student (<http://www.lssc.edu/lakehawk/Pages/default.aspx>).

If you do not have a computer that meets these requirements, LSSC's computer labs in our campus Libraries and Learning Centers provide all the necessary programs needed to complete the work for this course.

It is the student's responsibility to have an alternate plan if their main computer system fails or encounters technical issues that prevent the completion of required assignments by the specified due date (i.e. – complete work on-site at a campus library or learning center, have a secondary computer available, etc.). **Computer hardware, software and Internet problems are not acceptable excuses for incomplete or late assignments.**

Course Student Learning Outcomes:

The following outcomes will be assessed in this course. An "outcome" is defined as something students take with them beyond this course. After successful completion of this course, the student will:

OST2336.1 - Use correct sentence structure in preparing business documents.

OST2336.2 - Use correct grammar and punctuation in preparing business documents.

OST2336.3 - Contribute to groups and classrooms in a professional manner.

OST2336.4 - Solve problems with a professional approach.

OST2336.5 - Demonstrate a professional attitude with groups and tasks.

OST2336.6 - Focus on tasks.

OST2336.7 - Work with others.

Course Objectives:

Objectives are defined as what the course will do and/or what the students will do as part of the course.

This course is designed to help the student recognize and understand the psychological and practical principles of effective communications. Students will produce a variety of written business communications, make oral presentations, and experience numerous listening and nonverbal communication situations.

1. To give the student practice in writing grammatically correct and complete sentences in a clear and concise manner.
2. To develop the student's skills in composing business letters, memorandums, and reports, specifically direct letters and memos, negative news, persuasive and sales messages, and typical business reports.
3. To give the student practice in composing and typing letters of employment and a resume.
4. To give the student practice in situations involving listening and verbal and nonverbal communication.
5. To develop the student's skills in effective business speaking and making effective oral presentations.
6. To assist the student in developing critical thinking skills and making ethical business decisions.

Institutional Policies & Procedures:

Academic Integrity:

The successful functioning of the academic community demands honesty, which is the basis of respect for both ideas and persons. In the academic community, there is an ongoing assumption of academic integrity at all levels. There is the expectation that work will be independently created, thoughtful and responsible as to its sources of information and inspiration. Honesty is an appropriate consideration in other ways as well, including but not limited to the responsible use of library resources, responsible conduct in examinations, and the responsible use of the Internet. See the [college catalog](https://lssc.smartcatalogiq.com/en/2019-2020/Catalog-and-Student-Handbook/College-Policies-Procedures/Academic-Integrity) for complete statement. (<https://lssc.smartcatalogiq.com/en/2019-2020/Catalog-and-Student-Handbook/College-Policies-Procedures/Academic-Integrity>)

Cheating:

If you cheat, the following actions will be taken:

1. The first instance will result in a zero for the grade(s) involved and may result in a failing grade for the course, to be determined by the instructor.
2. The second instance will result in a failing grade for the course.
3. A report will be forwarded to Student Affairs for all instances of cheating. They will file the report in your permanent record and/or take further disciplinary action. You will also be required to attend a seminar on Cheating and Plagiarism conducted by Student Affairs.

Warning: sharing a friend's personal computer and/or files can cause integrity violations. Sharing your files with another student will also result in the actions listed above.

Refer to the college catalog for full statement on Academic Integrity.

Important Information for Students with Disabilities:

Any student with a documented disability who requires assistance or academic accommodations should contact Student Accessibility Services immediately to discuss eligibility. Student Accessibility Services (SAS) is located on the Leesburg Campus, but arrangements can be made to meet with a student on any campus. An appointment can be made by calling 352-365-3589 and specific information about SAS and potential services can be found at [Student Accessibility Services](#).

Privacy Policy (FERPA):

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part99) is a Federal law that protects the privacy of a student's education records. In order for your information to be released, a form must be signed, and in your records, located in the Admissions/Registrar's Office.

Zero-Tolerance for Violence Statement:

Lake-Sumter State College has a policy of zero tolerance for violence as stated in College Board Rule 2.17. Appropriate disciplinary action will be taken in accordance with Board Rule 2.17.

LSSC Safety Statement:

Lake-Sumter State College values the safety of all campus community members. **If you have an emergency, call 911.** Otherwise, to report a concern, suspicious activity, or to request a courtesy escort, call Campus Safety:

(352) 516-3795 Leesburg
(352) 536-2143 South Lake
(352) 303-7296 Sumter

LSSC also has a free safety app, **Lake-Sumter Safe** that is available for download. You will receive important emergency alerts and safety messages regarding campus safety via LSSC Alert. You are opted into this system when you become an LSSC student. For more information regarding safety and to view available resources, visit the [Campus Safety](#) web page.

