

UC Clermont College

Summer Semester 2017

Course Title: Business Communication

Course #: COMM 2081

Day/Time: Online

Instructor: Robb Conrad Lauzon

Email: lauzonrb@ucmail.uc.edu

Twitter: @robblauzon

Skype: robb.lauzon

Office Info./Student Contact:

I do not hold office hours. However, you may set up meetings with me via Skype (robb.lauzon).

Faculty Service Center – 732-5335

Electronic Communication Policy:

- Email is always the preferred medium of contact.
- I check my email a minimum of six days a week—when the semester is in session—and I always designate one day a week as an “email free day”.
- Always allow 48 hours for a response to your questions.
- If an emergency comes up and you cannot participate in our weekly discussion, please email me.
- Twitter is not an appropriate platform for lengthy questions or academic business. I use Twitter so we can continue our discussions throughout the week in a more informal setting.
- You must wait 24 hours after receiving a grade before discussing it with me. I will ignore all emails that do not follow this stipulation and ask that you compose yourself before you compose your thoughts.

Course Description:

A course to introduce basic business communication principles and establish written communication standards in preparation for the real-world workplace. Students will learn to analyze different writing situations, how to plan and design communications, and how to write in an appropriate style. Effective oral communication utilizing appropriate technology, strategy, and skill will be discussed and developed.

Learning Outcomes:

1. Select and utilize appropriate formats for professional writing
2. Plan, edit, and revise written work consistent with professional standards
3. Write executive summaries
4. Design and present oral communication skills
5. Select and use appropriate graphic aids
6. Utilize computer resources to achieve communication objectives
7. Write various business correspondences, including internal and external to the business organization
8. Conduct and report business research
9. Develop correspondence appropriate to the job search

Text/Other Materials:

Business Communications Building Critical Skills. Kitty O. Locker and Stephen Kyo Kaczmarek. Glencoe-McGraw Hill Irwin. 6th ed.

Webcam: this will be required for at least one of the assignments. You can always arrange something with University of Cincinnati's IT professionals to help you with this.

Note* You do not have to have access to a video camera, or cellphone with video capabilities, but it would provide you with more options to complete the assignments.

Final Exam Period:

Full Semester (May 8 – August 5) 17US – Last Class

Half Session .D (May 8 – June 20) 17US.D – Last Class

Half Session .E (June 21 – August 5) 17US.E – Last Class

Class Grading:

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

Withdrawals:

Last day to drop (no entry to academic record) and the last day to submit Grade Replacement Forms is:

Full Semester (May 8 – August 5) 17US – May 23

Half Session .D (May 8 – June 20) 17US.D – May 15

Half Session .E (June 21 – August 5) 17US.E – June 28

Academic Integrity Policy:

The University Rules, including the Student Code of Conduct, will be enforced. Any violation of these regulations, including acts of plagiarism or cheating, will be dealt with on an individual basis according to the severity of the misconduct.

Plagiarism:

1. Submitting another's published or unpublished work, in whole, in part, or in paraphrase, as one's own without fully and properly crediting the author with footnotes, quotation marks, citations or bibliographical references.
2. Submitting as one's own, original work, material obtained from an individual, agency, or the internet without reference to the person, agency or webpage as the source of the material.
3. Submitting as one's own, original work, material that has been produced through unacknowledged collaboration with others without release in writing from collaborators.
4. Submitting one's own previously written or oral work without modification and instructor permission.

ADAAA: Students with Disabilities: The policy of the University of Cincinnati Clermont College requires students to self-identify and provide proper documentation to Amy Simerly in the Disability Services Office, 732-5327 or clermontdso@uc.edu, located in Student Services 220 (temporary summer location).

Title IX

Title IX is a federal civil rights law that prohibits discrimination on the basis of your actual or perceived sex, gender, gender identity, gender expression, or sexual orientation. Title IX also covers sexual violence, dating or domestic violence, and stalking. If you disclose a Title IX issue to me, I am required to forward that information to the Title IX Office. They will follow up with you about how the University can take steps to address the impact on you and the community and make you aware of your rights and resources. Their priority is to make sure you are safe and successful here. You are not required to talk with the Title IX Office. If you would like to make a report of sex or gender-based discrimination, harassment or violence, or if you would like to know more about your rights and resources on campus, you can consult the website www.uc.edu/titleix or contact the office at 556-3349. UC Clermont students may also contact Jennifer Radt at (513) 732-8964 or Jennifer.Radt@uc.edu for more information and assistance.

Counseling Services, Clermont Campus

The Compass Counseling Center provides students assistance in helping to deal with life's stressors and adjustment to college life. All services provided to UC Clermont students are free and confidential. Some of the most common issues addressed at the center include transition to college life, stress from home, classroom performance, depression, anxiety, relationship problems, grief and loss, and substance abuse. The Compass Counseling Center is located in the Student Services Building, Room 201. For best service, students are encouraged to contact the office by calling (513)732-5263 to make an appointment. If students need assistance after hours, please call CAPS Cares (main campus) using the 24 Hour Phone Consultation Line at 513-556-0648.

