Lake-Sumter State College Course Syllabus

Course Information:
Course Number/Prefix: GEB 3213
Course Title: Advanced Business Communications
CRN: 10300
Credit Hours: 3
Term: Fall 2017 (201810)/This is a Hybrid Course
Class Days, Location, Time: Tuesdays, Aug 21-Dec 9, 2017, LA-1, 6:00-9:00 PM

Course Catalog Description: This course is designed to help students develop the writing, verbal, and interpersonal skills that are necessary for a successful career in business. Topics include adapting messages to various audiences, ethics and corporate culture, designing a broad range of business-related documents and presentations, cross-culture communication, the use of technology, and collaborative communication.

Instructor Information:
Name: Khoy R. Stoutt Jr., MBA
E-Mail: stoutk@lssc.edu
Office Location: CTL #106
Office Phone: 352-323-3616
Office Hours: By Appointment Only

Vital Communication Information:
For e-mail, please note that all students are required to use Lakehawk Mail for official college e-mail communications. See the college webpage for instructions on activating Lakehawk Mail.

Sending a private message using the MESSAGES tool in Blackboard is always the most secure method of contacting your Instructor.

Please remember that any phone contact with your Instructor should be of a professional nature. Please always leave a clear, concise, but detailed message with your contact and class information. Always follow up a phone call with a written account via BB Message or e-mail.

Prerequisites/Co-requisites:
Prerequisites: Admission to BAS Organizational Management program
Co-requisites: MAN 3240

Textbook & Other Course Materials:
Authors: Multiple
Publisher: Pearson Custom Publishing
ISBN: 9781269818575
Technology Requirements:
Blackboard is a required component of this course. Students unfamiliar with Blackboard are expected to complete the Blackboard Orientation from LSSC’s website within the first week of classes.

Major writing assignments need to be created and saved in a file format that is compatible with Microsoft Word. If using a word processing program other than Word, it is the student’s responsibility to adhere to all formatting and submission requirement. Please ask for help if you are unsure how to save a file in a Word-compatible format.

Please see the LSSC Lakehawk Page for information on how to obtain Microsoft Office 365 as an LSSC Student.

Student Learning Outcomes:
The following outcomes will be assessed in this course. An “outcome” is defined as something students take with them beyond this course. After successful completion of this course, the student will:

1. Write and revise for optimal conciseness and clarity.
2. Write collaboratively with teammates to produce a coherent and professional business report.
3. Work collaboratively with teammates to make a coherent and professional presentation.

Course Objectives:
Objectives are defined as what the course will do and/or what the students will do as part of the course.

1. Structure sentences, paragraphs, and documents for maximum impact.
2. Write and revise for optimal conciseness and clarity.
3. Comprehend their professional roles and the communication tools needed in the business world.
4. Gear their writing towards a number of audiences, both internal and external to the workplace.
5. Assess how a variety of written communication styles affect the audience’s reception of ideas.
6. Deploy useful strategies for writing essential workplace documents like memos, instructions, and reports.
7. Write collaboratively with teammates to produce a coherent and professional report.
8. Work collaboratively with teammates to make a coherent and professional presentation.

Institutional Policies & Procedures:
Academic Integrity:
The successful functioning of the academic community demands honesty, which is the basis of respect for both ideas and persons. In the academic community, there is an ongoing assumption of academic integrity at all levels. There is the expectation that work will be independently thoughtful and responsible as to its sources of information and inspiration. Honesty is an appropriate consideration in other ways as well, including but not limited to the responsible use of library resources, responsible conduct in examinations, and the responsible use of the Internet. See college catalog for complete statement.
Important Information for Students with Disabilities:
Any student with a documented disability who requires assistance or academic accommodations should contact the Office for Students with Disabilities immediately to discuss eligibility. The Office for Students with Disabilities (OSD) is located on the Leesburg Campus, but arrangements can be made to meet with a student on any campus. An appointment can be made by calling 352-365-3589 and specific information about the OSD and potential services can be found at Disability Services.

Privacy Policy (FERPA):
The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part9) is a Federal law that protects the privacy of a student’s education records. In order for your information to be released, a form must be signed and in your records located in the Admissions/Registrar’s Office.

Zero-Tolerance Violence Statement:
Lake-Sumter State College has a policy of zero tolerance for violence as stated in College Board Rule 2.17. Appropriate disciplinary action will be taken in accordance with Board Rule 2.17.

Attendance/Withdrawal Policies:
Institutional Information:
Once the Add/Drop period passes, students deciding to discontinue class attendance and/or online participation have the responsibility for formal withdrawal by the withdrawal deadline.

Withdrawal Deadline:
September 25, 2017 by 4:30 PM

Instructor Policies:
1. Submit assignments via Blackboard.
2. Submit assignments as attachments using the Blackboard Assignment tool in generally acceptable formats i.e., doc, docx and rtf.
3. It is the student’s responsibility to make time to do their homework and to complete the homework before the deadline.
4. It is the student’s responsibility to make time to do their homework and to complete the homework before the deadline.
5. It is the student’s responsibility to ensure that they have access to a working computer system with a working Internet connection.
6. It is the student’s responsibility to ensure that their system supports Blackboard and all software needed for this class.
7. It is the student’s responsibility to be sure to start the assignments with enough time to allow for technical difficulties and the need for assistance.
8. I am available via phone or email for questions and/or concerns. I check voicemail and email several times daily and will respond to messages in a timely manner (within one business day). I also check Blackboard several time daily and will respond to questions posted to the site within one business day. I will notify the class in advance if I will be unable to access the course, my email, or my phone messages at any specific time during the semester.
9. I am available to meet with students by appointment.
10. You should consider me a resource in this course and I will gladly assist students who work hard and plan ahead. I am available to answer questions about assignments ahead of time, but will not “grade” assignments before they are officially submitted. In other words, you may ask specific questions about an assignment, but I will not provide detailed feedback until officially grading the assignment. Because I do not have time to do this for every student before an assignment is due, it would be unfair to do so for some and not others.

