

# **OST2335-70 Summer 2023**

**Summer C (May 15 – Aug. 9)**

## **I. Course Information**

Course Title: Business Communications

Course No. and Section: OST2335-70

Credit Hours: 3.0

## **II. Instructor Information**

Instructor Name: Brandy Currie

Office Location: Online

Office Hours: Wednesdays, 1:30-2:30 pm, ONLINE

Wednesdays, 5:00-6:00 pm, ONLINE

Meeting Day & Time: ONLINE

Course Location: ONLINE

Meeting Dates: ONLINE

Telephone No.: (352) 897-0002

Email: currieb@cf.edu

## **IV. Extended Emergency Closure**

For emergency campus closings (natural disasters, etc.) call 352-291-4499 or 800-831-9244 or check our [website](#) (CF.edu).

## **V. 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.

## **VI. Additional Course Description Information**

As a registered student in this class, you assume the responsibility for conducting yourself in a manner that contributes positively to CF's learning community as described in the Student Code of Conduct. This class may require participation in discussion to meet course-learning outcomes. We are a class comprised of individuals. As such, there will be multiple opinions expressed throughout the semester that you may not personally agree with or even understand - as may be expected. My role as an instructor is to facilitate freedom of expression that is relevant to the course, credible, open and respectful without the promotion or endorsement of a single viewpoint. Conversations informed by diverse viewpoints contribute to critical thinking and higher-level learning. Even if you don't agree, listening to different points of view may give you further insight into your own perspectives. No lesson is intended to espouse, promote, advance, inculcate, compel a particular feeling, perception, viewpoint, or belief in a concept. Concepts as presented are not endorsed by the instructor but are presented as part of the larger course of instruction. Should a student feel uncomfortable with how course content is presented or discussed, please contact the instructor for further conversation.

Brief statement of teaching philosophy and/or expectations: My name is Brandy Currie, and I look forward to being your professor this term. I believe that every student deserves the chance to succeed, and I feel that it is my job to help each student do that. However, I need your participation and effort as well.

Brief statement of course goal: 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.

Pre/Corequisites: ENC1101, Freshman Composition I

## VII. Required Materials

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

Edition: **10<sup>th</sup>**

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

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

Edition: **13<sup>th</sup>**

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

Required Textbook

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

Edition: **3<sup>rd</sup>**

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.

### **VIII. Student Learning Outcomes/Course Objectives**

This list offers you a consistent way to see how CF's global learning outcomes are assessed in each class. This is for information purposes only and does not change the grading system used in this class. Only those learning outcomes relevant to this course are included below.

## **Learning Outcomes & How Measured**

### **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

**IX. Assessment**

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

**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%**

**Attendance:** You are required to attend all class meetings. Attendance is required for all tests and **there will be no make-up tests**. Non-attendance does not constitute withdrawal from this course. It is your responsibility to complete the withdrawal forms by the appropriate date. Attendance accounts for 5% of your final grade.

For the complete grading scale, see the current CF catalog.

Make-up policy

No make-up work will be given unless there is an emergency or if I have given you prior approval. In such an event, you must notify me before the exam or item is due unless the emergency prohibits it. You might be asked to bring proof of the emergency. A make-up exam must be taken within one week of the original exam date unless the emergency prohibits it. While you do not need to disclose personal details, let me know as soon as possible if something is preventing you from participating online or completing work.

## XI. Course Schedule/Outline

<b>Week</b>	<b>Preparation, Activities and Evaluation</b>
<b>Week 1</b>	Discussion Topic: Getting Started in Business Communications
<b>Week 2</b>	Discussion Topic: Business Communications in the Digital Age (Chapter 1)
<b>Week 3</b>	Discussion Topic: Professionalism...(Chapter 2)
<b>Week 4</b>	Discussion Topic: Intercultural Communication (Chapter 3)
<b>Week 5</b>	Discussion Topic: Planning Business Messages (Chapter 4) ( <b>APA Reference List Due</b> )
<b>Week 6</b>	Discussion Topic: Organizing and Drafting Business Messages (Chapter 5)
<b>Week 7</b>	Discussion Topic: Revising Business Messages (Chapter 6)
<b>Week 8</b>	Discussion Topic: Electronic Messages and Digital Media (Chapter 7)
<b>Week 9</b>	Discussion Topic: Positive and Neutral Messages (Chapter 8)
<b>Week 10</b>	Discussion Topic: Negative Messages (Chapter 9) ( <b>APA Draft Due</b> )
<b>Week 11</b>	Discussion Topic: Business Presentations (Chapter 14)
<b>Week 12</b>	Discussion Topic: The Job Search...(Chapter 15) ( <b>APA FINAL DRAFT DUE</b> )
<b>Finals</b>	<b>NO FINAL EXAM</b>

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.

## XII. College Policies

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.](#)

## **XII. Equity Statement**

College of Central Florida offers equal access and opportunity in employment, admissions and educational activities. The college will not discriminate on the basis of race, color, ethnicity, religion, gender, pregnancy, age, marital status, national origin, genetic information, sexual orientation, gender identity, veteran status or disability status in its employment practices or in the admission and treatment of students. Recognizing that sexual harassment constitutes discrimination on the basis of gender and violates this policy statement, the college will not tolerate such conduct. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Dr. Mary Ann Begley, Director of Compliance and Planning – Title IX Coordinator, Ocala Campus, Building 3, Room 117H, 3001 S.W. College Road, 352-291-4410, or [Equity@cf.edu](mailto:Equity@cf.edu).