



Business Communications

OST2355-30

Fall C 2022: August 15 – December 7, 2022

Professor Name: **Mrs. Smokie West, DBA ABD, MBA**

Professor Email: **wests@cf.edu**

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Telephone: **(352) 854-2322 Ext. 1305**

On-Campus Office Hours: **Thursdays 5:00 p.m. – 5:30 p.m. and 8:10 p.m. – 8:40 p.m.**

Please allow 24-hours for a response Monday morning through Friday afternoon and up to 48-hours for a response Friday evening through Sunday evening. Scheduled holidays may extend the response time.

Extended Emergency Closure: For emergency campus closings (natural disasters, etc.) call 352-291-4499 or 800-831-9244 or check our website www.CF.edu.

Please Note: ALL College Policies can be found in your Canvas left-side navigation links under [College Policies, Important Dates, and Campus Resources](#).

I. COURSE SPECIFIC INFORMATION

Course Title: **Business Communications**

Credit Hours: **3.0**

Campus: **Ocala Campus**

Course Location: **Online**

Course Time: **Thursdays from 5:30 p.m. to 8:10 p.m.**

Additional Dates and Information can be found in the [College Policies, Important Dates, and Campus Resources](#) tab, which you access in Canvas from the left-side navigation strip.

Your Attendance is Verified by:

- **Grammar and Mechanics Pre-Course Diagnostic (In-Class)**

- **Team Information (Homework)**

Attendance Verification Due Date: **on or before January 19, 2026**

II. COURSE DESCRIPTION

This course is designed to help develop and refine the oral and written skills which are necessary to communicate effectively in today's business environment. This will be accomplished through planning, composing and evaluating various forms of common business communication. Emphasis is placed on composing common business correspondence (letters, memos, e-mails, reports), editing and revising techniques, writing reports (emphasizing APA format), and increasing the clarity of oral presentations. This course is recommended for students who plan to enroll in the College of Central Florida's BAS in Business and Organizational Management. This course is not intended for AA University transfers.

Pre-Requisite: ENC1101, Freshman Composition I

Teaching Philosophy and Expectations:

This course is designed to help students develop and apply the following professional skills:

- **Written Business Communication.** You will develop or improve your ability to use clear, concise, and grammatically correct language as you employ appropriate formats in writing e-mail and micro messages, memos, business letters, reports, citations, bibliographies, speech outlines, cover letters, and résumés.
- **Oral Presentation.** You will develop or improve your ability to select, organize, and effectively deliver information in a businesslike manner with appropriate language, articulation, nonverbal communication, and visual supporting materials. You will develop skill in using visual aids, handouts, and multimedia presentation materials.
- **Interpersonal/Team.** You will develop or improve your ability to listen, to contribute to team performance, to plan and participate in productive meetings, to use collaborative technologies, to understand and employ nonverbal skills to advance your career, to work in diverse environments, and to gain a competitive edge with professionalism and business etiquette skills.
- **Written Academic Report Writing.** You will research and write an academic report using the APA (American Psychological Association) writing style. This will be a continuation of your Freshman Composition 1, ENC1101, course and will prepare you both for academic and workplace writing through a) careful examination of your assigned topic, b) crediting others intellectual property and c) supplying documentation for the reader regarding your research.

Work Submittal: To attend work regularly and on-time is expected of any professional, you will be treated as a professional, so in turn, you should act like one. Most students spend a minimum of

three to five hours per week completing assignments. **Please plan to be successful in Business Communications.**

Textbook Information: (all purchased under ONE access code for Cengage Unlimited, see ISBN below)

Required Textbook Title-1: **Business Communication, Process & Product with MindTap**

Edition: **10th**

Author of Text: **Mary Ellen Guffey & Dana Loewy**

Required Textbook Title-2 **Business English with MindTap**

Edition: **13th**

Author of Text: **Mary Ellen Guffey & Dana Loewy**

Required Textbook Title 3: **The Purposeful Argument with MindTap**

Edition: **3rd**

Author of Text: **Phillips and Bostian**

ISBN No.: **9780357700006 (all covered under Cengage Unlimited access code)***

Required Materials: **Microsoft 365 or Microsoft Word & PowerPoint 2019 (installed, not Web-based apps)
Internet Access**

Optional Materials: **Storage Device**

Cengage Unlimited (Digital). You can choose to purchase Cengage Unlimited (access code sold at the register in the CF bookstore) that gives you access to your textbook and digital materials. It is important when registering your access code to use your email that is associated with your CF Canvas account (click on your Avatar and click on Settings) and carefully follow your professor's instructions for activation.

