ISBE 320: PROFESSIONAL COMMUNICATIONS FOR BUSINESS  
Course Syllabus  
Spring 2007

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COURSE OVERVIEW

The purpose of this course is to provide a foundation to acquire communication skills by providing you with a review of the principles, functions, techniques, and formats of business communications, including a concise review of punctuation, grammar, and word usage.

Experienced business executives indicate that often their most significant problems at work are caused by miscommunication. The role of this course is, therefore, to bring awareness of the communication process and its practical implications for everyday business lives. Students will prepare themselves to be knowledgeable and skillful as business communicators. They should be able to apply these theories and principles in profitable ways.

Students will be provided opportunities to develop confidence in their ability to communicate effectively, to strengthen their ability to analyze communication situations, to write brief business messages, to prepare appropriate job application materials, to produce effective business reports, to send and receive communication electronically, and to strengthen their verbal communication skills.

COURSE OBJECTIVES

Given the necessary information and instructions about effective business communications, students will be able to:

1. write clear, concise, and well-organized business letters using correct format, grammar, and punctuation.
2. adapt their language to specific readers and select the most effective words for business communications.
3. emphasize key points and produce positive human relations.
4. compose effective job application letters and resumes.
5. prepare effective business reports using proper format.
6. send and receive electronic communications.
7. demonstrate effective verbal communication skills.
CLASS ORGANIZATION

This class is organized around opportunities for students to enhance their ability to communicate. Students are expected to prepare in advance for each class session. Daily classroom activities will be the main focus for the course, with additional information from the textbook and the instructor. The assignments will be designed to allow students to develop skills at composing business letters and reports. Homework assignments must be completed using a laser printer unless otherwise stated. To be considered "on time" an assignment must be submitted when called for during a class session on the due date. Points will be deducted for late assignments. Blackboard will be used for posting class notices and deadlines, lecture notes, and assignments.

REQUIRED MATERIALS


2. Willingness to learn and positive attitude (BRING EVERY DAY!!)


EVALUATION

Written Assignments:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Business Letters</td>
<td>100</td>
</tr>
<tr>
<td>(25 points each)</td>
<td></td>
</tr>
<tr>
<td>Formal Proposal</td>
<td>35</td>
</tr>
<tr>
<td>Formal Report</td>
<td>100</td>
</tr>
<tr>
<td>Progress Reports</td>
<td>60</td>
</tr>
<tr>
<td>Oral Presentation on Report</td>
<td>50</td>
</tr>
</tbody>
</table>

Job Application Materials:

<table>
<thead>
<tr>
<th>Material</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resume</td>
<td>25</td>
</tr>
<tr>
<td>Application Letter</td>
<td>25</td>
</tr>
<tr>
<td>Follow-up Letter</td>
<td>20</td>
</tr>
</tbody>
</table>

Activities and Related Assignments:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class exercises and related activities</td>
<td>35-85</td>
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</table>

Graded Presentations on Report 50 points

Quizzes and Examinations:

<table>
<thead>
<tr>
<th>Quiz/Exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ten Quizzes (drop 1*)</td>
<td>90</td>
</tr>
<tr>
<td>Three Exams</td>
<td>225</td>
</tr>
</tbody>
</table>

TOTAL POINTS POSSIBLE 750 – 800 points

GRADING SCALE

Final grades will be assigned using total points and the following ISBE faculty grading scale:

93-100% = A   85-92% = B   78-84% = C   70-77% = D   69% or less = F
COURSE POLICIES

Attendance: It is strongly recommended that you attend class regularly. Roll will be taken each class period. Many of the in-class activities will require cooperation and collaboration with your classmates. Additionally, several daily activities and assignments will take place in class. These opportunities cannot be replicated individually outside the classroom; therefore, it is important that you attend all class sessions. Students are responsible for all announcements, explanations, and assignments given during class sessions. Only students who have made PRIOR arrangements with the instructor will be allowed to make up missed activities or quizzes. Blackboard will be used to communicate class assignments, notes, and expectations. It is each student's responsibility to know how to use the system, access the system, and update the system with their own personal email address.