Attendance/Withdrawal Policies:

Initial Attendance:

Initial attendance will be entered at the end of the second week of the semester/mini-mester. A student who has not met initial attendance requirements will be marked as "not-attending" and administratively withdrawn from the class. The withdrawn student is still financially responsible for the class. See the [college catalog](#) for more details.

Withdrawal:

Once the Add/Drop period passes, students deciding to discontinue class attendance and/or online participation have the responsibility for formal withdrawal by the withdrawal deadline.

Withdrawal Deadline:

Monday, November 1, 2021 by 4:30 PM

Instructor Policies:

1. Submit assignments via Canvas.
2. Submit assignments as attachments using Canvas in generally acceptable formats, i.e., doc, docx and rtf.
3. It is the student's responsibility to make time to do their homework and to complete the homework before the deadline.
4. It is the student's responsibility to ensure that they have access to a working computer system with a working Internet connection.
5. It is the student's responsibility to ensure that their system supports Canvas and all software needed for this class. Please use Mozilla Firefox or Google Chrome as your browser (do not use Internet Explorer—it does not do well with Canvas).
6. It is the student's responsibility to be sure to start the assignments with enough time to allow for technical difficulties and the need for assistance.
7. I am available via Canvas email for questions and/or concerns. I check email regularly and will respond to messages in a timely manner (within 48 hours). I also check Canvas daily and will respond to questions posted to the site within 48 hours. I will notify the class in advance if I will be unable to access the course, my email, or my phone messages at any specific time during the semester.
8. I am available to meet with students during my office hours as posted on page 1 (setting an appointment is preferable) or at other times as arranged with the student.
9. You should consider me a resource in this course, and I will gladly assist students who work hard and plan ahead. I am available to answer questions about assignments ahead of time but will not "grade" assignments before they are officially submitted. In other words, you may ask specific questions about an assignment, but I will not provide detailed feedback until officially grading the assignment—because I do not have time to do this for every student before an assignment is due, it would be unfair to do so for some and not others.

Late Work/Extensions:

All homework is to be submitted on the date it is due. Homework will not be accepted after this time. You may use a **No Questions Asked** coupon for **one week's** worth of late assignments without penalty. If you choose to use that option, you must complete that week's assignment by the deadline of the following week, plus of course completing all the work due that week as well. Do not wait until the last minute to prepare and submit your assignments. Software and printer problems are not acceptable excuses for incomplete assignments.

Tests will be given on specified days and may be made up under the most extreme circumstances and then with advance notice. Exceptions should be discussed with instructor individually. Tests missed because of an emergency must be completed within one week of the test date, or the student will receive a grade of “F” for that test.

Classroom Etiquette:

Behavior:

- Students are always expected to be courteous with other students and the instructor. Any acts of classroom disruption that go beyond the normal rights of students to question and discuss with instructors the educational process relative to subject content will not be tolerated, in accordance with the Academic Code of Conduct described in the Student Handbook.

Grading Information:

Grading Scale:

90-100% A, 80-89% B, 70-79% C, 60-69% D, 59% and below F

Methods of Evaluation:

Your grade is based on several components: activities/participation, discussions, homework, oral assignments, group project, and four written tests (including resume and cover letter).

Assignment Overview & Grade Breakdown:

Category	Points or %
Discussions	2%
Homework and Writing Assignments	27%
Individual Oral Assignment	6%
Group Project	30%
Tests	35%
Attendance—Since this course is online, there is no grade for attendance	0%
	100%

Instructions:

1. Read each assigned chapter. There are three tests that come directly from material covered in the assigned chapters.
2. Graded assignments must be typed and saved to a storage device (USB drive, hard drive, Cloud, your computer, etc.).
3. Grades are posted in Canvas allowing students to see where they stand in the class. Once grades are posted, the student has one week to dispute any grades.
4. Spelling is very important in creating business correspondence. Be sure that you use spell check on every document before submission. However, realize that the spell checker is only a tool. Telling me that you spell checked a document is not a reason for me to overlook misspelled words. Also, because spell checkers are imperfect, you should verify spelling in a dictionary.
5. To succeed in this course, you should do the following:
 - Complete all assigned reading

- Complete assignments on time
- Participate in group work
- Draft, reread, and revise each assignment
- Budget at least four hours outside of class to prepare your assignments

Course Calendar: See attached.

Basic Needs Statement:

Any student who faces challenges securing basic needs such as food or housing and believes this may affect their performance in the course is encouraged to contact a campus dean at deanofstudents@lssc.edu. The deans will then be able to share any resources at their disposal.

Syllabus Disclaimer:

Information contained in this syllabus is, to the best knowledge of this instructor, considered correct and complete when distributed to students. The instructor reserves the right, acting within policies and procedures of Lake-Sumter State College, to make necessary changes in course content or instructional techniques with notification to students.

