



**Lincoln University**  
**COURSE SYLLABUS**

**Course Title: Business Communication**

Course Number: English 93

Semester: Spring 2012

Credit: 3 Units (45 lecture hours)

Prerequisite(s): None

Co-requisites: None

**Instructor:** Dr. Sylvia Y. Schoemaker Rippel

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

**Course blog and online content to be announced in class.**

**Instructional Materials and References**

**REQUIRED TEXTS:**

Barrett, D. J. (2011). Leadership communication. (3d. Ed.) New York: McGraw-Hill.  
(ISBN: 978-0-07-337777-3)

Lewicki, R. J., et al. (2007). Essentials of negotiation (5th. Ed.). New York: McGraw-Hill. (ISBN: 978-0-07-353036-9)

**RECOMMENDED TEXT:**

Business Communication Handbook.

Fisher, R., Ury, W., Patton, B. (1991). Getting to yes: Negotiating agreement without giving in (2nd Ed.).

Anderson, K. (1993). Getting what you want: How to reach agreement and resolve conflict every time. New York: Dutton.

**COMPANION SITES**

Leadership Communication Text:

[http://highered.mcgraw-hill.com/sites/0073403148/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073403148/information_center_view0/)

Negotiation Text Link:

[http://highered.mcgraw-hill.com/sites/0073102768/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073102768/information_center_view0/)

## **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.

This course concentrates on contextualized critical communications skills, particularly those needed for intelligent, face-to-face interactions, for effective tactics to achieve cooperation and gain consensus. There is emphasis on various strategies used in negotiating, for both individuals and leaders. Written and oral assignments are involved.

## **COURSE OBJECTIVES**

Primary 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, conflict resolution, goal setting and attainment, and decision making in a variety of business settings, with emphasis on leadership communication.

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.

## **METHODOLOGY**

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

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:

- **Read** assigned materials with care and understanding,
- **Reflect** on the assignments in writing (a brief paragraph or two), discussing your thoughts on the primary content; include points of personal interest.
- **Review** main points of the reading and create a personalized three-level primary question and answer outline on a minimum of three or four selected items from the assigned readings. The outline should develop the main topics in question form with a clear and concise answer followed by significant details with definitions and examples, including your own ideas and evaluations.
- **Email** your assignments to me at [profsylvia@gmail.com](mailto:profsylvia@gmail.com), with your outline and reflections attached or in the body of your email. Be sure to keep a copy of the email for yourself and add it to your ePortfolios/PowerPoint presentations for midterm and final submission and sharing.

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

1. Learn to analyze the communicator, audience, purpose, context, and strategies of business communications in functional settings.
2. Select appropriate content, style and organization for varied situations.

## 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	Topic	Assignment
1	19-Jan	Introduction	L1: What is Leadership Communication? N01: Nature of Negotiation
2	26-Jan	Strategy	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation
3	2-Feb	Language and Communication	L2: Leadership Communication Purpose, Strategy, and Structure L3: The Language of Leaders L4: Creating Written Leadership Communication
4	9-Feb	Strategy	N04: Negotiation: Strategy and Planning N05: Perception, Cognition, and Communication
5	16-Feb	Presentations and Graphics	L5: Leadership Presentations L6: Graphics and PowerPoint with a Leadership Edge
6	23-Feb	Communication EI Cultural Literacy	N06: Communication L07: Emotional Intelligence and Interpersonal Skills for Leaders L8: Cross-Cultural Literacy and Communication
7	1-Mar	Power Ethics Relationships	N07: Finding and Using Negotiation Power N08: Ethics in Negotiation N09: Relationships in Negotiation
<b>8</b>	<b>8-Mar</b>	<b>Midterm</b>	
	<b>15-Mar</b>	<b>Spring Recess</b>	
9	22-Mar	Meetings	L09: Meetings: Leadership and Productivity L10: High Performance Team Leadership
10	29-Mar	Strategic Internal Communication Teams	L11: Leadership through Strategic Internal Communication N10: Multiple Parties and Teams
11	5-Apr	Global Negotiation	N11: International and Cross-Cultural Negotiation
12	12-Apr	External Relations	L12: Leadership through Effective External Relations
13	19-Apr	Best Practices	N12: Best Practices in Negotiation
14	26-Apr	Review	ePortfolio Presentations
<b>15</b>	<b>3-May</b>	<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

Class Participation	15%
Quizzes	10%
Projects	15%
Term Paper	30%
Presentation	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

### 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 12/11