

**Seattle University - Albers School of Business & Economics**  
**WINTER 2022 BCOM 2800-03 Business Communication**  
**3:45-5:50pm Tuesdays and Thursdays**

*\*\*\* This syllabus is subject to change. Please make sure you have the version with the most recent date and time \*\*\**

**NOTE: This Syllabus Has Been Updated As of 3/24/22 5:24:48 PM**

*PLEASE NOTE: I have made every effort to prepare a syllabus that is as accurate and complete as possible, however, there are circumstances that sometimes warrant changes, therefore, this syllabus is subject to reasonable changes to stay current with topics related to the class and accomplishing class objectives. In the event of a change, you will receive a new syllabus, the changes will be announced in class, and the changes will be announced through a class email.*

**Reminder: Classes through January 30 are remote. Please click on the ZOOM link to the left inside the Canvas class module.**

**Senior Instructor:** Joe Barnes

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**Office Hours:** By appointment. Office Pigott 419

**My Commitment to You:**

***My goal is to work as hard as I can on your behalf. My success is based on your success learning the material. I am dedicated to helping you, listening to you, challenging you, fostering an environment of trust and high ethical standards, which will allow us together to cover the topics of business communications.***

***My goal is to create an environment where you feel you have an opportunity to learn and feel safe to express your feelings.***

***My goal is to create an environment, which is guided by learning, not focused on grades. While grades may be important to you now, in life what will matter is what you learned and retained, not the grade you received. It is about understanding and learning the concepts of business communications.***

***If at any time you have a question, a comment, a criticism and/or a complaint, feel free to bring it up in class, send me an email, give me a call, or schedule a one-on-one meeting with me. –Joe Barnes***

**There is no required textbook. You will be assigned articles to read and videos to watch.**

**Recommended Text:** Lehman, Carol M. and Debbie D. DuFrene. *BCOM 5th Edition*. South-Western College Pub. © 2014 ISBN 13: 9781285094243 Available through the Seattle University bookstore or order the book at <http://bit.ly/r4emhK>

**Required Book:** Barnes, Joseph (2017) *Social Media Ethics Made Easy: How to Comply With FTC Guidelines*. A complimentary PDF of the book will be in the appropriate Canvas module. *(The book is made available to Seattle University students only. It is for reading, not downloads or sharing).*

**You will be assigned readings from this online textbook: “Business Communication for Success.” Please download the PDF. On this page download the “Print PDF.” <https://open.lib.umn.edu/businesscommunication/> You may delete this from your computer after the course.**

**COURSE DESCRIPTION**

Understanding what communication is (verbal, nonverbal and written) and how it occurs is central to successful transactions in the workplace. Business communication does not take place in a vacuum but is impacted by various strategic forces, including legal and ethical constraints, diversity challenges, changing technology, and team environment. Nonverbal communication, listening, and group communication are essential interpersonal skills for success in today’s organizations. Groups and teams communicate via both traditional and electronic meetings, which must be managed successfully to ensure

that organizational goals are met.

Effective spoken and written communication involves a process of careful analysis, planning, adaptation, and organization that precedes the actual creation of the message. During this course you will learn to prepare written drafts, revisions and understand the importance of proofreading for accuracy and desired impact. In the process you will prepare letters, memos, and a variety of electronic messages, as well as formal reports and business presentations.

Because learning persuasive principles are so important in face-to-face business relationships, as well as in written activities, you will also learn the skills necessary to persuade people in a variety of life circumstances. Persuasion is important especially when you need to motivate people to action, such as selling a product, a service, or helping motivate them in a workplace setting; gaining acceptance of an idea; or collecting money. Various types of persuasive writing situations are also covered.

You will also learn the importance of careful and thorough research and various methods of research, with considerable attention given to sampling and designing survey instruments used in normative surveys.

**During this course you will be attending class, participating in breakout class discussions, submitting written discussion posts, submitting a paper, and having a final exam.**

### **LEARNING OBJECTIVES**

The objectives are to have you develop an appreciation and understanding of the practice of communication in all major forms. Specifically, this course will focus on:

1. Developing skills in presenting short and long speeches. Skills include organizing speech, use of words, use of your voice, use of appropriate body language, and use of voice tone.
2. Writing memorandums, business letters, email, and formal business reports with a specific audience and goal in mind.
3. Using the resources of Seattle University's library to produce a report about select companies and/or organizations assigned by your instructor.
4. Developing a professional résumé and appropriate interviewing skills.
5. Understanding and utilizing some technical aspects of communication such as: Visual Aids, Email, PowerPoint, and Word Processing.
6. Defining communication and describe the value of communication in business.
7. Discussing how information flows in an organization.
8. Explaining how legal and ethical constraints, diversity challenges, changing technology, and team environment act as contextual forces that influence the process of business communication.

