The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Business Communication

Course number: 3320  Course Section: Credit. Hours: 3  Semester: Summer II - 2017
Prerequisites: None

Room: Days & hours: Mon/ 5:30 – 9:50pm--- Class meets in Classroom on WEDNESDAY NIGHTS ONLY – Monday is online assignments/instruction

Web page/BlackBoard site:

2. Instructor Information

Name: Dr. Rebecca Dowden

Office location: Welder Hall 105 a

E-mail: dowdenr@stthom.edu

3. Course Catalog Description

This class is an introduction to business and professional communication skills. As an experience-based class, it integrates oral presentations and team projects to ethics, diversity, and leadership. The focus is on developing a working knowledge of theory and principles for interpersonal, group, and oral presentation communication skills.

4. Program Goals and Objectives:

Students will be:
1. Able to communicate effectively.
   • Objective 1: Graduates will deliver a compelling oral presentation.
   • Objective 2: Graduates will demonstrate mastery of communication technology.
   • Objective 3: Graduates will write professional quality documents.

2. Adept at critical thinking.
   • Objective 1: Graduates will analyze problems in-depth.
• Objective 2: Graduates will evaluate data thoroughly.
• Objective 3: Graduates present feasible solutions.

3. Able to work effectively in teams.
• Objective 1: Graduates will work collectively towards team objectives.
• Objective 2: Graduates will demonstrate professional interpersonal relations with other team members.

4. Ethical decision makers.
• Objective 1: Graduates will identify the ethical issues implicit in a business situation.
• Objective 2: Graduates will describe and use ethical frameworks applicable to business situations.

5. Knowledgeable about fundamental business issues and processes.

5. Course Learning Objectives
Students will be able to:

• Work effectively in teams by working toward team objectives (Goal 3, Objective 1)

• Demonstrate professional interpersonal communication skills with team members (Goal 3, Objective 2)

• Communicate and present compelling oral presentations in a number of venues using communication technology (Goal 1, Objectives 1&2)

• Identify ethical issues to a contemporary business management issue using an ethical framework (Goal 4, Objectives 1&2)

The overall goal of the course is for the student to understand the full context of business communication, which includes self-awareness. Therefore, course focus is to help students define and explain basic communication terms and principles that comprise competent business and professional communication in interpersonal, small group and organizational contexts.

6. Texts, Readings, Materials

Supplementary readings: To be posted on BlackBoard

7. Instructional methods:
This class utilizes lecture, group discussion, case methods, and videos to maximize and create a learning environment. Students will self-select a group for class assigned team projects as well as a final semester team project that integrates the course concepts.

Course Requirements

Participation: This class is interactive and utilizes an experiential model of learning. Therefore, it is critical to your individual success and to the success of the class experience as a whole that each of you comes to class prepared to participate in class activities, reads assigned chapters before class and demonstrates courtesy and respect for others. Respect includes leaving cell phones off and no iPods. Laptop use is only necessary for the final projects.

Major Assignments: You will be asked to complete the following:
- Present an oral presentation on an exploratory topic of choice
- Complete a Charisma project
- Participate in a mock interview project
- Take four quizzes
- Present an “elevator speech”
- Write & compile a business writing portfolio (resume & cover letter)

In addition, students may be expected to complete learning logs, short assignments, quizzes, and role-plays. The professor reserves the right to tailor class activities based on student involvement and interest.

8. Technology

1) Must be able to utilize search engines for research projects.

2) Must have access to BlackBoard for assignment postings and assignment submissions. Class announcements will also be posted via BlackBoard.

9. Course Tentative Schedule:
# Course Calendar/Schedule

<table>
<thead>
<tr>
<th>Assignments of topics, exams</th>
<th>Dates</th>
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<tbody>
<tr>
<td>In class:</td>
<td>Week One</td>
</tr>
<tr>
<td>Introduction to class</td>
<td></td>
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<tr>
<td>Diagnostic Writing</td>
<td></td>
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<tr>
<td>Online Assignments:</td>
<td>Week Two</td>
</tr>
<tr>
<td>• See Blackboard and complete all reading &amp; instruction for <strong>July 10, 2017</strong></td>
<td></td>
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<tr>
<td>Read:</td>
<td></td>
</tr>
<tr>
<td>Chapters: 1, 2, 3, 4</td>
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<tr>
<td>Chapters 10, 11, 12</td>
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<tr>
<td>In Class:</td>
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<tr>
<td><em>Elevator speeches completed</em></td>
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<tr>
<td>Charisma Project- Discussion</td>
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<tr>
<td>Writing portfolio (resume &amp; cover letter-introduced)</td>
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<tr>
<td>Quiz</td>
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<tr>
<td>Online Assignments:</td>
<td>Week Three</td>
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<tr>
<td>• See Blackboard and complete all reading &amp; instruction for <strong>July 17, 2017</strong></td>
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<tr>
<td>Read:</td>
<td></td>
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<tr>
<td>Chapters :5, 6, 7</td>
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<tr>
<td>In Class:</td>
<td></td>
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<tr>
<td>Charisma Project due (hard copy)</td>
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<td><em>Short oral report</em> (July 19th)</td>
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<td>Quiz</td>
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Both classes will be **on-line** (no in-class meeting this week)

