

# Lincoln University

## Course Syllabus

**Course Title: BUSINESS COMMUNICATION**  
**Course Number: ENG 93**  
**Semester: Fall, 2014 W 12:30-3:15 P.M.**  
**Credit: 3 Units (45 lecture hours)**  
**Instructor: Professor Richard S. Rachlin**  
**Email: rrachlin@lincolnuca.edu**  
**Office Hours: W 11:30-12:30 PM**

### **Instructional Materials & References:**

#### **REQUIRED TEXTS:**

Barrett, D.J. (2011). Leadership Communication (3d. Ed.) McGraw-Hill  
ISBN: 978-0-07-337777-3. Make sure you have the 3d Edition.

Fisher, Ury & Patton (2011). Getting to Yes (3d Ed. Updated & Revised) Penguin  
ISBN: 978-0-14-311875-6

#### **RECOMMENDED TEXTS:**

Lewicki, Saunders & Barry (2007). Essentials of Negotiation (5<sup>th</sup> Ed.) McGraw-Hill  
ISBN: 978-0-07-353036-9

Alred, Brusaw & Oliu (2009). The Business Writer's Handbook (9<sup>th</sup> Ed.) St. Martin's  
Press. ISBN: 0-312-57510-6

### **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, and management. (3 units)

### **Purpose of Course**

The course will stress leadership communication and the development of skills in negotiation. The leadership component of the course will cover both written and verbal communications, strategy, expressing visions, and introducing change. The negotiations component of the course will consider fundamentals of negotiation, conflict management, managing interdependence, defining objectives, selecting the best negotiating strategy, evaluating communication dynamics, finding and using negotiation power through ethical conduct.

By the end of the course you should be able to do the following:

1. Analyze audiences and develop format messages specific to them.
2. Communicate appropriately across different cultures with diverse audiences.
3. Structure and write clear, correct, and confident professional correspondence and reports.
4. Plan and deliver impromptu prepared individual and team presentations confidently and persuasively.
5. Recognize and exemplify communication ethics.
6. Work constructively in teams and evaluate peers effectively.
7. Project a positive ethos and display emotional intelligence and interpersonal skills.
8. Understand transformational leadership and the role of communication in organizations.

### **Individual Oral Presentations**

You will make at least two five minute oral presentations. The first will be with or without the use of Power Point or slides, at your option. The second will be on a topic of your own choice. Please wear professional attire for the second oral presentation at which time Power Point or slides shall be used.

### **Homework**

The Applications (Problem-Case Studies) at the end of each chapter in ‘Leadership Communication’ shall be typed (double-spaced), printed and turned in at the **beginning** of each class section.

### **Grading Standards**

Grades will be based on the following allocation:

Mid-term examination:	25 per cent
Final examination:	35 per cent
Class Attendance & Participation:	25 per cent
Individual Presentations:	15 per cent

### **Grading**

Point/Grade Conversion

100-94	A	76-74	C
93-90	A-	73-70	C-
89-87	B+	69-65	D+
86-84	B	64-60	D
83-80	B-	59 or <	F
79-77	C+		

## **Course Calendar and Assignments**

The assigned material for each date should be thoroughly read **before** each class. Homework and class participation on the material is expected and plays an important part of your grade.

Date

Assignments

**Aug. 27:** Lecture on leadership; overview of the course.

**Sept. 3:** Chapters 1&2 of ‘**Getting to Yes.**’

**Sept. 10:** Barrett: Chapter 1. Homework: All Applications.

**Sept. 17:** Chapters 3&4 of ‘**Getting to Yes.**’

**Sept. 24:** Barrett: Chapter 2. Homework: Applications 2.1, 2.2, and 2.3; five minute impromptu speech.

**Oct. 1:** Barrett: Chapter 5. Homework: Applications 5.2 and 5.3.

**Oct. 8:** Chapters 5&6 of ‘**Getting to Yes.**’

**Oct. 15:** Chapter 7 thru conclusion of ‘**Getting to Yes.**’

**Oct. 22: Midterm.**

**Oct. 29:** Barrett: Chapter 7. All Applications done in class.

**Nov. 5: Class Discussion** of the movie ‘Twelve Angry Men.’

**Nov. 12:** Barrett: Chapter 8 Homework: Application 8.2

**Nov. 19:** Barrett: Chapter 10. Application 10.4

**Nov. 26:** No Class. Fall Recess.

**Dec. 3:** Five minute presentation on a topic of your choice. **Review for Final.**

**Dec. 10: Final Exam**

Revised: August, 2014