



Lincoln University

English 93 Fall 2020 Course Syllabus

Course Title: **Business Communication**

Course Number: **English 93**

Semester: **Fall 2020**

Class Schedule: Wednesdays, 09:00-11:45

Credit: 3 Units

Lecture hours: 45

Prerequisite(s): None

Co-requisites: None

Level: Introductory (I)

Instructor: Dr. Sylvia Y. Schoemaker Rippel

Instructor Lincoln University email: sysr@lincolnuca.edu

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

Syllabus Last Revised: 8/2020

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)

LEARNING OBJECTIVES

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.

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;
- 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 Outcomes¹

	Course Learning Outcome	Program Learning Outcome	Institutional Learning Outcomes	Assessment Activities
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 3	ILO 2a, ILO 7a	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
2	Apply analytical skills to formulate and implement strategic responses to changes in external and internal environment.	PLO 3	ILO 2a, ILO 7a	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
3	Demonstrate ability to garner and evaluate potential global business situations, opportunities and risks relevant to current and future leadership applications and communicative contexts.	PLO 5	ILO 4a, ILO 5a	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
4	Define and apply leadership and communication business objectives for shared growth and development.	PLO 5	ILO 4a, ILO 5a	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios
5	Manage responsibly local and global business interaction and development within relevant ethical, social, and economic criteria.	PLO 6	ILO 3a	Completed written work Oral presentations Peer evaluation Instructor evaluation ePortfolios

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

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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 Link:

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

INSTRUCTIONAL METHODS

Instruction will be conducted online. The course sessions will include topics with A/V-augmented materials (text-based and other topically related slides and relevant audio/video/web resources), written exercises applying course concepts, student assignments based on course units, with emphasis on student engagement in learning by doing.

Assignments and projects require students to actively use resources of the library online. Detailed guides to library resources as well as the description of the Lincoln University approach to information literacy are available at the Center for Teaching and Learning website (ctl.lincolnuca.edu).

STUDENT RESPONSIBILITIES

Students are expected to participate in course work online 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.

TOPICAL OUTLINE AND ASSIGNMENTS

The scope of the course applies and extends communication skills relevant to personal, sociocultural, and professional communication, ranging from the essentials of communication to the theoretical foundation and technological extensions of communication best practices in business leadership and everyday negotiations.

For each of the unit topics students will do the following by the date listed on the schedule:

- 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 prepare and email their personal review assessments of their progress in the course to date in addition to the ePortfolio/PPTs adapted from the daily assignments for midterm and final reviews..

SCHEDULE

ePortfolios/PPTs adapted from their weekly written assignments

Session	Date	Unit	Chapter- Read, Reflect, Respond – Email due by date on this schedule
1	8/26/2020	Introduction	L01: What is Leadership Communication? N01: Nature of Negotiation
2	9/2/2020	Strategy	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation
3	9/9/2020	Document Language	L02: Leadership Communication Purpose, Strategy, and Structure L03: The Language of Leaders
4	9/16/2020	Strategy, Ethics, and Perception	N04: Negotiation: Strategy and Planning N05: Ethics in Negotiation
5	9/23/2020	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	9/30/2020	Perception, Cognition, and Communication	N06: Perception, Cognition, and Communication N07: Communication
7	10/7/2020	Power, Ethics, Relationships	N08: Finding and Using Negotiation Power N09: Relationships in Negotiation L8: Emotional Intelligence and Interpersonal Skills for Leaders
8	10/14/2020	Midterm	Midterm Personal Review assessments and ePortfolio/PPT I

9	10/21/2020	Teams	N10: Multiple Parties and Teams L10: High Performance Team Leadership L11: Meetings: Leadership and Productivity
10	10/28/2020	Strategic Internal Communication	L12: Leadership Communication in an Organizational Context L13: Transformational Leadership through Effective Internal Communication
11	11/4/2020	Global Negotiation	N11: International and Cross-Cultural Negotiation
12	11/11/2020	External Relations	L14: Leadership through Effective External Relations
13	11/18/2020	Best Practices	N12: Best Practices in Negotiation
Fall Recess 11/24/2020 – 11/28/2020			
14	12/2/2020	Review	Review - ePortfolio 2
15	12/9/2020	Final	Final Personal Review assessments and

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	20
Midterm Personal Review	20
ePortfolio I	20
ePortfolio II	20
Final Personal Review	20
Total	100

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

PLEASE NOTE:

Revisions to the schedule will be made as needed. Required textbooks should be obtained (either- purchased-or rented, in print-or email-form week one if-possible and used for all-applicable-session- assignments. Regular weekly email participation and submissions are required. 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.