

## Dakota College at Bottineau Course Syllabus

**Course Prefix/Number/Title:** Bote 210—Business Communications

**Number of Credits:** 3 semester hours

**Pre/Co-requisites:** None

**Course Description:** Bote 210—Business Communications

Study of oral and written communication in business settings. Includes exploration of nonverbal and group communication, listening and research skills, cross-cultural communication, job search techniques, ethics, technology, and preparation of business correspondence.

**Course Objectives:** Upon successful completion of this course, the student should be able to:

- Describe the communication process.
- Develop effective messages.
- Adapt messages to the audience.
- Understand how cultural differences effect communication.
- Describe the message planning, writing, and revising process.
- Explain how to build goodwill in business communications.
- Develop communications with a “you-attitude.”
- Create letters, memos, reports, and e-mails with proper formatting, professional style, and accuracy in grammar, spelling, punctuation, sentence structure, and format.
- Effectively create positive, informative, negative, and persuasive messages.
- Understand the importance of listening and body language in interpersonal communication.
- Develop effective presentations and use visual aids effectively.
- Search for jobs, write resumes, write cover letters, and prepare for job interviews in an effective manner.

**Instructor:** Professor Russ Gagnon, 852-3463, not after 9 p.m.

**Office:** Minot Campus Administration Building Room 159

**Office Hours:** M-F 9:00 a.m. to 4:00 p.m. and by appointment when not in class.

**Phone:** 800-777-0750 ext:4338 or 701-858-4338, Fax: 701-858-4232,

**Email:** [russ.gagnon@minotstateu.edu](mailto:russ.gagnon@minotstateu.edu)

**Textbook(s):** *Business Communication, Building Critical Skills*; Locker, Kaczmarek, 4<sup>th</sup> Edition. Other materials: Access to a standard English dictionary and a current office reference manual such as *HOW12* or *The Gregg Reference Manual*.

### Course Requirements:

1. Completion of assignments, tests, and presenting the final paper are required.
2. Everyone will complete a long report and presentation for the final assessment.
3. Attendance is expected and required.

Grading is the accumulation of assignments, quizzes, and tests for total points.

**90-100= A    80-89=B    70-79=C    60-69=D    below 60=F**

### Tentative Course Outline:

Business Communication, Management, and  
Success  
Adapting Your Message to Your Audience  
Communicating Across Cultures

Planning, Writing, and Revising  
You-Attitude  
Positive Emphasis  
Reader Benefits

Formats for Letters and Memos  
Informative and Positive Messages  
Negative Messages  
Persuasive Messages  
E-Mail Messages and Web Writing  
Editing for Grammar and Punctuation  
Choosing the Right Word  
Listening  
Working and Writing in Teams  
Planning, Conducting, and Recording Meetings

Making Oral Presentations  
Proposals and Progress Reports  
Finding, Analyzing, and Documenting Information  
Short Reports, Long Reports  
Using Visuals  
Researching Jobs  
Resumes  
Job Application Letters  
Job Interviews  
Follow-up Letters and Calls and Job Offers

### **General Education Goals/Objectives:**

These course objectives meet the following DCB General Education Goals: #1, to develop the ability to communicate, #2, to develop thinking skills, #3, to develop knowledge and application of technology, #8, to understand and appreciate cultural diversity #9, to develop lifelong learning skills, and #10, to foster interpersonal development.

**Relationship to Campus Theme:** Dakota College at Bottineau emphasizes nature, technology, and beyond as a focus for the unique blend of courses and programs offered here. This course will emphasize communications and the diverse makeup of the business community, which enhances the “Human” nature.

### **Classroom Policies:**

**Missed Classes:** Attendance is expected. Unannounced quizzes, tests, and class projects can be made-up only when the instructor excuses students prior to class. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early. Recognizing the importance of student participation and interaction with classmates, excessive absences necessitate failure in the class.

**Assignments:** All assignments are due at the beginning of class on the date due unless specified prior. Late assignments receive one-half credit minus errors. All late assignments are due before the final examination is administered. Make sure the class name, your name, date due, and exercise numbers appear in the upper-right corner. If handing in multiple pages, sequence them according to the order in the exercise, and staple in the upper left corner.

**Electronic Devices:** Turn off or mute cellular phones and pagers, **NO TEXTING** during class, prior permission for computer use is required. I will have my cell phone on for campus emergency notifications.

**Academic Dishonesty and Grade Appeals:** plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and/or expulsion from the university. For more information, refer to the "Academic Dishonesty" or “Grade Appeal” policy in the university catalog or the student handbook online: <http://www.dakotacollege.edu/pdf/studenthandbook.pdf>

**Disabilities and Special Needs:** If you have any condition, such as a physical or learning disability, for which you need extra assistance, please see me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that I can make appropriate accommodations.