



Lincoln University COURSE SYLLABUS

Course Title: Business Communication

Course Number: English 93

Semester: Spring 2018

Class meetings: Tuesdays, 9:00-11:45

Credit: 3 Units

Level: Introductory (I)

Lecture hours: 45 hours / 15 weeks

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

Instructor Lincoln University email: sysr@lincolnuca.edu

Course-related email for the semester: profsylvia@gmail.com

Course blog and other content to be announced in class.

CATALOG COURSE DESCRIPTION

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, 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 situations

EDUCATIONAL 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.

COURSE LEARNING OUTCOMES

	Course Learning Outcome <i>Successful students are able to:</i>	Program Learning Outcome	Institutional Learning Outcomes	Assessment Activities <i>As demonstrated by successful completion of and/or participation in coursework and beyond.</i>
1	Demonstrate appropriate applications of primary and secondary research and analytical techniques and tools to manage and apply information in support of problem-solving, conflict resolution, decision-making, and goal attainment	PLO 1	ILO 1a, ILO 7a	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
2	Demonstrate ability to garner and evaluate potential global business situations, opportunities and risks relevant to current and future leadership applications and communicative contexts	PLO 3	ILO 2a, ILO 6a	Completed written work Oral presentations Peer evaluation Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
	Define and apply leadership and communication business	PLO 3	ILO 2a, ILO 6a	Completed written work

	objectives for shared growth and development			
3	Apply analytical skills to formulate and implement strategic responses to changes in external and internal environment	PLO 4	ILO 1a	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
4	Manage responsibly local and global business interaction and development within relevant ethical, social, and economic criteria.	PLO 5	ILO 3a, ILO 4a	Completed written work Peer evaluation Instructor evaluation

INSTRUCTIONAL MATERIALS AND REFERENCES

REQUIRED TEXTS:

- Barrett, D. J. (2013). Leadership communication. (4th. Ed.) New York: McGraw-Hill.
 ISBN-13: 978-0073403205 ISBN-10: 007340320
- Lewicki, R. J., et al. (2016). Essentials of negotiation (6th Ed.). New York: McGraw-Hill.
 E-text: ISBN-10 1259298981, ISBN-13 9781259298981
 Print: ISBN-10 0077862465, ISBN-13 978007786246

RECOMMENDED TEXT:

Business Communication Handbook.

COURSE TEXTS COMPANION SITES

Leadership Communication Text:

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

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.

This is a direct classroom instruction course.

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 schedule below:

Read assigned materials with care and understanding.

Respond to the main points of each chapter assigned by listing three or four key questions with answers (no more than two or three sentences each).

Reflect on the unit in writing (a brief paragraph or two).

Email your unit and chapter assignments to me at profsylvia@gmail.com, before the date on the schedule.

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

#	Date	Unit	Chapter- Read, Reflect, Respond – Email due by date on this schedule L: Leadership Communicationn N: Essentials of Negotiation
1	1/16/2018	Introduction	L01: What is Leadership Communication? N01: Nature of Negotiation
2	1/23/2018	Strategy	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation
3	1/30/2018	Document Language	L02: Leadership Communication Purpose, Strategy, and Structure L03: The Language of Leaders
4	2/6/2018	Strategy, Ethics, and Perception	N04: Negotiation: Strategy and Planning N05: Ethics in Negotiation
5	2/13/2018	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	2/20/2018	Perception, Cognition, and Communication	N06: Perception, Cognition, and Communication N07: Communication
7	2/27/2018	Power, Relationships. Emotional Intelligence ePortfolio I	N08: Finding and Using Negotiation Power N09: Relationships in Negotiation L8: Emotional Intelligence and Interpersonal Skills for Leaders ePortfolio I

8	3/6/2018	Midterm	
	3/13/2018	Spring Recess	
9	3/20/2018	Teams	N10: Multiple Parties and Teams L10: High Performance Team Leadership L11: Meetings: Leadership and Productivity
10	3/27/2018	Strategic Internal Communication	L12: Leadership Communication in an Organizational Context
11	4/3/2018	Global Negotiation	L9: Diversity and Intercultural Communication N11: International and Cross-Cultural Negotiation
12	4/10/2018	Internal Relations	L13: Transformational Leadership through Effective Internal Communication
13	4/17/2018	External Relations	L14: Leadership through Effective External Relations
14	4/24/2018	Best Practices Review - ePortfolio 2	N12: Best Practices in Negotiation Review - ePortfolio 2
15	5/1/2018	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
Total	100

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.

Appendix A. Program and Institutional Learning Outcomes.

Institutional Learning Outcomes (ILOs)	
<i>Graduates of the BA program of Lincoln University should be able to:</i>	
1a	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
2a	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
3a	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
4a	Focus on individual and organizational benefits; communicate to co-workers and company’s leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
5a	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
6a	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
7a	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

Program Level Outcomes (PLOs)	
<i>Students completing General Education courses in BA program will be able to:</i>	
1	Demonstrate proficiency in college-level mathematics, English, sciences, humanities, and social sciences.
2	Represent mathematical information symbolically, visually, numerically, and verbally. Being able to interpret and apply arithmetical, algebraic, and geometric methods to solve problems.
3	Communicate effectively in multiple creative and academic writing genres by applying Standard American English.
4	Think critically and apply common sense in approaching and solving real-world problems.
5	Demonstrate proficiency in skills that sustain lifelong learning, particularly to think critically and responsibly in assessing, evaluating, and integrating information.
6	Understand the responsibilities of active citizenship, community engagement, and social responsibility.

Appendix B. Classification of LU curriculum courses:

Code	Classification	Description
Courses < 10, and 300A/300B	Review (R)	Review courses are supplemental courses that are not a part of any program.
Courses 10 - 99	Introductory (I)	Introductory undergraduate courses are designed to acquaint students with foundational concepts, ideas, and competences in a specific field of study as well as general education disciplines. General Education courses provide a background in the liberal arts and expose students to the fundamental aspects of human culture. They also help students to develop analytical and communication skills and foundation for advanced work in the major field of study.
Courses 100 - 199	Developed (D)	Developed undergraduate courses build upon the concepts, ideas, and competences introduced in the Introductory level; expanding students' understanding of the specific field of study.
Courses 200 - 286	Advanced (A)	Advanced courses in undergraduate programs are intended to bring students' comprehensive knowledge of concepts, ideas, and skills in the specific field of study to the highest level within the baccalaureate programs.
Courses 288 - 299	Bachelor Assessment (BA)	Bachelor Assessment courses are structured to provide opportunity to assess students' achievements of set program learning outcomes.