

# **BUS 265 – BUSINESS COMMUNICATION**

## **Course Syllabus**

### **Instructor Information**

**Instructor:** Heather Ashbach  
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### **Course Delivery**

Online, Semester-Based

### **Credit Hours**

3 Semester Hours

### **Course Prerequisites**

BUS 120, ENG 101

### **Course Time Limits**

All Semester-based courses follow a 16 week calendar as detailed in the Course Schedule.

### **Course Materials**

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to [exstudies.adams.edu](http://exstudies.adams.edu) and click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (<http://adams.edu/students/sub/bookstore/>)

Use Section Number **1525** to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email at [asubookstore@adams.edu](mailto:asubookstore@adams.edu) or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

### **Required Textbook:**

Locker, Kitty O. and Kienzler, Donna S. (2014). *Business and Administrative Communication*. 11th ed. New York: McGraw-Hill Education. ISBN 978-0-07-340325-0

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## **Online supplement (required):**

Connect Interactives (purchased through McGraw-Hill), companion to the text. Note: You will need to purchase online access, but you may choose the "Free Trial" first. HOWEVER, be sure to **use the same email address** when you purchase Connect in order to save the work you did under the Free Trial.

## **Required Additional Fee for Each Proctored Exam:**

Up to 1 hour: \$ 16.00

Every additional hour after: \$7.00 per student per examination.

**You have one proctored exam in this course which will run \$23.**

## **Catalog Description**

Business Communication (BUS 265) focuses on advanced writing, expression and communication in a professional business atmosphere. Topics covered include team communication, ethical communication, multicultural communication, crisis communication and strategic communication, as well as business networking and etiquette. Course deliverables focus on creating a working resume, cover letter and oral presentation as well as in-depth interview preparation work.

## **Course Communications**

If questions arise throughout the course, please contact me at my Adams State email, [hashbach@adams.edu](mailto:hashbach@adams.edu). Please do not use the Message function in BlackBoard as I prefer email to my Adams State account.

## **Student Learning Outcomes**

Upon completion of this course, you will have covered:

### Chapter 1

- What the benefits of good communication are
- Why you need to be able to communicate well
- What the costs of communication are
- What the costs of poor communication are
- What the basic criteria for effective messages are
- What role conventions play in business communication
- How to solve business communication problems

### Chapter 2

- How to identify your audience
- Ways to analyze different kinds of audiences
- How to choose channels to reach audiences

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- How to adapt your message to the audience
- How to characterize good audience benefits
- How to create audience benefits
- How to communicate with multiple audiences

## Chapter 3

- Create positive emphasis
- Improve tone in business communications
- Reduce bias in business communications

## Chapter 4

- Why ethics is so important in business communication
- How corporate culture impacts business environments
- Why interpersonal communication is important
- How to use your time more efficiently
- What the trends in business communication are

## Chapter 5

- Activities involved in the composing process, and how to use these activities to your advantage
- Guidelines for effective word choice, sentence constructions, and paragraph organization
- Techniques to revise, edit, and proofread your communications

## Chapter 6

- What document design is important and how to incorporate it into the writing process
- The four levels of document design, and how they can help you critique documents
- Guidelines for document design
- How to design brochures
- How to design infographics
- How to design web pages
- How to do basic usability testing on your documents

## Chapter 7

- Why global business is important
- Why diversity is becoming more important
- How our values and beliefs affect our responses to other people
- How nonverbal communication impacts cross-cultural communications
- How to adapt oral communications for cross-cultural audiences
- How to adapt written communications for global audiences
- Why it is important to check cultural generalizations

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## **Chapter 8**

- Different kinds of productive and nonproductive roles in teams
- Group decision-making strategies
- Characteristics of successful teams
- Techniques for resolving conflict
- Techniques for making meetings effective
- Technologies to use in teamwork
- Techniques for collaborative writing

## **Chapter 9**

- What the purposes of informative and positive messages are
- What kinds of newer communication hardware are entering offices
- When and how to use common business media effectively
- How to organize informative and positive messages
- How to compose some of the common varieties of informative and positive messages

