



Lincoln University
COURSE SYLLABUS

Course: Business Communication

Department and number: English 93

Credit: 3 units

Course prerequisites: none

Semester: Spring 2009 – Thursdays, 9-10:15, 10:30-11:45, 16 weeks (see schedule below)

Instructor: Dr. Sylvia Y. Schoemaker Rippel

Email: sysr@lincolnuca.edu

Course-related email for the semester: profs360@gmail.com

Office hours: T, Th 11:45-12:30 and by arrangement, room 307

Office phone: 510-628-8036

Instructional Materials and References :

Required text:

Angell, Pamela A. Business Communication Design. (2nd Edition). New York: McGraw-Hill, 2007. ISBN-13 9780073223582

Recommended text:

Business Communication Handbook.

Text site: <http://www.mhhe.com/angell2e> (

Course and student blog and wiki sites to be presented in class

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.

Course Objectives

Primary E93: Business Communication objectives include improved ability to:

- comprehend and produce effective written and oral business communications
- evaluate business messages within appropriate local and global contexts
- apply systematic language processing strategies for critical thinking, problem solving and decision making in a variety of business settings.

Students will demonstrate competency in achieving the course objectives through presentations, discussion and applications. They will be able to create effective business documents to mastery level with increasing competence in composition and mechanics.

Topical Outline

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

For each of the following units (as well as additional assignments given in class), students will do the following:

- Read assigned materials with care and understanding,
- Reflect on the weekly assignments in writing, addressing primary content and points of personal interest,
- Create a personalized, three-level map for each week's assignment using the open source program Freemind (available in the computer lab and downloadable from http://freemind.sourceforge.net/wiki/index.php/Main_Page)
- Email your assignments to me at profs360@gmail.com,
- Blog your work for sharing and presentations.

Note: The maps for your blog need to be in .graphic (.png or .jpg) format and you will need to save the native Freemind (.mm) format for submitting your work to me by email.

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, APA (social sciences), MLA (humanities), for example.

WEEKLY SCHEDULE

Week	Date	Assignment
1	15-Jan-09	C1 The Basics
2	22-Jan-09	C2 How Business Communicates
3	29-Jan-09	C3 Creating Effective Messages
4	5-Feb-09	C4 Listening: A Silent Hero
5	12-Feb-09	C5 Creating and Using Meaning
6	19-Feb-09	C6 Designing Messages with Words
7	26-Feb-09	C7 Designing Oral Presentations
8	5-Mar-09	C8 Business Writing Design
9	12-Mar-09	Midterm
	19-Mar-09	Spring Recess
10	26-Mar-09	C9 Direct and Indirect Communication Strategies C10 The Business of Reports: Informal and Formal Report Writing
11	2-Apr-09	C11 Writing Strategies for Reports and Proposals
12	9-Apr-09	C12 Culture: Inside and Out
13	16-Apr-09	C13 Interpersonal and Collaborative Messages
14	23-Apr-09	C14 The Business of Change and Conflict
15	30-Apr-09	C15 Creating a Career and Designing Resumes, C16 Interviewing to Get the Job C17 Creativity and Visual Design
16	7-May-09	Final

Assessment Criteria & Method of Evaluation

Class Participation	10%
Quizzes/Midterm	15%
Projects	15%
ePortfolios	30%
Presentations	10%
Final Exam	<u>20%</u>
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-
69-67	D+
66-64	D
63-60	D-
59 or <	F

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