Late Work/Extensions:
Late work requires prior approval from the instructor. Therefore, I reserve the right, without prior arrangement, to accept or reject late work. A late submission penalty of 3 points per day will be applied. After an assignment is more than 1 week late it will be rejected.

Classroom Etiquette:
1. Be respectful of your instructor and fellow classmates at all times.
2. As a courtesy, please do not talk while the instructor is talking to the class or when a student is asking a question that pertains to the class.
3. Do not “surf” the Web, check email, or visit social networking sites during class, unless directed to do so by your instructor.
4. Silence cell phones, pagers, and texting devices. If you are anticipating an emergency contact during class, please speak with the instructor prior to class regarding the situation.
5. The use of any cell phone or texting device during an exam will be presumed as cheating (refer to the cheating policy).

Grading Information:
Grading Scale:
90-100% A
80-89% B
70-79% C
60-69% D
59% and below F

Methods of Evaluation:
Each assignment will be graded electronically using a rubric. Your work will be judged against accepted academic standards for writing and documentation.

Assignment Overview & Grade Breakdown:

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>Writing Exercises (2 @ 50 = 100 points)</td>
<td>250</td>
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<tr>
<td></td>
<td>Reflection Exercises (2 @ 50 = 100 points)</td>
<td></td>
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<tr>
<td></td>
<td>Verbal Exercises (2 @ 25 = 50 points)</td>
<td></td>
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<tr>
<td>Category</td>
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| **Group Project** | Topic Statement (25 points) Group Submission  
                        Outline (25 points) Group Submission  
                        Research Summary (25 points) Individual Submission  
                        Rough Draft (50 points) Group Submission Final Paper (100 points)  
                        Group Submission Presentation (75 points: 50 group, 25 individual)  
                        Group Process Reflection (25 points) Individual Submission  
                        Peer Evaluation (25 points) Individual Submission | 350    |
| **Quizzes**   | 4 @ 50 = 200 points                                                         | 200    |
| **Participation** | In-Class Participation & Contribution (200 points) | 200    |
|               | **Total Points**                                                             | 1000   |

**Course Calendar:**

*All assignments are due at 11:59 PM at the end of each week on the date prior to the next week’s meeting.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Begins</th>
<th>Preparation</th>
<th>Class Activities</th>
<th>Assignments Due</th>
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</thead>
</table>
| 1    | Introduction, Communication Process, Interpersonal Communication | 8/21   | Syllabus Course Documents Chapters 1-3 Articles | Review Syllabus  
Class Activity  
In-Class Meeting | Class Participation, 100 pts  
Topic Statement, 25 pts  
Quiz #1, 50 pts |
| 2    | Research and APA                     | 8/28   | Chapter 12: Workshop Slides | Review Material  
Verbal Exercise #1, 25 pts  
*Online Session* | Participation, 100 pts  
Reflection Exercise #1, 25 pts  
Project Outline, 25 pts |
| 3    | Planning, Writing & Completing Business Messages | 9/4    | Chapters 4-6 | Review Material  
*Holiday Labor Day 9/4 Online Session* | Participation, 100 pts  
Writing Exercise #1, 100 pts  
Research Summary, 25 pts  
Quiz #2, 50 pts |
| 4    | Developing and Enhancing Presentations; Social Media Options            | 9/11   | Chapters 7-8 Chapters 15-16 | Review Material  
*Online Session* | Participation, 100 pts  
Quiz #3, 50 pts |
| 5    | Creating Messages for Different Purposes                                | 9/18   | Chapters 9-11 | Review Material  
Verbal Exercise #2, 25 pts  
*Online Session* | Participation, 100 pts  
Rough Draft, 50 pts |
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<tr>
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<tbody>
<tr>
<td>6</td>
<td>Planning &amp; Writing Reports &amp; Proposals</td>
<td>9/25</td>
<td>Chapters 13-14</td>
<td>Review Material</td>
<td>Class Participation, 100 pts</td>
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<td></td>
<td>In-class Session</td>
<td>Writing Exercise #2, 100 pts</td>
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<td>Quiz #4, 50 pts</td>
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<tr>
<td>7</td>
<td>Group Presentations</td>
<td>10/2</td>
<td>Presentation Preparations</td>
<td>Group Presentations</td>
<td>Group Presentation, 75 pts</td>
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<td>In-Class Session</td>
<td>Final Paper, 100 pts</td>
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<tr>
<td>8</td>
<td><strong>Final Exam Week</strong></td>
<td>10/9</td>
<td>Complete Course Work</td>
<td>NO CLASS SESSION</td>
<td>Group Process Reflections, 25 pts</td>
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<td>Peer Evaluation, 25 pts</td>
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Syllabus Disclaimer:

Information contained in this syllabus is, to the best knowledge of this instructor, considered correct and complete when distributed to the student. The instructor reserves the right, acting within policies and procedures of Lake-Sumter State College, to make necessary changes in course content or instructional techniques without prior notice or obligation to the student.