The Learning Center

FREE tutoring is available at The Learning Center (CCMCDONH 100) for UC Clermont students. TLC Regular Hours are: **Mon - Thurs 7:30am - 6:00pm** and **Friday 7:30am - 4:00pm**. Please walk-in, call 513-732-5228 or email clc-learningcenter@uc.edu for tutoring schedules. **The Academic Writing Center** (CCMCDONH 110), accepts appointments for writing conferences (no "walk-ins" please). Email Kyle Warren, the English Instructional Specialist, to set up your writing appointment: kyle.warren@uc.edu. Visit our website <http://www.ucclermont.edu/TLC> for more information and additional academic resources.

Clermont College Library

Your library is located in the Peters-Jones Building, room 120. Visit us online at <http://www.ucclermont.edu/library> to experience the 24/7 research power of UC Libraries, or stop by during open hours for one-on-one research assistance from a professional reference librarian. Librarians can help you go beyond Google to choose a topic, narrow a search, or find the perfect resource for your class project. The library also purchases textbooks for select Clermont courses for 2-hour checkout. And for UC East students, in-person consults and Skype sessions are available by appointment. Remember, we're here to help! You can also reach us at 513-732-5233 or via email at clermontlibrary@uc.edu.

Break Down of Points

• International Issue	50
• Final Presentation	100
• Prior Knowledge Assessment	50
• Resume	50
• Cover Letter	50
• Press Release	75
• Emails	50
• Memo	75
• Business Card	50
• Portfolio	50
• Focus Organization Submission	50
• Progress Review	50
• Job Interview	50
• Discussion Board	100
• Final Project	150

Total Points Possible

1000

Some Notes on the Course

On communication and organization for this course: Like the business world, you will be receiving communications and instructions from different channels. Whereas one assignment might be explicated for you in written form, another might be verbally delivered via a video on Blackboard. The rationale behind this is to encourage you to develop an organizational method that works for you. Keeping track of the various messages you receive will determine your success. For example, your boss might pass you in the hall and request an email reminder about this afternoon's meeting, your co-worker might email you requesting a business lunch with a client, and a client might call you requesting an invoice. All of these messages coming from different channels require the same attention and will not be laid out in a neat module on Blackboard. Although not an explicit course objective, it is my hope that all of you will develop a foundation for your own personalized workflow going forward.

On discussions: the discussions for this course will allow you to utilize your collective critical reading/critical listening skills to parse out the assigned topic. In other words, by responding and discussing the assigned topics you will gain a more nuanced understanding of important course concepts (e.g., audience, positive emphasis, etc.). In order to earn credit for your contribution, you must thoughtfully respond to the discussion questions and respond to a minimum of two of your classmate's postings within a given topic.

Because life must always take priority over professional development, you will be given the option of sitting out two of the assigned discussions. Please use this opportunity wisely.

Deadlines

Note* all assignments are due on either a Wednesday or Sunday at 11:59 pm.

June 25: Focus organization and "bump the lamp"
 Complete "Start here" on Blackboard

July 28: Resume
 Cover Letter

July 2: Business Card

July 5: Press Release

July 12: Memo

July 19: Review Presentation

Schedule

The following schedule seems tedious; however, this is the pace of business (and it is really not that taxing if you devote an hour or so a day to its completion). I understand that you all have other obligations. Most of this course is asynchronous and only requires that you meet the deadline. The mock interview requires that you schedule an interview with me. Optionally, you might also decide to meet in real-time with your group.

Date	Assignments Due	Discussion Board Activity	Chapters to be read by this date
Unit 1: The Job Search		Note* you must respond to two classmate posts per discussion topic. You must make an effort to comment on posts that have not been commented on yet.	
June 25	<ul style="list-style-type: none"> - Focus Organization and Bump the Lamp - Complete "Start Here" orientation on Blackboard 	Discussion 1: Introduction Discussion 2: Positive Emphasis and Reader Benefits	7, 8, & 26
June 28	<ul style="list-style-type: none"> - Resume - Cover Letter 	Respond to discussions 1 & 2	27 & 28
July 2	<ul style="list-style-type: none"> - Business Card 	Discussion 3: Planning, writing, and revising Discussion 4: Persuasive Messages	4 & 12
Unit 2: Business Documents			
July 5	<ul style="list-style-type: none"> - Press Release 	Respond to discussions 3 & 4	
July 9		Discussion 5: Working and Writing in Teams	18
July 12	<ul style="list-style-type: none"> - Memo 	Respond to discussion 5	9
Unit 3: Communication Within Organizations			

Date	Assignments Due	Discussion Board Activity	Chapters to be read by this date
July 16		Discussion 6: Job Interviews Recommended Reading: "Where College Seniors are Falling Short"	29
July 19	- Deliver Review Presentation	Respond to discussion 6	21
July 23		Discussion 7: Communicating Across Cultures	3
July 26		Respond to discussion 7	
Unit 4: "The Real World"			
July 30		Discussion 8: Professional Communication Discussion 9: International Issues Assignment Chapter 10: Using Visuals	25
August 2	- Final Presentation/Final Project	Respond to discussions 8, 9, & 10	