## **Chapter 10**

- Different purposes of negative messages
- Different ways to organize negative messages
- Ways to construct the different parts of negative messages
- How to improve the tone of negative messages
- Ways to construct different kinds of negative messages
- How, and how not, to use technology for negative messages

## **Chapter 11**

- Identifying the purposes of persuasive messages
- Analyze a persuasive situation
- Identify basic persuasive strategies
- Write persuasive direct requests
- Write persuasive problem-solving messages
- Write sales and fund-raising messages
- Use technology for persuasive messages

## **Chapter 12**

- Prepare a detailed timeline for your job search
- Conduct an effective job search
- Prepare a résumé that makes you look attractive to employers
- Deal with common difficulties that arise during job searches
- Handle the online portion of job searches
- Keep your résumé honest

## **Chapter 13**

- Find the information you need to write a good job letter to a specific employer
- Write a job letter that makes you look attractive to employers

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- Use social networking and a personal website to create a virtual cover letter

## Chapter 14

- What interview channels you may encounter
- How to create a strategy for successful interviewing
- What preparations to make before you start interviewing
- What to do during an interview
- How to answer common interview questions
- How to prepare for less common interview types
- What to do after an interview
- How to plan for a successful career

## Chapter 15

- Recognize varieties of reports
- Define report problems
- Employ various research strategies
- Use and document sources

## Chapter 16

- When to use visuals and data displays
- How to create effective visuals and data displays
- How to integrate visuals and data displays into text
- How to use conventions for specific visuals and data displays

## Chapter 17

- Define proposals
- Brainstorm for writing proposals
- Organize proposals
- Prepare budget and costs sections
- Write different proposal varieties
- Write progress reports

## Chapter 18

- How to use your time efficiently when writing reports
- How to analyze data, information, and logic
- How to choose information for reports
- How to organize reports
- How to present information effectively in reports
- How to prepare the different components of formal reports

## Chapter 19

- Identify purposes of presentations
- Plan strategy for presentations
- Organize effective presentations
- Plan visuals for presentations

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- Deliver effective presentations
- Handle questions during presentations

## **Course Requirements**

Included within each module will be some variety of the following elements:

- Learning objectives and outcomes
- Lesson summary and quick notes on the material
- Reading assignment
- Online self assessment

Assignments may include all or some of the following within each module:

- Discussion
- Professional development activity (resume, cover letter, interview prep, presentation)
- Connect Interactives (cases, concept review, grammar)
- Exam

All discussions and case analyses will be due by 11:59 p.m. Mountain Standard Time on the Saturday of the week they are assigned (see your course schedule/assignment list for dates). Again, you can work ahead on the modules, interactives and professional development activities, but remember they are due by the date assigned in the course schedule/assignment list. Late work is not accepted. Period. The beauty of an online course is that you can do it from anywhere and that is expected of you, whether that means you're responding to discussions about business communications while on a sandy beach somewhere amazing for vacation or you're stuck in a work conference all week with a spotty hotel internet connection. Do not wait until the last minute to complete your work in case you run into a technical issue that prevents you from turning in your work on time.

## **Discussions**

Discussions in an online class function differently than they do in a traditional classroom, but they serve the same purpose. They allow you to interact with your classmates and learn from one another's ideas. The prompts in this course are designed to get you thinking about how the material impacts your life and will ask you to draw from personal experiences with the topic. You should plan to actively and consistently participate in each discussion; they constitute a large chunk of your grade.

Discussions will open at 12:01 a.m. on the date the module begins.

When posting to the discussion area, please type your comments directly into the discussion forum (i.e. do not type your comments into a document and then attach it to the discussion).

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When viewing the discussion item for the week, you will only see the prompt. **You will not be able to see others' posts until you post your original response.**

**You will have one week following the discussion to respond to at least two posts of your classmates in order to receive full credit for the discussion.**

To gain full credit for the discussion item, **you must post your original response and then respond to at least two other student posts.**

**Your first post (Introduction) serves as proof that you have read the syllabus and agree to its terms.**

Each response is worth 4 points for a total of 20.

## **Professional Development Activities**

You will complete 3 professional development activities in this course (detailed within Bb):

- Cover Letter
- Resume
- Presentation

Each activity is worth 10 pts for a total of 30.