College of Business and Public Administration Policy: Students will be permitted only two attempts to pass business administration courses. An attempt is defined as "remaining in a course long enough to earn an A, B, C, D, F, I S, U, W, or AU (audit)." Failure to pass a course after two attempts may result in dismissal from the college.

COBPA Repeating for a Better Grade: Courses in which grades of C or better are earned may be repeated upon written approval of the department concerned and the dean of the college offering the course and the student's academic adviser. Without this approval, both grades will be recorded on the student's permanent record, with the last grade being marked as duplication and not being counted in the student's GPA. The petition for a repeat of grade must be done by the end of the first week of class, or it is unlikely that the petition will be approved.

ISBE Faculty Policy: Students dropping ISBE 320 after the last day to add a course, as noted by the Registrar's Office, will not be allowed to register for this course the following semester (Summer Session excluded).

Graduate Students: Students enrolling in ISBE 320 for graduate credit will be required to complete an additional project, which will demonstrate their advanced competence as professional communicators. The project may be either a written report or a formal presentation, to be determined cooperatively by the student and the instructor.

Disabilities/Access: If you have emergency medical information to share, if you need special arrangements in case the building must be evacuated, or if you need accommodations in this course because of a disability, please make an appointment to see me. My office location and contact information are listed on this syllabus. If you plan to request disability accommodations, you are expected to register with the Disability Support Services (DSS) office (190 McCannel Hall, 777-3425).
TENTATIVE SCHEDULE OF COURSE TOPICS

T 1/09    Introductions/Syllabus/Course Overview
R 1/11    Chapter 1: Business Communication Foundations

T 1/16    Chapter 4: Principles of Business Communication
R 1/18    Chapter 4: Principles of Business Communication

T 1/23    Chapter 5: Print and Electronic Messages
R 1/25    Chapter 13: Interpersonal Communication and Teamwork

T 1/30    Chapter 13: Interpersonal Communication and Teamwork
R 2/01    Chapter 11: Proposals, Business Plans, and Special Reports
            Formal Report Assigned, Proposal Assigned

T 2/06    Chapter 10: Business Research and Report Writing
R 2/08    Chapter 10: Business Research and Report Writing

T 2/13    Chapter 10: Business Research and Report Writing
R 2/15    Chapter 11: Proposals, Business Plans, and Special Reports
            Wrap up and review for Test 1
            Proposals Due

T 2/20    Test 1: Chapters 1, 4-5, 10-11, 13, and Parts of Speech
R 2/22    Chapter 12: Visual Aids

T 2/27    Appendix A: Formats of Letters and Memos
R 3/01    Chapter 6: Positive and Neutral Messages
            Letter 1 Assigned—due 03/08

T 3/06    Chapter 6: Positive and Neutral Messages
            Chapter 7: Goodwill Messages
            Letter 2 Assigned—due 03/20
            Progress Report 1 due
R 3/08    Chapter 7: Goodwill Messages
            Chapter 8: Negative Messages
            Letter 3 Assigned—due 03/22

3/12-3/16 SPRING BREAK—NO CLASSES!

T 3/20    Chapter 8: Negative Messages
R 2/22    Chapter 9: Persuasive Messages
            Letter 4 Assigned—due 03/29
            Progress Report 2 due

T 3/27    Chapter 9: Persuasive Messages
            Wrap up and preparation for Test 2
R 3/29    Test 2: Chapters 6-9, 12, and Appendix A
Chapter 2: International and Cross-Cultural Communication

Chapter 14: Listening and Nonverbal Messages

Progress Report 3 Due

4/06-4/09  EASTER HOLIDAY—NO CLASSES!

Chapter 15: Oral Communication Essentials

Chapter 16: The Job Search and Resume

Chapter 16: The Job Search and Resume

Chapter 17: Employment Communications and Interviewing

Formal Reports due

Group Presentations (2)

Group Presentations (2)

Group Presentations (2)

Group Presentations (1)

Wrap up and Review for Final

Application Package Due

READING AND REVIEW DAY

8:00 A.M. FINAL EXAM