If you purchase Cengage Unlimited and STILL want a printed textbook—you can do that too! During the registration process, you will have the option of renting a free textbook from CENGAGE, just pay the shipping and handling (\$7.99). please note—it is ONLY with a Cengage Unlimited subscription that you are able to obtain the free textbook rental, and you will have to pay \$7.99 for each book you rent.

III. STUDENT LEARNING OUTCOMES/COURSE OBJECTIVES:

Student Learning Outcomes:

Critical Reasoning: The student will reflect, analyze, synthesize, and apply critical thinking.

1. Accurately interpret evidence, statements, graphics, questions, etc. How Measured: Quiz, Classroom Activity
2. Identify important arguments. How Measured:Project Paper, Classroom Activity
3. Thoughtfully analyze and evaluate alternative points of view. How Measured:Project Paper, Classroom Activity
4. Draw valid conclusions. How Measured:Project Paper, Classroom Activity
5. Justify and explain assumptions and reasons. How Measured:Project Paper, Classroom Activity

Communication: The student will read, write, speak, and listen effectively.

1. Read materials and effectively understand essential facts and concepts. How Measured:Project Paper, Classroom Activity
2. Write an organized document that communicates effectively and appropriately for the situation. How Measured:Project Paper, Classroom Activity
3. Listen actively to comprehend main ideas and essential details. How Measured:Project Paper, Classroom Activity
4. Express clear, well-organized ideas through oral communication. How Measured:Project Paper, Classroom Activity

Quantitative and Analytical Reasoning: The student will understand and apply mathematical and scientific principles and methods.

Competencies: The student will

3. Interpret and communicate understanding of visual representations of data. How Measured:Project/Paper

Global Socio-Cultural Responsibility: The student will be an informed and responsible citizen in social, cultural, and global matters.

1. Demonstrate an understanding of the values and expressions of other cultures that arise from human experience. How Measured:Project Paper, Classroom Activity
2. Identify scientific principles underlying human influence upon the Earth and its inhabitants. How Measured:Project Paper, Classroom Activity
3. Recognize complex historical, cultural, economic, and political forces that create societies as well as how these forces shape personal identity. How Measured:Project Paper, Classroom Activity
4. Understand the local and global connections among power, knowledge, gender, and class. How Measured:Project Paper, Classroom Activity

5. Understand the local and global connections between self-direction, cooperation, respect, responsibility, integrity, and social success. How Measured:Project Paper, Classroom Activity

Computer & Information Skills: The student will be able to evaluate the importance of technology and its applications.

1. Organize data or information using appropriate electronic media. How Measured:Project Paper, Classroom Activity
2. Access, research, and retrieve information using the internet. How Measured:Project Paper, Classroom Activity
3. Communicate with others using electronic media. How Measured:Project Paper, Classroom Activity
4. Implement appropriate security measures in a digital environment. How Measured:Project Paper, Classroom Activity

IV. ASSESSMENT

Items in this category: statement about grading (class attendance, homework, tests, etc.)

Grading: (*edit as necessary*): Each student is required to attend all class meetings. Attendance is required for classroom . Non-attendance does not constitute withdrawal from this course. It is the student's responsibility to complete the withdrawal forms by the appropriate date.

Grading scale ([see current catalog](#))

Make-Up Policy/Attendance: Late work is strongly discouraged. Students should plan accordingly. Percentage deductions for late work will be applied to certain assignments (see Grade Breakdown below).

