

# **Dakota College at Bottineau Course Syllabus**

## **Course Prefix/Number/Title:**

BOTE 210- Business Communications

## **Course Description:**

This course introduces students to principles and composition of effective communication in business settings. Topics covered include verbal communication, nonverbal communication, group communication, listening, research methods, cross-cultural communication, job search techniques, ethics, and communication technology

## **Course Objectives:**

After taking this course students 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 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 effectively.
- Search for jobs, write resumes, write cover letters, and prepare for job interviews in an effective manner.

## **Instructor:**

Keri J. Keith

## **Office:**

Thatcher Hall 205

## **Office Hours:**

1:00 – 2:00 pm: Monday, Wednesday and Friday  
2:00 -3:00 pm: Tuesday and Thursday

## **Phone:**

701-228-5624

**Email:**

keri.keith@dakotacollege.edu

**Lecture/Lab Schedule:**

T/R: 12:30-1:45  
Thatcher Hall 2211

**Textbook(s):**

Business Communication, Building Critical Skills; Locker, Kaczmarek, 4th Edition.

Various Handouts

**Course Requirements:**

Course requirements consist of class participation, assignments, quizzes, and exams.

Case Studies and in class	
Assignments. 8 @25 points each	200 points
Test 1	100 points
Test 2	100 points
Test 3	100 points
Resume and Cover Letter	150 points
Memo 1	50 points
Memo 2	50 points
Chapter Presentation	100 points
Participation	75 points
Total:	925 points

**Grade Weighting****Grading Scale**

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Less than 60%	F

## Tentative Course Outline

Tuesday, January 14	Syllabus, Course Intro, my Intro, Student Introductions
Thursday, January 16	Chap 1 Lecture Assignment: Answer Questions 1.1 – 1.8 on pages 14 and 15.
Tuesday, January 21	Chap 2 Lecture Email Assignment
Thursday, January 23	Chap 3 Lecture
Tuesday, January 28	Chap 4 Lecture Assign Memo Assignment
Thursday, January 30	* Chap 5 Lecture Assignment : Answer questions 5.1 through 5.7. Memo is due
Tuesday, Feb4	Chap 6 Lecture Chap 7 Lecture

Thursday, Feb 6	Assignment: Read Chapter 8, Answer questions 8.1 through 8.7.  Chap 8 Lecture
Tuesday, February 11	Review for Exam 1
Thursday, February 13	* Exam 1
Tuesday, February 18	Chap 9 Lecture
Thursday, February 20	Chap 10 Lecture Chap 11 Lecture <a href="#">Memo #2 Assignment</a>

Tuesday, February 25	Assignment :  Prepare a PowerPoint lecture for: Chap 12 (Minot) Chap 13 (Minot) Chap 14 (Bottineau) Chap 15 (Bottineau) Memo #2 Due
Thursday, February 27	Assignment :  Prepare a PowerPoint lecture for: Chap 12 (Minot)

	Chap 13 (Minot) Chap 14 (Bottineau) Chap 15 (Bottineau)
Tuesday, March 4	Student Presentations: Chap 12 (Minot) Chap 13 (Minot) Chap 14 (Bottineau) Chap 15 (Bottineau)
Thursday, March 6	Student Presentations: Chap 12 (Minot) Chap 13 (Minot) Chap 14 (Bottineau) Chap 15 (Bottineau)
Tuesday, March 11	Chapter 16 Lecture. Complete Exercises: 16.8 and 16.10
Thursday, March 13	Catch up day - if not needed... bonus point day!
Tuesday, March 18 (Spring Break)	
Thursday, March 20 (Spring Break)	
Tuesday, March 25	Exam 2 Review
Thursday, March 27	Exam 2
Tuesday, April 1	Chap 17 Lecture Chap 18 Lecture

	Assignment : 17.1-17.7
Thursday, April 3	Chap 19 Lecture Chap 20 Lecture Questions 20.1-20.7
Tuesday, April 8	Chap 21 Lecture Chap 22 Lecture Questions 22.1-22.7
Thursday, April 10	Chap 25 Lecture
Tuesday, April 15	Complete exercise 25.10 numbers 1 through 7 on page 447-449.
Thursday, April 17	Exam 3 Review
Tuesday, April 22	Exam 3
Thursday, April 24	Assignment: Using the textbook and notes from class, create a resume and cover letter that effectively communicates your strengths to prospective employers.  Chap 27 Lecture Resumes Questions 27.1-27.7
Tuesday, April 29	Chap 28 Lecture Cover Letters Questions 28.1-28.7

Thursday, May 1	Class time to work on resume and cover letter.
Tuesday, May 6	Class time to work on resume and cover letter.
Thursday, May 8	Resume and Cover Letter Final drafts due- Share in Groups.

### **Relationship to Campus Theme:**

A focus on the growing “green” movement in advertising as well as consumption and addressing the new technologies that are affecting the advertising industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole.

### **Classroom Policies:**

**Absences and Assignment Due Dates:** If a student must miss class, he/she must contact the instructor within 24 hours of the class period. Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time.

**Tests:** All tests should be completed on the day that they are given. If you are unable to take the test the day it is given in class, you must make up the test within 72 hours or a grade of 0 will be entered. Make-up exams will only be allowed if you have made arrangements with me previous to taking the exam within the 72 hour time period.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. 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.

**Electronic Devices:** Silence cellular phones, pagers, CD players, radios, and similar devices in the classroom and laboratory facilities. Reasonable laptop-size computers may be used in lecture for taking notes. If this is an IVN course, cell phone must be turned off at all times in class!

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by completing the same criteria, thus making you equals As emerging leaders, you are expected to show respect for each other's differences. Conflicting opinions are part of life and will create

dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student's responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

### **Academic Integrity:**

**Plagiarism:** To plagiarize is to "steal and pass off the ideas or words of another as one's own" (*Webster's Dictionary*). **Plagiarism will not be tolerated in this course.** When completing a research paper, it is necessary to cite all information gathered from other sources - including direct quotations and paraphrases - within the text of the paper using parenthetical notes at the end of the documents in a works cited list. A handout regarding the MLA guidelines is available at the writing center if you would like further information. Students are expected to follow MLA guidelines for the research paper. If you have any questions - please contact myself or go to the learning center for more information. **Students found plagiarizing material will receive a "0" for the assignment.**

**Cheating:** Cheating will not be tolerated. Any student found to be cheating will receive a 0 on the assignment, an additional incidence of cheating will result in the student being dismissed from the course.

### **Disabilities and Special Needs:**

If you have any condition, such as a physical or learning disability, for which you need extra assistance, please inform 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 appropriate accommodations can be made.