

Course syllabus

“Human communication is not just a transfer of information like two fax machines connected with a wire; it is a series of alternating displays of behavior by sensitive, scheming, second-guessing, social animals.” (Steven Pinker)

So let’s be smart about it.

Together we’ll explore the difference between the face value of words and the pragmatic effects of communication. We’ll identify practical elements of style and organization in routine message channels and content so that you move confidently from common practice to best practice in communicating with others at work—and so that you can get tasks done while nurturing relationships in the process.

General information

BCOM 2800-01
Fall Quarter 2020
MWF 10:55 to 12:20 p.m.
Zoom

BCOM 2800-02
Fall Quarter 2020
MWF 2:05 to 3:30 p.m.
Zoom

Your professor:
Bryan Ruppert, Ph.D.
PIGT 403 | Tel. (206) 296-2827 | Email ruppertb@seattleu.edu

Emails received before 3 p.m. on business days will generally receive a reply the same day. Emails received after 3 p.m. may receive a reply the following business day. Please be sure to use your SU email address—emails from private accounts often land in the junk folder (and isn’t found for months) and messages within Canvas are rarely seen since my preparation of the site is complete by the first day of class.

Description and learning outcomes

On successful completion of this course (that is, achieving a passing grade), you will have

- analyzed workplace messages for meaning, intent, and likely effect
- demonstrated techniques for using language effectively, efficiently, and ethically
- produced a variety of task-specific and audience-aware messages for a portfolio
- delivered professional presentations
- tailored your use of language conventions (spelling, punctuation, grammar, etc.) to a professional standard

Textbook and materials

We have no required textbook for this course. You will need a computer, webcam, and mic.

Assignments

Major writing tasks (75 percent of total grade, equally weighted):

- First practical (letter grade)
- Second practical (letter grade)

Major public speaking tasks (15 percent of the total grade, equally weighted):

- Project No. 1 (letter grade)
- Project No. 2 (letter grade)
- Project No. 3 (letter grade)

Minor tasks (4 percent of total grade, equally weighted):

- Email to colleagues (all or nothing)
- Letter to prospect (all or nothing)
- Résumé (all or nothing)
- Research memo (all or nothing)
- other minor tasks as stipulated on Canvas

Scaffolding tasks (4 percent of total grade, equally weighted)

- a dynamic list of various low-stakes preparation and follow-up tasks as stipulated on Canvas

Part 3: Final task (2 percent of total grade):

- Research memo (letter grade)

Grading

A (Superior)	93-100%	D+ (Poor)	67-69%
A- (Superior)	90-92%	D (Poor)	63-66%
B+ (Good)	87-89%	D- (Poor)	60-62%
B (Good)	83-86%	F (Fail)	0-59%
B- (Good)	80-82%		
C+ (Adequate)	77-79%		
C (Adequate)	73-76%		
C- (Adequate)	70-72%		

Additional notes

Please see Canvas for formal policies on

- Academic integrity
- Disabilities
- Professionalism and participation
- Religious accommodations
- Syllabus changes
- Technology
- Title IX
- Workload

Those policies are part of this syllabus but placed on Canvas to conserve paper.

BCOM 2800 (20FQ): Business Communication
Ruppert

Course topics

Please see Canvas for due dates of minor and scaffolding assignments

Wed., Sep. 9	TOPICS	Course introduction Course outline Communication concepts and contexts
Fri., Sep. 11	TOPICS	Communication concepts and contexts
Mon., Sep. 14	TOPICS	Speech act theory
Wed., Sep. 16	TOPICS	Politeness theory and relationship profiling
Fri., Sep. 18	TOPICS	Résumé workshop
Mon., Sep. 21	TOPICS	Sentence-level stylistics
Wed., Sep. 23	TOPICS	Introduction to public speaking
Fri., Sep. 25	TOPICS	Message planning and email protocol
Mon., Sep. 28	TOPICS	Email analysis
Wed., Sep. 30	TOPICS	Public speaking tutorial 1/9
Fri., Oct. 2	TOPICS	Public speaking tutorial 2/2
Mon., Oct. 5	TOPICS	Midterm preparation
Wed., Oct. 7	TOPICS	Midterm
Fri., Oct. 9	TOPICS	Public speaking tutorial 3/9
Mon., Oct. 12	TOPICS	Midterm debrief
Wed., Oct. 14	TOPICS	Routine content: requests

Fri., Oct. 16	TOPICS	Public speaking tutorial 4/9
Mon., Oct. 19	TOPICS	Routine content: goodwill and complaints
Wed., Oct. 21	TOPICS	Public speaking tutorial 5/9
Fri., Oct. 23	TOPICS	Public speaking tutorial 6/9
Mon., Oct. 26	TOPICS	Routine content: bad news messages
Wed., Oct. 28	TOPICS	Midterm preparation
Fri., Oct. 30	TOPICS	Public speaking tutorial 7/9
Mon., Nov. 2	TOPICS	Midterm
Wed., Nov. 4	TOPICS	Public speaking tutorial 8/9
Fri., Nov. 6	TOPICS	Public speaking tutorial 9/9
Mon., Nov. 9	TOPICS	Midterm debrief
Wed., Nov. 11	TOPICS	No class (Veteran's Day)
Fri., Nov. 13	TOPICS	Recent student research in BCOM
Mon., Nov. 16	TOPICS	The cooperative principle and taking stock of skills
Wed., Nov. 18	TOPICS	Public speaking tutorial wrap-up
See Canvas	FINAL TASK	Final task due as Canvas submission. See Canvas for details.