

**Angelina College  
Business Division  
BUSI-2304.002 Business Report Writing & Correspondence  
Instructional Syllabus**

**I. BASIC COURSE INFORMATION**

**A. Course Description:**

BUSI 2304. Three hours credit. Theory and applications for technical reports and correspondence in business. Includes oral component. Prerequisites: English1301 and POFT 1429 or equivalent. Three lecture/lab hours each week. Lab fee. This is a capstone experience.

**B. Intended Audience:**

This course is designed for several audiences/and in particular sophomore students. Audiences may also include freshman students who have already satisfied the prerequisites for this course, as well as individuals from and/or interested in the field of business desiring to improve their written and oral communication skills.

**C. Instructor:**

<b>Name:</b>	<b>Mrs. Sandra May</b>		
<b>Office Location:</b>	<b>Business Building – B102F</b>		
<b>Office Hours:</b>	<b>Mon/Wed</b>	<b>Tues/Thur</b>	<b>Fri.</b>
	<b>8:00 – 11:00 a.m.</b>	<b>8:00-9:00 a.m.</b>	<b>8:00- 12:00</b>
	<b>M 1:00-4:00 p.m.</b>	<b>1:00-4:00 p.m.</b>	
<b>Phone:</b>	<b>633-5306 or 633-5300</b>		
<b>E-mail Address:</b>	<b>(smay@angelina.edu)</b>		

**II. INTENDED STUDENT OUTCOMES:**

**A. Core Objectives Required for this Course**

- 1. Critical Thinking:** to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- 2. Communication:** to include effective development, interpretation and expression of ideas through written, oral and visual communication
- 3. Teamwork:** to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- 4. Social Responsibility:** to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

**B. Course Learning Outcomes for all Sections –**

1. Explain the theory and techniques required for proper construction and presentation of business correspondence.
2. Identify the human skills necessary for successful development of oral communication skills.
3. Know the basic tools for gaining employment.
4. Define and explain the communication process and why communication skills are valuable to employers and employees.

### **III. ASSESSMENT MEASURES**

#### **A. Assessments for the Core Objectives**

- 1. Critical Thinking:** While critical thinking will be used in many aspects of the course students, the key assignment will be to write a report that will involve evaluation, selecting appropriate secondary research, design of supporting visuals, analysis of information, and synthesis of information into effective conclusions and recommendations. The student's performance of this specific learning activity, will be assessed through utilization of the AC Critical Thinking Skills value rubric.
- 2. Communication Skills:** The specific learning activity that will be utilized for official assessment purposes will be the preparation of a "good news" letter, utilizing the direct writing strategy. The student's performance of this specific learning activity will be assessed through utilization of the AC Communication value rubric.
- 3. Teamwork:** Students will work in teams on the development and presentation of a group project, utilizing supporting visuals. Students will learn to consider different points of view in order to work effectively to produce the desired team activities. Students will be directly evaluated on their team performance through the completion of a self/ peer evaluation form, focusing on the contributions and interactions of each team member as well as their own. The student's performance of this specific learning activity, will be assessed through the utilization of the AC Teamwork value rubric.
- 4. Social Responsibility:** Students will study globalization's impact on business, and how the need for excellent business correspondence skills has become a critical requirement of the marketplace. Students will analyze a case study involving intercultural issues in the marketplace, and the student's performance of this specific learning activity, will be assessed through the utilization of the AC Social Responsibility value rubric.

#### **B. Assessments for Core Learning Outcomes**

1. Students will demonstrate their knowledge of the theory and techniques required for proper construction and presentation of business correspondence through construction and presentation of various types of correspondence.
2. Students will demonstrate their knowledge of the human skills necessary for successful development of oral communication skills through successful completion of pertinent tests and oral presentations of assigned topics.
3. Students will demonstrate their knowledge of the basic tools for gaining employment through successful completion of appropriate testing over the related material.
4. Students will demonstrate their ability to define and explain the communication process and why communication skills are valuable to employers and employees through the successful completion of appropriate testing of related material.

#### **IV. INSTRUCTIONAL PROCEDURES:**

The course is taught using a combination of lectures and class discussions that complement and supplement lecture material. Audio-visual materials, marker board illustrations, and supervised in-class activities will be employed to enhance lecture presentations. Some out-of-class assignments will require internet access online.