Course Content/Calendar
 GEB 2214 – Business Communications (fully online)
 Fall 2021 ~~ CRN 10533

Week	Objectives & Reading Assignments	Items Due
Week 1 Aug 23-29	<ul style="list-style-type: none"> • Introduction to class • Read Ch 1: Business Communications in the Digital Age 	<p>All assignments are listed and explained in Canvas. You will upload homework using the Canvas <i>Submit Assignments</i> tool.</p> <p><u>Due Friday</u></p> <ul style="list-style-type: none"> • Week 1 Discussion—Orientation-Introduce Yourself <p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Reply to at least two other students in Week 1 Discussion • Read Ch 1 • Syllabus Scavenger Hunt • Communications Skills Assessment Memo • “Look up!” short video and your analysis • Test on Ch 1
Week 2 Aug 30-Sep 5	<ul style="list-style-type: none"> • Read Ch 2: Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Read Ch 2 • Complete the <i>Lessons in Teamwork assignment</i> • Complete the <i>Rating Your Listening Skills & Canvas Message Assignment</i> • Test on Ch 2
Week 3 Sep 6-12	<ul style="list-style-type: none"> • Read Ch 3: Intercultural Communication 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Read Ch 3 • Read the Canvas Inbox response from instructor on your <i>Week 2 Listening Skills Assignment</i> and reply back to the instructor • Complete the TED Talk Video assignment • Test on Ch 3

Week	Objectives & Reading Assignments	Items Due
Week 4 Sep 13-19	<ul style="list-style-type: none"> • Read Ch 4: Planning Business Messages • Read Ch 5: Organizing and Drafting Business Messages • Group Formation 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Read Ch 4 • Read Ch 5 • Complete the <i>Group Project-Group Formation</i> assignment • Test on Ch 4 • Test on Ch 5
Week 5 Sep 20-26	<ul style="list-style-type: none"> • Read Ch 6: Revising Business Messages • Read Ch 7: Short Workplace Messages and Digital Media 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Read Ch 6 • Read Ch 7 • Complete the <i>Proofreading</i> assignment • Test on Ch 6 • Test on Ch 7
Week 6 Sep 27-Oct 3	<ul style="list-style-type: none"> • Read Ch 8: Positive Messages 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • View the two videos located in the Lectures and Resources section for help on conducting research for your group project. • Complete the assignment called <i>Country your group will use</i> (groups need to have narrowed down the country they plan to use for their group project) • Complete Group Progress Report 1 [Just one member of the group needs to upload the file.] • Read Ch 8 • Test on Ch 8
Week 7 Oct 4-10	<ul style="list-style-type: none"> • Read Ch 9: Negative Messages • Review of LSSC Library Research for group project 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Read Ch 9 • Complete the <i>Southwest Airlines</i> case study • In the “Lecturers and Resources” folder, view the video called Library Resources to help you with your Group Project research • Test on Ch 9
Week 8 Oct 11-17	<ul style="list-style-type: none"> • Read Ch 10: Persuasive and Sales Messages 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Read all the materials in the "Lectures and Resources" folder • Complete Group Progress Report 2 [Just one member of the group needs to upload the file.] • If desired, complete the extra credit assignment to help you prepare for the job search assignments you will be doing in Week 9. This extra credit can be completed anytime between Weeks 8 / 9 / 10. • Read Ch 10 • Test on Ch 10

Week	Objectives & Reading Assignments	Items Due
Week 9 Oct 18-24	<ul style="list-style-type: none"> • Read Ch 15: The Job Search, and Cover Letters in the Digital Age • Review of LSSC Career Development Services (CDS) for job search activities 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Read Ch 15 (no test) • Complete the <i>Searching the Job Market</i> assignment • Complete a draft of your <i>Resume</i> • Complete a draft of your <i>Cover Letter</i> on letterhead • Complete the <i>Group Project Individual Commitment Statement #1</i> • Complete Group Progress Report 3 [Just one member of the group needs to upload the file.] • Don't forget the extra credit assignment described in Week 8 (you have until Week 10 to complete it.)
Week 10 Oct 25-31	<ul style="list-style-type: none"> • Read Ch 16: Interviewing and Following Up • Work with your groups 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Revise the <i>Southwest Airlines</i> case study (marked-up copy was sent to you through Canvas gradebook in Week 7) • Complete the <i>Rehearsing Answers to Interview Questions</i> assignment.....WAIT! ----- You only need to answer <u>ONE</u> question in each of the <u>FIVE</u> sections shown in the assignment. • Read Ch 16 (no test) • Don't forget the extra credit assignment described in Week 8 (you have until Week 10 to complete it.)
<p>NOTE:</p>	<p>Withdrawal Deadline</p>	<p>Monday Nov 1, 2021 by 4:30 PM</p>
Week 11 Nov 1-7	<ul style="list-style-type: none"> • Read Ch 14: Business Presentations • Work with your groups 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Read all the documents in the "Lectures and Resources" folder • Revise your <i>Resume</i> (marked-up copy was sent to you through Canvas) • Revise your <i>Cover Letter</i> (marked-up copy was sent to you through Canvas) • Read Ch 14 (no test) • Prepare for your 5-minute narrated PowerPoint presentation, which is due in Week 13 • Inform the instructor of the topic of your 5-minute narrated PowerPoint presentation • Complete the <i>Group Project Individual Commitment Statement #2</i> • Complete Group Progress Report 4 [Just one member of the group needs to upload the file.]
Week 12 Nov 8-14	<ul style="list-style-type: none"> • Narrated PowerPoint presentations 	<p><u>Due Sunday</u></p> <ul style="list-style-type: none"> • Complete Group Progress Report 5 [Just one member of the group needs to upload the file,] • Complete the draft of your Group Written Report [Just one member of the group needs to upload the file.] • Complete the <i>Toastmasters</i> assignment • Submit the assignment confirming that you can use Zoom (or set up a time to practice with instructor) • Groups must let the instructor know which day/time they are choosing to present (see available days/times in final week below) • Continue to work with your group to finalize your 15-20 minute presentation

