



# Lincoln University

## Course Syllabus

### COURSE INFORMATION

Course Title: **Business Communication**

Course Number: **English 93**

Semester: **Spring 2021**

Class meetings: Tuesdays, 12:30--03:15

Credit: 3 Units

Lecture hours: 45

Prerequisite(s): None

Co-requisites: None

Instructor: Dr. Sylvia Y. Schoemaker Rippel

Instructor Lincoln University email: [sysr@lincolnuca.edu](mailto:sysr@lincolnuca.edu)

Course-related email for the semester: [profsylvia@gmail.com](mailto:profsylvia@gmail.com)

Syllabus Last Revised: 1/2021

### 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, 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.

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### LEARNING 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: 0073403202

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

### 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)  
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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)

## 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](http://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](mailto: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

#	Date	Unit	Chapter- Read, Reflect, Respond – Email due by date on this schedule L: Leadership Communication N: Essentials of Negotiation
1	2/2/2021	Introduction	L01: What is Leadership Communication? N01: Nature of Negotiation
2	2/9/2021	Strategy	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation
3	2/16/2021	Document Language	L02: Leadership Communication Purpose, Strategy, and Structure L03: The Language of Leaders
4	2/23/2021	Strategy, Ethics, and Perception	N04: Negotiation: Strategy and Planning N05: Ethics in Negotiation
5	3/2/2021	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	3/9/2021	Perception, Cognition, and Communication	N06: Perception, Cognition, and Communication N07: Communication
7	3/16/2021	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	3/23/2021	Midterm	
9	3/30/2021	Teams	N10: Multiple Parties and Teams L10: High Performance Team Leadership L11: Meetings: Leadership and Productivity
10	4/6/2021	Strategic Internal Communication	L12: Leadership Communication in an Organizational Context
11	4/13/2021	Global Negotiation	L9: Diversity and Intercultural Communication N11: International and Cross-Cultural Negotiation
12	4/20/2021	Internal Relations	L13: Transformational Leadership through Effective Internal Communication
13	4/27/2021	External Relations	L14: Leadership through Effective External Relations
14	5/4/2021	Best Practices Review - ePortfolio 2	N12: Best Practices in Negotiation Review - ePortfolio 2
15	5/11/2021	<b>Final</b>	

## 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	100-95	94-90	89-87	86-84	83-80	79-77	76-74	73-70	69-65	64-60	59 or <
Exercises /Daily Assignments	20	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Midterm Personal Review	20											
ePortfolio I	20											
ePortfolio II	20											
Final Personal Review	20											
Total	100											

### 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 allapplicable-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.