

Dakota College at Bottineau Course Syllabus

BOTE 210 - Business Communications

3 SH

COURSE DESCRIPTION:

The 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.

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REQUIRED TEXT:

Business Communication: Process & Product, 6th Edition,
Mary Ellen Guffey, South-Western Cengage Learning, 2008
ISBN: 0-324-542909 or ISBN: 9780324542905



Aplia.com information: We are using Aplia this year with this textbook. The price should roughly be \$80 for the full book online and the use of Aplia for assignments. If you choose to purchase the entire hardcover book, it would be roughly \$60 more after you have the 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.

GRADING:

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.)
Overall Grading Format A = 90% B = 80% C = 70% D = 60% F = Less than 60%	<p>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.</p> <p>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.</p>

GENERAL PROCEDURES:

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.

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:

1. You are expected to communicate with other students for group assignments.
2. You are expected to have assignments completed by the due date as stated in the calendar.
3. All assignments are due on the date indicated.
4. Plagiarism will not be tolerated.
5. Please take advantage of the textbook Web page for extra help with your assignments.
6. Show respect for all class members and relax and have fun!!

NOTES:

1. 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.
2. 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.***
3. Your instructor reserves the right to make any necessary changes to the above syllabus.
4. You will need to submit ***a non-corrupt document*** for each assignment before the due date to be considered for grading.