## **Connect Interactives**

The Connect supplement is required for this course. It is an online platform where your weekly interactive assignments will be conducted. As stated above, you can use the three-week trial version before purchasing the full Connect supplement, but you will be required to use the same email for both. When accessing Connect, you must always do so through Blackboard by clicking on the assignment link in each module. If you attempt to access your assignments directly through Connect, bypassing the Blackboard link, your grade may not transfer correctly. You may work ahead on the interactives, but remember they are due within the week assigned.

If you run into a technical issue with Connect, please call Connect Tech Support at 800.331.5094. Their support hours are listed at <http://mpss.mhhe.com/>. You'll also find a cool chat tool there which you may find more helpful than a phone call.

The interactives provide a fun (interactive) way of reinforcing the week's materials – some through case studies, others through concept review, etc.

There will be 10 grammar-focused interactives that will help sharpen your business professional writing style.

Each interactive is worth 1 pt. for a total of 25.

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## Online Proctored Exams

You will take ONE exam remotely, proctored by a service called Examity®. Detailed instructions on how to use Examity® are on the Syllabus and Information Page of this course. Please read the directions carefully and log in to Examity® as soon as possible to set up your profile. You should do this a minimum of one week before you plan to take your first Examity® online proctored exam.

To use Examity®, you will need to make sure you meet the following technical requirements:

- You must take your exam on a computer with a webcam and a microphone (both built-in and external are fine). You can test your webcam at [www.testmycam.com](http://www.testmycam.com).
- You must take your exam from a location that with sufficient internet speed: at least 3 MPS upload and download speed. You can test your internet speed at <http://www.speedtest.net>.

**IMPORTANT:** There is an additional fee to students associated with taking an online proctored exam. See the Course Materials section of this syllabus or the Online Proctored Exams tab on the Syllabus and Information page for information on costs and how you can pay for your exam. **In this course, this fee is \$23.**

If you have any questions or concerns while setting up your account, registering or taking an online proctored exam, you can contact Examity's technical support team 24/7 via email at [support@examity.com](mailto:support@examity.com), phone at (855)-392-6489, or via live chat from the Examity® dashboard.

You will have 2 hours to complete the 50 question multiple-choice proctored online exam in this course. It is open book/open notes. The exam is worth 25 pts (.5 pts each question).

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## Grade Distribution and Scale

In alignment with ASU academic policies, no D may apply to a major or minor field.

### Grade Distribution

Connect Interactives (25 @ 1 pt each)	=	25 pts
Asynchronous Discussions (5 @ 4 pts each)	=	20 pts
Professional Development Activities (3 @ 10 pts each)	=	30 pts
Exam (50 questions @ .5 pts each)	=	25 pts
<b>Total points possible</b>	<b>=</b>	<b>100 pts</b>

### Grade Scale

90 – 100 points	90 – 100%	A
80 – 89 points	80 – 89%	B
70 – 79 points	70 – 79%	C
60 – 69 points	60 – 69%	D
< 60 points	< 60%	F

## ADA Statement

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at [odsd@adams.edu](mailto:odsd@adams.edu), or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

## Academic Integrity

In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one's academic work will not be tolerated.

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Any offense will result in a zero for the exam, lesson, or exercise in question and may result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for more information including the student handbook: [Academic Integrity at Adams State University](#).

All written work is subject to plagiarism detection software review.

## **Student Identity Verification**

Adams State University utilizes a variety of methods to verify the identity of students enrolled in courses, including but not limited to: secure logins and pass codes, proctored exams, security questions, and other technologies and practices that are effective in verifying student identity. Some of these methods may incur an extra cost to students; associated costs will be outlined in the course syllabus, other University documents, and on the University website. Adams State University reserves the right to request additional government-issued documentation of identity from students for the purpose of ensuring that the person enrolled in the course is the person completing assignments, exams, and all other course requirements. Any student engaged in incidents of student identity fraud may face reprimand, disciplinary warning, a lowered or failing grade(s), and/or probation, or suspension from the course, academic program or University, or expulsion from the University.