

Lincoln University
COURSE SYLLABUS

Course Title: BUSINESS COMMUNICATION

Course Number: ENG 93

Semester: SPRING, 2014 M&W 3:30-6:15 P.M.

Credit: 3 Units (45 lecture hours)

Instructor: Professor Richard S. Rachlin

Email: rrachlin@lincolnuca.edu

Office Hours: M & W 2:30 PM-3:30 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 (5th Ed.) McGraw-Hill
ISBN: 978-0-07-353036-9

Alred, Brusaw & Oliu (2009). The Business Writer's Handbook (9th 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.

Purpose of Course

This 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.

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.

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.

Individual Oral Presentations

You will make at least two three-to-five minute individual oral presentations. The first will be without the use of Power Point or slides. 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 may 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** the class. Homework and class participation on the material is expected and plays an important part of your grade.

Date Assignments

Jan. 22: Lecture on leadership; overview of the course.

Jan. 27: Chapters 1&2 of **‘Getting to Yes.’**

Jan. 29: Barrett: Chapter 1. Homework: All Applications.

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

Feb. 5: Barrett: Chapter 2. Homework: All Applications; 3-minute impromptu speech on assigned topic.

Feb. 10: Barrett: Chapter 5. Homework: All Applications.

Feb. 12: Chapters 5&6 of **‘Getting to Yes.’**

Feb. 17: **No Class. Presidents’ Day**

Feb. 19: Chapter 7 thru conclusion of **‘Getting to Yes.’**

Feb. 24: **Midterm.**

Feb. 26: Barrett: Chapter 7 Homework: All Applications.

March 3: Discussion of the movie **‘Twelve Angry Men.’**

March 5: Barrett: Chapter 8 Homework: Application 8.2

March 10: Barrett: Chapter 10.

March 12: Five minute presentation on a topic of your choice. **Review for Final.**

March 17: Final Exam

Revised: January, 2014