**Online Assignments:**
- See Blackboard and complete all reading & instruction for **July 24, 2017**

**Read:**
**Chapters: 8 & 9**

- Exchange Resume & Cover letter with a peer via email (or in-person) for a Peer Review
- Online Quiz

<table>
<thead>
<tr>
<th>Week Four</th>
<th>July 24 &amp; 26</th>
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<tbody>
<tr>
<td><strong>Online Assignments:</strong></td>
<td><strong>Online Assignments:</strong></td>
</tr>
<tr>
<td>• See Blackboard and complete all reading &amp; instruction for <strong>July 31, 2017</strong></td>
<td>• See Blackboard and complete all reading &amp; instruction for <strong>July 31, 2017</strong></td>
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**August 2nd: IN- CLASS (last day of class)**
**Quiz**
**Mock Interviews (groups)**
**Resume & Cover letters Due**

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**10. Course Policies**

- **Attendance Policy:** The Summer Session is only 5 weeks, therefore, every class matters. If some unforeseen reason arises that requires you to be absent, please contact me. **Please get a buddy-system.** If you miss class it is your responsibility to retrieve handouts, materials and notes from this person.
CHECK YOUR UST email on a regular basis for class announcements or updates!

- Class Participation is required. Failure to participate in class discussions will result in 5 point deduction from final grade.
- **Make-up Quizzes: No makeup Quizzes will be offered.**
- Missed Assignments: Missed assignments are considered late and will receive no credit.
- Extra credit opportunities: No extra credit is offered in this course.
- Cell phones and electronic media are not permitted in class or during exams. During exams cell phones will be turned off and may not be accessed.

**11. Student Grading Processes:**

Grades are based on the following percentages:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Charisma Project</td>
<td>10</td>
</tr>
<tr>
<td>Short Oral Report</td>
<td>25</td>
</tr>
<tr>
<td>Mock Interviews</td>
<td>10</td>
</tr>
<tr>
<td>Elevator Speech</td>
<td>10</td>
</tr>
<tr>
<td>Business Writing Portfolio</td>
<td>25</td>
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<tr>
<td>Quizzes (4 x 5%)</td>
<td>20</td>
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- Scale:  
  - 95-100 = A  
  - 90-94 = A-  
  - 87-89 = B+  
  - 84-86 = B  
  - 80-83 = B-  
  - 79-77 = C+  
  - 74-76 = C  
  - 70-73 = C-  
  - 67-69 = D+  
  - 64-66 = D  
  - 60-63 = D-

**12. Available Support Services:**

Additional support may be found at the following: Library resources, learning center, computer center, on campus tutoring services. See instructor for additional guidance.

**The Cameron School of Business at University of St. Thomas**

**MISSION STATEMENT**

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy, and instilling in them a deep appreciation for ethical behavior as the hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunities for specialized study in major business fields. The faculty will provide quality teaching, as this is the core of our mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.
Academic Honesty  Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

Accommodations  The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crooker Center.

- Any student with a documented disability needing academic accommodations is requested to speak with me as early as possible. All discussions will remain confidential. Students with disabilities will also need to contact Counseling and Disability Services in Crooker Center. This office can be reached at (713) 525-2169 or 6953.

- Any student with a disability requiring accommodations in this course is encouraged to contact me after class or during office hours. Additionally, students will need to contact Counseling and Disability Services in Crooker Center. This office can be reached at (713) 525-2169 or 6953.

- If you have a documented disability that will impact your work in this class, please contact me to discuss your needs. Additionally, you will need to register with the Counseling and Disability Services Office in Crooker Center. This office can be reached at (713) 525-2169 or 6953.