BUS 265 – BUSINESS COMMUNICATION

SYLLABUS

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COURSE DELIVERY

Print-Based Correspondence Course

CREDIT HOURS

3 Semester Hours

COURSE PREREQUISITES

None

COURSE TIME LIMITS

The minimum course completion time for a 3 semester hour print correspondence course is 6 weeks from date of enrollment.

All correspondence courses have a maximum course completion deadline of one year from the date of registration.

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 and click on the "Bookstore" link. Select "DISTLEARN" from the department menu.
(http://adams.edu/students/sub/bookstore/)

Use Section Number: 1562 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 or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.
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Required Textbook:


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.

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
- 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
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- 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

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

Chapter 14
- What interview channels you may encounter
- 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
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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
• Deliver effective presentations
• Handle questions during presentations

COURSE REQUIREMENTS

Before you begin coursework, please submit your intro (detailed in Written Response 1) so that we can get to know one another. Allow up to one week after submitting your response to receive feedback and grades. You may submit coursework via e-mail (preferably) or snail mail. If submitting via e-mail, please note in the subject line your first and last name, the course number and which assignments are being submitted. If assignments are submitted by mail, postage paid self-addressed envelopes must be included in order for your work to be returned to you.

If questions arise throughout the course, please contact me at hashbach@live.com. Please save phone calls for emergencies only; I like to have a record of all correspondence.

After you have submitted your first assignment and received feedback, you can begin submitting multiple assignments together. **DO NOT submit an entire course’s worth of work at once; it will not be accepted.**
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Assignments for this course will consist of the following:

- Writing Responses
- Professional Development Activities
- Grammar Exercises
- Comprehensive Exam

**Written Responses**

We will have 6 written responses due throughout the course so that you can work on writing style and forming your thoughts into coherent arguments and points. The prompts in this course will ask you to draw from personal experiences with the topic or review case studies and provide thorough analysis on a future direction. Remember this is an academic setting so I’m wanting to see clear examples (either through descriptions or samples) and thoughtful analysis.

Each response is worth 5 points for a total of 30.

Please submit Written Response #1: Introduction as soon as possible. After you receive feedback on your first assignment, follow the course outline in the Study Guide. **DO NOT submit an entire course’s worth of work at once; it will not be accepted.**

**Professional Development Activities**

You will complete 4 professional development activities in this course:

- Cover Letter
- Resume
- Oral Presentation
- Infographic

Each activity is worth 10 pts for a total of 40.

**Grammar Exercises**

A business communication course wouldn’t be complete without a focus on writing mechanics. This activity is worth 5 pts.

**Comprehensive Exam**

Per Adams State University Extended Studies policy, all 100/200 level courses must include a proctored exam. There is a final 50 question multiple-choice proctored exam in this course. It is open book/open notes. You will have 2 hours to complete the exam.

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
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<tbody>
<tr>
<td>Written Responses (6 @ 5 pts each)</td>
<td>30 pts</td>
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<tr>
<td>Grammar Exercises</td>
<td>5 pts</td>
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<tr>
<td>Professional Development Activities (4 @ 10 pts each)</td>
<td>40 pts</td>
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<tr>
<td>Exam (50 questions @ .5 pts each)</td>
<td>25 pts</td>
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Grade Scale

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<th>Points</th>
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<td>60 – 69 points</td>
<td>60 – 69%</td>
<td>D</td>
</tr>
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<td>&lt; 60 points</td>
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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, 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.

Any offense will result in a zero for the exam, lesson, or exercise in question and will 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.

**EXAMINATIONS:**

Please refer to the Guidelines for Proctored Exams and submit your Exam Request Form three weeks BEFORE you plan to take the exam.