#### **V. COURSE REQUIREMENTS AND POLICIES:**

##### **A. Required Textbooks, Materials, and Equipment –**

Text - Essentials of Business Communication, 11th Edition, Mary Ellen Guffey  
ISBN - 978-1-337-38649-4

Notebook/Paper

Dictionary/Thesaurus

Pen/Pencil

##### **B. Course Policies – (This course conforms to the policies of Angelina College as stated in the Angelina College Handbook.)**

- 1. Educational Accommodations** — If you have a disability (as cited in Section 504 of the Rehabilitation Act of 1973 or Title II of the Americans with Disabilities Act of 1990) that may affect your participation in this class, you may fill out the Educational Accommodations application within your AC Portal, under the "Student Services" tab. A Student Success team member will contact you once the application is received. At a post-secondary institution, you must self-identify as a person with a disability in order to receive services; for questions regarding the application process you can visit the Office of Student Success and Inclusion in the Student Center (205A); text 936.463.8078; or email [access@angelina.edu](mailto:access@angelina.edu). To report any complaints of discrimination related to a disability, you should contact Mr. Steve Hudman, Dean of Student Affairs, in Room 101 of the Student Center. You may also contact Dean Hudman by calling (936) 633-5292 or by emailing [shudman@angelina.edu](mailto:shudman@angelina.edu).
- 2. Discrimination** - Angelina College admits students without regard for race, color, creed, sex, national origin, age, religion, or disability. To report any complaints of discrimination related to disability, you should contact **Mr. Steve Hudman, Dean of Student Affairs, in Student Center, Room 101, (936)-633-5292 or by email [shudman@angelina.edu](mailto:shudman@angelina.edu).**
- 3. Attendance** –Students have the responsibility of attending all classes and a record of attendance will be kept by the instructor. Three or more consecutive absences or four or more cumulative absences have been defined by AC as excessive and the student can be dropped by the instructor for excessive absences. Students are encouraged to attend every class, as to do otherwise may adversely impact the student's grade. The instructor will not take on the responsibility to drop a student from this class for excessive absences. If a student decides not to complete this course, they must initiate the proper drop form from the registration office or they will receive an F in this course. Excused absences will be decided by the instructor and usually include

illness, a death in the family, or an official AC activity. In accordance with the Texas Education Code each student is allowed to be absent from a class for the observance of a religious holy day. The form for notification of instructor of absence is in the Office of Admissions and will need to be completed not later than the 15th calendar day after the first day of the semester. For further information regarding attendance please refer to the Student Handbook.

Veterans - You must comply with your specific attendance requirements in addition to the attendance requirements specified in this syllabus.

There's really no excuse for tardiness as being tardy is inconsiderate to the instructor as well as to the fellow classmates.

- 1. Additional Policies Established by the Individual Instructor - The last day to drop this course with a "W" is November 05, 2018. Incompletes (!) are not given unless approved by the instructor. They are subject to approval by the Dean of Instruction. Failure to appropriately withdraw/drop to complete a course (except as stated above) may result in a final grade of "F". It is the student's responsibility to initiate any drop or withdrawal forms. WP and WF grades are no longer given by A.C.**

**Food, drinks, and tobacco products are not permitted in the classroom.**

**Students may not bring children to class. Bringing your children to class hinders classroom instruction, and the ability of you and your fellow classmates to learn.**

**All cell phones must be turned off during class unless required by employer, physician, etc., and documentation of necessity must be provided to instructor. If the student has made previous arrangements with the instructor, they may set the phone to vibrate once, leave room, and may not disturb class by talking on phone.**

- 2. If you feel that you need a tutor, contact the Student Services Office. Also, if you as a student have special learning needs which should be accommodated by Angelina College, please contact the Student Services Office.**

**VI. COURSE OUTLINE: – Description of the Course Activities, including due dates, schedules, and deadlines.**

<b>DATE</b>	<b>DISCUSSIONS/ACTIVITIES</b>
<b>Jan 15</b>	Briefly introduce the course; review syllabus, discuss use of Blackboard, and students will introduce themselves. Assignment: Read Chapter 10 - Proposals and Formal Reports
17	Review Chapter 10 - Proposals and Formal Reports Lecture on informal proposals. Assignment: Read Chapter-10, complete Chapter-10 Quiz online.
22	Review of elements of Informal Proposal. Analysis of article and example from informal proposal perspective. Assignment: Assign Informal Proposal topic.
24	Turn in Informal Proposal topic. Review Chapter 10 - Lecture on Formal Reports from research perspective, <b>Assignment: Informal Proposal Due January 31st.</b>
29	Review Chapter 10 - Lecture on Formal Reports - Discussion of prefatory/supplementary parts of a formal report. Assignment: Read Chapter 9 - Informal Reports, complete Chapter-9 Quiz online. Begin to formulate Formal Report topic.
31	<b>Turn in Informal Proposal.</b> Review Chapter 9 – Informal Reports- Types of Informal Reports Assignment: Read Chapter 1, complete Chapter-1 Quiz online. Begin to formulate Formal Report topic.
<b>Feb 5</b>	Turn in Formal Report Topic. Review Chapter 1 – Career Success Begins With Communication Skills Assignment: Student teams will analyze a case study involving intercultural issues in the marketplace, and prepare a one to two page analysis, identifying and discussing how diversity is impacting communication in the global marketplace. <b>(Due-Feb 12th)</b> Assignment: Begin research on Formal Report topic. Read Chapter-2, complete Chapter-2 Quiz online.
7	Review of Chapter 2- Planning Business Messages Assignment: Study for Test I over Chs. (10,9,1,2)
12	<b>TEST 1-CHAPTERS (10,9,1,2).</b>