Week	Objectives & Reading Assignments	Items Due
Week 13 Nov 15-21	<ul style="list-style-type: none"> • Work with groups on final report and presentation 	<p>Students, please:</p> <ul style="list-style-type: none"> ○ Work on the <i>Peer Evaluations</i> on your individual group members (you will upload these in Canvas in the Final Day module) ○ Work with Groups on presentation and final report ○ In Canvas, read the document called "50 Common Interview Questions and Answers" <p>Due Sunday</p> <ul style="list-style-type: none"> • Upload your <i>narrated PowerPoint presentation</i> • If necessary, revise your resume (you would have been sent another marked-up copy through Canvas)
Wed Nov 24 thru Sun Nov 28	Thanksgiving Holiday	Campus is closed – No assignments due this week
Week 14 Nov 29—Dec 5	<ul style="list-style-type: none"> • Work with groups on final report and presentation 	<p>Students, please:</p> <ul style="list-style-type: none"> • Continue to work with your groups • No other assignments due this week

<p>Final Week Mon Dec 6 – Fri Dec 10 NOTE: Short week</p>	<p>Groups will present using Zoom. In Week 12, groups must pick the day/time to present (see below). Allow 15-20 minutes. If you are unfamiliar with Zoom, please contact the instructor to set up a “practice” session. You won’t need to make any kind of a presentation during the practice session; we’ll just be making sure you can connect using Zoom.</p> <p>You will need a video camera on your computer or iPad or phone.</p> <p>Here are the available times to present. Please submit the assignment that you will find in Week 12 where one of your group members will inform the instructor which time you choose (first-come/first-served).</p> <table border="1" data-bbox="415 1206 1192 1365"> <thead> <tr> <th>Mon 12/6</th> <th>Tue 12/7</th> <th>Wed 12/8</th> <th>Thu 8/9</th> <th>Fri 8/10</th> </tr> </thead> <tbody> <tr> <td>5:00 p.m.</td> <td>5:00 p.m.</td> <td>5:00 p.m.</td> <td>5:00 p.m.</td> <td>5:00 p.m.</td> </tr> <tr> <td>6:00 p.m.</td> <td>6:00 p.m.</td> <td>6:00 p.m.</td> <td>6:00 p.m.</td> <td>6:00 p.m.</td> </tr> <tr> <td>7:00 p.m.</td> <td>7:00 p.m.</td> <td>7:00 p.m.</td> <td>7:00 p.m.</td> <td>7:00 p.m.</td> </tr> <tr> <td>8:00 p.m.</td> <td>8:00 p.m.</td> <td>8:00 p.m.</td> <td>8:00 p.m.</td> <td>8:00 p.m.</td> </tr> </tbody> </table>	Mon 12/6	Tue 12/7	Wed 12/8	Thu 8/9	Fri 8/10	5:00 p.m.	5:00 p.m.	5:00 p.m.	5:00 p.m.	5:00 p.m.	6:00 p.m.	6:00 p.m.	6:00 p.m.	6:00 p.m.	6:00 p.m.	7:00 p.m.	7:00 p.m.	7:00 p.m.	7:00 p.m.	7:00 p.m.	8:00 p.m.	8:00 p.m.	8:00 p.m.	8:00 p.m.	8:00 p.m.	<ul style="list-style-type: none"> • Groups give their 15-20 minute business presentations using Zoom on chosen date and time <p>Due by Friday Dec 10—11:59 p.m. (last day of class)</p> <ul style="list-style-type: none"> • Submit Final Group Report [Just one member of the group needs to upload the file.] • Submit Group PowerPoint • Submit Group Handout • Submit the <i>Peer Evaluations</i> on your individual group members
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