



## Lincoln University COURSE SYLLABUS

Course Title: Business Communication  
Course Number: **E93**  
Semester: Fall 2015  
Class meetings: Thursdays, 12:30-3:15  
Credit: 3 Units  
Lecture hours: 45  
Prerequisite(s): None  
Co-requisites: None

Instructor: Dr. Sylvia Y. Schoemaker Rippel  
Office hours and location: T, Th 11:45-12:30 and  
by arrangement, room 308

University instructor email: [sysr@lincolnuca.edu](mailto:sysr@lincolnuca.edu)  
Course-related email for the semester: [profsylvia@gmail.com](mailto:profsylvia@gmail.com)  
Course blog and other content to be announced in class.

### COURSE DESCRIPTION

#### E93 - BUSINESS COMMUNICATION

Communication and information science in the applied context of business studies, including vocabulary, reading, writing, and speaking skills in the subject areas of marketing, international business, data processing, accounting, finance, and management. (3 units)

The course emphasizes the role of critical and creative thinking in the business communication process. Students learn a systematic approach to designing messages for targeted business communication

## **COURSE OBJECTIVES**

Primary objectives are to:

Improve your ability to comprehend and produce effective written and oral business communications for leadership and negotiation purposes,

Evaluate business communications within appropriate contexts, and

Apply systematic communicative language processing strategies for critical thinking, problem solving, conflict resolution, decision making, goal setting and attainment.

Upon successful completion of this course, students will be able to:

Analyze the communicator, audience, purpose, context, and strategies of business communications in functional settings. Select appropriate content, style and organization for various contexts

## **INSTRUCTIONAL MATERIALS AND REFERENCES**

### **REQUIRED TEXTS:**

Barrett, D. J. (2013). Leadership communication. (4<sup>th</sup> Ed.) New York: McGraw-Hill.

ISBN-13: 978-0073403205 ISBN-10: 007340320 (“L”)

Lewicki, R. J., et al. (2016). Essentials of negotiation (6<sup>th</sup> Ed.). New York: McGraw-Hill.

E-text: ISBN-10 1259298981, ISBN-13 9781259298981

Print: ISBN-10 0077862465, ISBN-13 978007786246 (“N”)

### **RECOMMENDED TEXT:**

Business Communication Handbook.

### **COURSE TEXTS COMPANION SITES**

Leadership Communication Text:

[http://highered.mheducation.com/sites/0073403202/information\\_center\\_view0/index.html](http://highered.mheducation.com/sites/0073403202/information_center_view0/index.html)

Negotiation Text Link:

[http://highered.mheducation.com/sites/0077862465/information\\_center\\_view0/sample\\_chapter.html](http://highered.mheducation.com/sites/0077862465/information_center_view0/sample_chapter.html)

## **FORMAT**

The course sessions will include lectures , A/V-augmented presentations (text-based and other topically related slides and relevant audio/video/web resources), written and oral classroom exercises applying course concepts, small group and classroom discussions, student presentations of individual and group assignments based on course units, with emphasis on engaging students in learning by doing.

## TOPICAL OUTLINE and ASSIGNMENTS

The scope of the course involves applying and extending communication skills relevant to managerial discourse, leadership and negotiation, including the theoretical foundation and technological extensions of business communications.

For each of the units (as well as additional assignments given in class), students will do the following by the date listed on the syllabus schedule below:

**Read** assigned materials with care and understanding.

**Reflect** on the unit/chapter topics in writing (a brief personal paragraph or two).

**Review** the main points of the unit/chapter reading by listing three or four key questions with answers.

**Email** your assignments to me at [profsylvia@gmail.com](mailto:profsylvia@gmail.com), before the date on the schedule (see below).

For midterm and final review assignments, students will present ePortfolios/PPTs adapted from the weekly assignments as individual or team projects.

## STUDENT RESPONSIBILITIES

Students are expected to attend class, to participate in individual and group work in a productive manner, to complete assignments according to schedule and at a level appropriate to university rubrics, and to take personal responsibility for meeting the objectives of the course.

Assignments are due on the dates indicated in the schedule below. Additions/revisions to the schedule will be announced in class as needed. Class attendance is mandatory for content, interactions, and presentations. Researched materials must be documented using a consistent style for both in-text and end-text citations of sources using the published standards of the most recent subject-appropriate style guide, such as APA (social sciences) or MLA (humanities), for example.

## SCHEDULE

Session	Date	Unit	Chapter
1	8/27/2015	Introduction	L01: What is Leadership Communication? N01: Nature of Negotiation
2	9/3/2015	Strategy	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation

3	9/10/2015	Document Language	L02: Leadership Communication Purpose, Strategy, and Structure L03: The Language of Leaders
4	9/17/2015	Strategy, Ethics, and Perception	N04: Negotiation: Strategy and Planning N05: Ethics in Negotiation
5	9/24/2015	Leadership Presentations	L04: Using Social Media and Creating Other Leadership Correspondence L05: Creating Leadership Documents and Reports L06: Leadership Presentation in Person and Online L07: Graphics with a Leadership Edge
6	10/1/2015	Communication, EI, Cultural Literacy	N06: Perception, Cognition, and Communication N07: Communication
7	10/8/2015	Power, Ethics, Relationships	N08: Finding and Using Negotiation Power N09: Relationships in Negotiation L8: Emotional Intelligence and Interpersonal Skills for Leaders
8	10/15/2015	Midterm	
9	10/22/2015	Teams	N10: Multiple Parties and Teams L10: High Performance Team Leadership L11: Meetings: Leadership and Productivity
10	10/29/2015	Strategic Internal Communication	L12: Leadership Communication in an Organizational Context L13: Transformational Leadership through Effective Internal Communication
11	11/5/2015	Global Negotiation	N11: International and Cross-Cultural Negotiation
12	11/12/2015	External Relations	L14: Leadership through Effective External Relations
13	11/19/2015	Best Practices	N12: Best Practices in Negotiation
	11/24-28	Fall Recess	
14	12/1/2015	Review	Review - ePortfolio 2
15	12/8/2015	Final	

#### ASSESSMENT CRITERIA & METHOD OF EVALUATING STUDENTS

Students will demonstrate their level of achievement through appropriate and accurate application of classic and contemporary principles and best practices in communication for leadership and negotiation. Students attaining the higher levels of course goals will show successful application of critical and creative communication skills in approaching and solving academic and real-world examples,

individually and as group participants. The following tables quantify assignment areas and grade distribution scales.

#### GRADING GUIDELINES

Items	Points
Exercises / Daily Assignments: Oral and Written	10
Midterm	30
ePortfolio I, II	10
Presentation of Assignments	10
Final Exam	40
<b>Total</b>	<b>100</b>

100-95	A
94-90	A-
89-87	B+
86-84	B
83-80	B-
79-77	C+
76-74	C
73-70	C-
69-65	D+
64-60	D
59 or <	F

#### PLEASE NOTE:

Revisions to the schedule will be announced in class as needed. Class attendance is required. Required textbooks should be obtained as soon as possible and brought to class for each session. Class participation is encouraged for enhanced learning through applied content, group interactions, and individual and small group presentations. Plagiarized content is strictly prohibited: Researched materials must be documented using a consistent style for both in-text and end-text citations of sources using the published standards of the most recent subject-appropriate style guide, such as APA (social sciences) or MLA (humanities), for example. Missed exams and assignments require certified excuses (signed documentation by an appropriate medical or other official representative). With documentation, a makeup exam may be scheduled. Electronics are not allowed during exams. Cell phones should not be active during class sessions.

Revised 08/15