- 14     **Review Test-1**  
 Discuss Outline for Formal Report.  
 Assignment: Prepare Outline for Formal Report (**Due – Feb 26**)  
 Read Chapter 5.
- 19     Review Chapter 5- Electronic Messages and Memorandums  
 Discuss listing techniques.
- 21     **Chapter-5 In-Class Writing Assignment** – Information Memorandum  
 Assignment: Read Chapter 6.
- 26     **Turn in Outline for Formal Report.**  
 Review of Chapter 6- Positive Messages
- 28     **Chapter-6 In-Class Writing Assignment** – Routine Request Letter  
 Assignment: Read Chapter 7.
- Mar 5**     Review Chapter 7 – Negative Messages
- 7     **Chapter-7 In-Class Writing Assignment** – Credit Refusal Letter  
 Read Chapter 8.
- 12-14**     **SPRING BREAK**
- 19     Review Chapter 8 – Persuasive Messages
- 21     **Chapter-8 In-Class Writing Assignment** - Persuasive Request Letter.  
 Assignment: Study for TEST II over Chs.(5,6,7,8).
- 26     **TEST II – CHAPTERS (5,6,7,8)**
- 28     Work on Formal Report Rough Draft  
 Bring research, diskettes, jump drives, etc.  
 Submit Rough Draft for review.
- Apr 2**     Return Rough Drafts to student teams for review and final revisions.  
**Assignment:** Read Chapter-12
- 4     Review Chapter 12 – Business Presentations  
 Assignment: Be prepared for Oral Presentations.
- 9     **Student presentations of Formal Report and submission of Final Draft.**
- 11    **Student presentations of Formal Report and submission of Final Draft.**
- 16    **Student presentations of Formal Report and submission of Final Draft.**

- 18 Student presentations of Formal Report and submission of Final Draft.**  
Assignment: Read Chapter-11
- 23 Review Chapter 11- Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings**  
**Assignment: Teams will review an instructor-provided, case study involving the “ethics” related to confidential information. They will prepare a one to two page analysis, deciding what information should be kept confidential when communicating business information is an issue, determine the ethical issues that are involved, and make a recommendation for action. (Due-Apr 30th)**  
Assignment: Read Chapter 13
- 25 Review Chapter 13 - The Job Search, Resumes, and Cover letters**  
Assignment: Read Chapter 14
- 30 Teams will bring their completed “Ethics” case-study, analysis to class for discussion and submission.**  
Review Chapter 14 - Interviewing and Following Up  
Assignment: Study for TEST III– Chs. (11,12,13,14).
- May 2 Review for Final**
- May 9 TEST III– CHAPTERS (11,12,13,14)**  
**(FINAL EXAM CLASS TIME- Thur., May 9th, 8:00-10:00 A.M.)**

**THIS COURSE OUTLINE IS SUBJECT TO MODIFICATION AT THE DISCRETION OF THE INSTRUCTOR.**

## **VII. EVALUATION AND GRADING:**

### **A. Grading Criteria** (*percents, extra credit, etc.*)

In/Out-Class Exercises - These exercises may include the editing of existing letters and memos, analyzing magazine articles, and completing exercises corresponding to the Chapters assigned. Other in-class exercises are noted on the schedule. If a student is absent, excused or unexcused, no make-up time will be given for these assignments; however, if the student is able to complete the exercises out-of-class, they will be accepted upon return to class. (510 pts.)

Informal Proposal - Chapter 10 covers the preparation of informal reports and offers several topics that informal reports can cover. Each student is responsible for preparing an informal proposal following the procedures outlined in the chapter. (95 pts.)

Formal Report/Presentation - Students will be assigned to work in teams on this report and presentation. A research topic will be chosen early in the semester. The students will be responsible for following the procedures for preparing and presenting formal reports as covered in Chapter 10. During the semester, student teams will be required to turn an outline and rough draft of their formal report, for the instructor’s review and critique (noted on

schedule). A 15-minute, team oral presentation, which will include audio visuals, shall be presented on the information researched for the Formal Report. A final draft of the report is also required. All students must participate in the presentation. (200 pts.)

Exams – There will be three (3) exams administered for assessment purposes. (300 pts.)

Periodically, extra credit material may be given. No extra credit will be accepted after the assigned deadline.

**Additional after-average points will be awarded for attendance as:**

**(0) Absences = (2) pts. added to final average**

**(1) Absences = (1) pt. added to final average**

**Make-up exam** - If you miss an exam ( and it is not recommended that you do this), and the reason for missing the exam is determined by the instructor to be an excusable reason, then the make-up must be taken at a special time and day as determined by the instructor. Only one test can be made-up. A zero (0) will be recorded if an exam is not made-up. There is no "make-up" for the final exam.

**B. Determination of Grade** (assignment of letter grades)

A = 988 -1105

B = 879 –987

C = 768 - 878

D = 658 - 767

F = 657 and below)

**The instructor may modify the provisions of the syllabus to meet individual class needs by informing the class in advance as to the changes being made.**