CASPER COLLEGE COURSE SYLLABUS
(BADM 1020 Business Communications)

Semester/Year: Fall 2015
Lecture Hours: 03 Lab Hours 03 Credit Hours: 03
Class Time: 9-9:50 am Days: MWF Room: BU 310

Instructor’s Name: Joseph Simon
Instructor's Contact Information: I’m in the office (BU 203) every day M-F unless I am at a conference or ill.
Office Phone: 268-2376 Email: Jsimon@caspercollege.edu Or Joemrmanager@bresnan.net

Office Hours: Monday and Wednesday 10-11 and 1-2pm, Tuesday and Thursday 11am-12noon, Friday hours by appointment

Course Description: This course helps students to compose, edit and rapidly revise business messages. Group interaction is emphasized with written communications, reports, and other communications resources such as speaking and listening, and use of the internet and e-mail.

Statement of Prerequisites:

Goal: This is an introductory course designed to help you develop and refine the skills necessary to communicate effectively in a high-tech, global, professional business environment. The purpose of this class is to develop effective written and verbal communication skills.

Institutional Outcomes

☒ Demonstrate effective oral and written communication
☒ Demonstrate knowledge of diverse cultures and historical perspectives
☒ Appreciate aesthetic and creative activities
☒ Use appropriate technology and information to conduct research
☒ Describe the value of personal, civic, and social responsibilities
☒ Use quantitative analytical skills to evaluate and process numerical data

Program goals:

• The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
• Students wishing to pursue a Bachelor’s degree in Business can complete the first two years of a baccalaureate degree through Casper College by completing requirements for a degree in Business Administration or Pre-Law Business. The program provides students with the opportunity to transfer at junior standing to a four-year college or university.
• Business majors have the opportunity to pursue a top-quality two-year degree in Management, Leadership, or Entrepreneurship that provides the skills and abilities to succeed in the business world upon graduation.
• This educational experience enables students to develop the expertise needed to function in a business environment and to develop an understanding of the social and economic forces shaping the future of the world’s economy.

Course Goals (what is the goal of this class – what do you hope for your students)

Goal: This is an introductory course designed to help you develop and refine the skills necessary to communicate effectively in a high-tech, global, professional business environment. On completion of this course, students will be able to.

Outcomes: The student will

• Demonstrate an understanding of the importance of communication processes and skills, critical thinking and ethics in today’s increasingly digital workplace.
• Be able to recognize and apply effective listening and nonverbal techniques in achieving successful professional and interpersonal interactions.
• Become more sensitive to intercultural differences and be able to interact effectively in global and diverse work environments.
• Apply a 3 x 3 writing process in analyzing and solving communication problems.
• Demonstrate skill in composing and formatting quality e-mail messages and memos, direct letters and business messages, persuasive and sales messages and negative messages.
• Demonstrate skill in composing, writing and presenting well-researched proposals and formal reports, including the use of on-line information sources and appropriate documentation formats.
• Demonstrate proficiency in grammar, punctuation, capitalization, style and word use.

Methodology: Teaching/learning methods will include reading, analysis of business and professional documents, in-class writing and oral exercises, lectures, formal writing assignments, e-mail with attachments, group projects, presentation, a mock interview and exams.

Evaluation Criteria: Grading scale
Class participation 15% A: 91-100%
Assignments 15% B: 81-90%
Exams 40% C: 71-80%
Project/presentation 20% D: 61-70%
Mock Interview 10% F: Below 61%


Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade: November 12, 2015

Thorough reading of assigned text and supplementary materials is expected
• Active, informed participation and intellectual engagement in discussion is expected
• Students are expected to attend all classes for which they are registered and are accountable for all classwork during an absence. Non-attendance at a required class constitutes an absence. Excessive absences or tardiness may result in a lowered grade; and at the discretion of college administration, a student who fails to attend regularly may be asked to withdraw. I do keep a record of your attendance. Attendance includes being on time to class and remaining in class for the duration of the class time.

• Exams will be given on the announced dates. If the student is going to be absent on the day a test is to be given, arrangements must be made with the instructor before the absence. If no arrangements have been made, and unless there is documentation available from a physician for an illness or a sudden emergency, no makeups will be given.

• Any assignments/projects/papers are due on the specific date and time. No late assignments will be accepted unless there is documentation of an illness or a sudden emergency, such as a death in the family. Technical malfunctions are not an excuse for handing in a late assignment.

• Cell phones, IPods, CD players, MP3 players, radios and other similar devices must be shut off or put on silent mode and placed in a purse, pocket or backpack for the duration of the class.

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Dishonesty: (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

Official Means of Communication: Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

ADA Accommodations Policy: If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

Calendar or schedule indicating course content:

<table>
<thead>
<tr>
<th>Week of</th>
<th>Monday</th>
<th>Wednesday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>8/24</td>
<td>Introductions and review of the syllabus</td>
<td>Chapter 1- Communication Skills as Career Filters</td>
<td>Finish chapter 1</td>
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<tr>
<td>Date</td>
<td>Chapters</td>
<td>Assignments</td>
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<td>8/31</td>
<td>Chapter 2-Planning Business Messages</td>
<td>Finish chapter 2</td>
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<td>9/7</td>
<td>Labor Day-no class Monday (Chapter 3 Composing Business Messages)</td>
<td>Chapter 3 concluded</td>
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<td>9/14</td>
<td>Chapter 4-Revising Business Messages</td>
<td>Exam # 1-Chapters 1 through 4</td>
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<td>9/21</td>
<td>Review exam and Chapter 5-Electronic Messages and Digital Media</td>
<td>Chapter 6-Positive Messages</td>
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<td>9/28</td>
<td>Chapter 6-Positive Messages</td>
<td>Chapter 7-Negative Messages</td>
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<td>10/5</td>
<td>Chapter 8-Persuasive Messages</td>
<td>Midterm exam-Chapters 5 through 8</td>
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<td>10/12</td>
<td>Chapter 9-Informal reports</td>
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<td>10/29</td>
<td>10/19-10/20 Fall break (no class)</td>
<td>Chapter 10-Proposals and formal reports</td>
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<td>10/26</td>
<td>Chapter 11-Professionalism at Work: Business Etiquette, Ethics, Teamwork and Meetings</td>
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<td>11/02</td>
<td>Chapter 12-Business Presentations</td>
<td>Advising day</td>
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<td>11/09</td>
<td>Chapter 13-The Job Search,</td>
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<td>11/16</td>
<td>Chapter 13-The Job Search, Resume and Cover Letters</td>
<td>Chapter 14-Interview and Follow Up</td>
<td>Chapter 14-Interview and Follow Up</td>
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<td>11/23</td>
<td>Mock interviews</td>
<td>Closed-Thanksgiving holiday</td>
<td>Closed-Thanksgiving holiday</td>
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<td>11/30</td>
<td>Mock interviews</td>
<td>presentations</td>
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<td>12/7</td>
<td>Presentations</td>
<td>Presentations</td>
<td>Review for final</td>
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<td>12/14</td>
<td>Final exam-Date &amp; Time TBA</td>
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