

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title: BOTE 210 - Business Communications

Number of credits: 3 SH

Course Description: The study of oral and written communication in business settings. It includes exploration of nonverbal and group communication, listening and research skills, cross-cultural communication, job search techniques, ethics, technology, and preparation of business correspondence.

Pre-/Co-requisites: ASC 87, ENGL 110, or Instructor Approval.

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: Mrs. Sandra Larson, MSM

Office: Online Instructor only

Office Hours: Online Instructor Only

Phone: 701-721-2940

Email: sandra.larson@dakotacollege.edu

Lecture/Lab Schedule: This course is only offered in the Fall and Spring Semester

Textbook(s): Textbook information is available at DCB Bookstore.

This course does include a website called Aplia.

Aplia.com is an online learning solution that helps students to study and understand all of the concepts from the textbook. It will give you grammar and writing fundamentals with instant feedback on every question. Your grades will automatically record into the Aplia grade book. This will ensure that you are reading and understanding all of the concepts in the course.

OTHER REQUIRED MATERIALS:

You will need access to the Internet and an e-mail account. It will be helpful to have access to a Standard English dictionary and a current office reference manual, such as The Gregg Reference Manual.

Course Requirements:

1. Thorough reading of assigned text segments and supplementary materials. Complete understanding of Aplia website and work continuously within the course in Aplia and Moodle.
2. Active, informed participation in online class discussion and activities and intellectual engagement at all times.
3. Assignments submitted on time and in appropriate format. All work will be prepared in Microsoft Word except for Aplia assignments. You need to label all work properly. You will need to use Microsoft PowerPoint for your final project presentation.
4. Regular online class attendance is expected each week. You will not be able to complete this course and pass by visiting the course infrequently. You must start immediately and complete weekly assignments. There is a deduction for late work and it will be near impossible to pass the course by procrastination and waiting to start the course at the end of the semester.

Tentative Course Outline:

You will complete all activities for the following:

Business Writing

Prepare a variety of business letters and memos (routine, goodwill, persuasive/sales, negative).

Reports & Proposals

Create several short reports and proposals.

Using Technology to Communicate

Engage in a variety of activities using technology (e-mail, chat, blogging, web sites and PowerPoint).

Employment Communication

Prepare a variety of employment-related documents (résumés, cover letters, and follow-up letters.)

GRADING:

Overall Grading Format

A = 90%

B = 80%

C = 70%

D = 60%

F = Less than 60%

A grade of 90 percent or higher earns an A grade; 80 to 89 percent earns a B grade; 70 to 79 percent earns a C grade; 60 to 69 percent earns a D grade; anything below 60 percent earns an F grade.

There are 500 points possible in this course. Aplia is worth 300 points of your grade. The final project uploaded to this course is worth the other 100 points. The discussions are worth 100 points. Please work hard on all parts of this course.

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, #10, to foster interpersonal development.

Classroom Policies:

Outside Work:

Please plan to devote at least three to four hours per week for completing homework assignments, reviewing, composing rough and final drafts, and preparing for the next class session.

Classroom Rules:

You are expected to communicate with other students for group assignments.

You are expected to have assignments completed by the due date as stated in the calendar.

All assignments are due on the date indicated.

Plagiarism will not be tolerated.

Please take advantage of the textbook Web page for extra help with your assignments.

Show respect for all class members and relax and have fun!!

Notes:

This is a fast-paced, intensive course that will require a lot of outside work and preparation. It will be assumed that you have a good understanding of basic business English grammar and punctuation rules. These will not be covered extensively in class.

You should also be aware that proofreading and revision are extremely important when preparing business documents. All writing assignments submitted should be final drafts and of quality you would feel comfortable submitting to your supervisor. Only error-free documents will receive an "A". Remember always to use 'spell check' and above all, proofread your work before you submit it.

Your instructor reserves the right to make any necessary changes to the above syllabus.

You will need to submit a non-corrupt document for each assignment before the due date to be considered for grading.

Student Email Policy:

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity:

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" policy in the student handbook online at <http://www.dakotacollege.edu>

Disabilities and Special Needs:

Any student with special needs should notify the instructor during the first week of class to make the proper arrangements to handle these concerns.