Grade Breakdown:

In-Class Activities: 15%

Writing in Practice/Following Up With: 15%

Business English: 15%

Business Communications: Process and Product Activities: 15%

APA Research Project: 10%

APA Video Activities: 10%

Presentations: 10%

Employment Documentation: 10%

V. COURSE SCHEDULE

Week	Topic (See Modules for Detailed In-Class and Homework Activities)
Week 1	Discussion Topic: Getting Started in Business Communications with Upcoming Chapter 1 Homework Information
Week 2	Discussion Topic: Business Communications in the Digital Age (Chapter 1) with Upcoming Chapter 2 Homework Information
Week 3	Discussion Topic: Professionalism...(Chapter 2) with Upcoming Chapter 3 Homework Information
Week 4	Discussion Topic: Intercultural Communication (Chapter 3) and Chapter 4 Homework Information
Week 5	Discussion Topic: Planning Business Messages (Chapter 4) and Chapter 5 Homework Information (APA Reference List Due)
Week 6	Discussion Topic: Organizing and Drafting Business Messages (Chapter 5) and Chapter 6 Homework Information
Week 7	Discussion Topic: Revising Business Messages (Chapter 6) and Chapter 7 Homework Information
Week 8	Discussion Topic: Electronic Messages and Digital Media (Chapter 7) and Chapter 8 Homework Information
Week 9	Discussion Topic: Positive and Neutral Messages (Chapter 8) and Chapter 9 Homework Information
Week 10	Discussion Topic: Negative Messages (Chapter 9) and Chapter 14 Homework Information
Week 11	Discussion Topic: Business Presentations (Chapter 14) and Chapter 15 Homework Information
Week 12	Discussion Topic: The Job Search...(Chapter 15) and Chapter 16 Homework Information
Week 13	Discussion Topic: Interviewing and Follow-Up (Chapter 16)
Week 14	Group Presentations (from Chapter 14)

Due to unforeseen happenings, it may be necessary for the course assignment schedule to be altered. I will always strive to be fair about any changes.

The College of Central Florida is committed to helping you succeed and achieve your academic, personal and career goals. There are a wide range of resources and

support services available to you. When you connect to resources and support systems on campus early, you are much more likely to be successful in your classes and complete your path more quickly. One example is through an Early Support Program, where you may receive an email indicating your professor or advisor is reaching out directly to help connect you to support services. This may include connecting you to tutoring, financial support, psychological support services, and disability services just to name a few. Be aware, you can also reach out to these services on your own as well. Additionally, we offer free tutoring, disability services, a testing center, and many other resources which are all available to you. [Please refer to the College Resources, Dates, and Policies document in your Canvas course to learn more about these supports and policies.](#)

VI. ADDITIONAL COURSE POLICIES

Accessing the Course: To access your course materials, log in to Canvas and access your Introduction to Word course.

Purchase Cengage Unlimited (access code sold at the bookstore)

When you access the first assignment link, it will prompt you to:

- a. **Log In.** Log in with your Cengage Account credentials.
 - i. If you have an account—GREAT, use your credentials!
 - ii. If you DO NOT have an account, you will need to create one.

Please note: it is VERY important to create only ONE account (email/password)—as if you take multiple classes with Cengage products this term, the Cengage Unlimited access code is attached to YOUR account. Please use your Patriot Mail credentials. Your Canvas credentials must match what you give to Cengage.

- iii. Note: If you have already activated your Cengage Unlimited subscription in another class this term—you don't have to do anything! Just log on and you are GOOD TO GO!
- b. **Cengage Unlimited/Textbook Rental Option.** Once you have linked your Canvas account with Cengage, if you decide you would like to rent a hard copy of your textbook, please go to Cengage Unlimited (www.cengageunlimited.com) and sign on using your email and password. In the left-hand column, you should see Print Options, you can order your textbook rental (only paying \$7.99 for shipping and handling) directly from Cengage.
 - i. Please note, this is NOT through the bookstore and you will return your textbook to Cengage at the end of the term.
 - ii. Please note, you will NOT be accessing your course this way, you should ALWAYS go through Canvas to complete your work.

[Additional Cengage Unlimited Registration/Purchasing Support](#)

Should you need additional guidance, please visit www.cengage.com/start-strong.

Email Courtesy: When communicating with the instructor regarding any concerns, questions, issues with the course, students will be expected to communicate in a courteous, respectful manner—using proper grammar and business email format.

Students should NOT send emails in “text format” or “text lingo.” After the first offense, a warning will be given to the student, after the second violation, student emails will be unanswered until proper English and email format is used.

Students who communicate in a disrespectful, rude manner will be referred to the Vice President of Student Affairs for violation of the Code of Student Conduct.