### **LEARNING OUTCOMES**

It is expected that upon completion of this course, you will be able to:

- Demonstrate skills in presenting short and long speeches.
- Write memorandums, business letters, email, and formal business reports with a specific audience and goal in mind.
- Effectively use the resources of Seattle University's library.
- Develop a professional résumé and have strong interviewing skills.
- Understand and utilize technical aspects of communication such as: Visual Aids, Email, PowerPoint, and Word Processing.
- Be able to define communication and describe the value of communication in business.
- Be able to explain how legal and ethical constraints, diversity challenges, changing technology, and team environment act as contextual forces that influence the process of business communication.

### **LEARNING ASSESSMENTS**

Your performance will be evaluated based on individual assignments, team assignments, a final exam, and active and consistent class participation. Grades will be calculated based on the following components:

- Class Attendance
- Class Participation
- Written Discussion Posts

- In-Class presentation persuasion talk
- In-Class constructive criticism talk
- In-Class business overview presentation
- Writing
- Final Exam
- Homework

## COURSE CONTENT

### Overview

The course will include instructor lectures, instructor-led discussions, case analyses, videos, group/team discussions and exercises, and experiential situations and role-playing for learning. Each student can best broaden his/her knowledge by **actively participating** with questions, ideas, interpretations, and comments.

### IMPORTANT: Specific Student Responsibilities

- **Please arrive on time for class; do not be late.**
  - **Please ensure that your cell phone, pager, digital watches, are off to reduce distractions.**
  - **Please bring a journal or notebook to take notes on your readings and class discussions.**
1. **BE PREPARED FOR CLASS AND DO YOUR HOMEWORK:** You are expected to do the required reading in advance of each class, prepare for class as assigned, download and/or prepare homework as assigned, and be prepared to present your thoughts on all assigned material. Your instructor will ask questions in class and you are expected to be prepared to answer thoughtfully, otherwise it can negatively affect your grade.

**All Papers and Discussion Posts Must Be Submitted via Canvas by the date and time it is due as listed in Canvas Assignments and Discussions. (The official due date is not "before the next class").**

**Papers must be submitted in Microsoft Word or RTF form.**

**Any other formats will not be accepted. This includes Apple Pages, PDF, ODT, text documents, Google Docs, etc. unless asked for by your professor.**

2. **ATTENDANCE:** Attendance and respectful participation in class is a way you can positively influence your grade. Late arrival to class is a disruption to your classmates. Please treat this class as you would arriving on time for a job. **I count on you to be on time and to attend the full time.**

**Attendance is taken the first 10 minutes of class. If you arrive at class after 10 minutes for any reason, you are considered absent.** If you leave class for more than 10 minutes, or leave more than 10 minutes early, for any reason, you are considered absent. In business, it is critical to be early and on time and "present" during business communications sessions.

**If you miss a class session you lose points for attendance and class participation.** Only official illnesses or accidents will be permitted.

You are expected to attend the full length of class.

3. **RESUME REVIEW:**
  - a. As part of this course, you are required to do a Zoom session resume review with the Albers Career Center, scheduled by appointment, in advance. If you do not show up for your appointment, you lose points for the assignment.
4. **CLASS PARTICIPATION:**
  - a. In most of the classes, we will have Zoom breakout rooms. I count on you to actively participate in the breakout room assignments and exercises.

- b. **Active participation in all class sessions is required and essential. Active participation means visible, vocal, and reflective engagement** in your personal learning process as well as that shared by other students in the course.
- c. **Visible participation** is evidenced by active and positive non-verbal engagement in your learning journey within class and in the attentive listening to other students' learning journeys in class.
- d. **Vocal participation** is evidenced through the appropriate and insightful posing of questions and thoughtful and meaningful contribution to responses of other students in group activities and class discussions.
- e. **Reflective participation** is evidenced through the thoughtful, individual introspection of each student and its expression within the classroom.
- f. **Evaluation** of student contributions to the course will be conducted by the professor. Final determination of the grade assigned for this component of the course is at the discretion of the professor.
- g. **Your class participation score is also based on your attendance.**

**5. COLLABORATION:**

You will have many opportunities to *work with classmates*. If you are working together on a project or in a breakout room on Zoom, please share and address problems with each other early in the collaboration instead of at the last minute. If you are commenting on a classmate's work or ideas, give helpful advice and genuine praise. Finally, **ours is a classroom where diversity of ideas and thoughts are welcomed and respected.**

**PAPERS:**

All papers, whether submitted electronically or hard copy, must have the following on them:

- Your name**
- BCOM-2800-03**
- Title of paper or assignment**

When sending an email put this in the subject line along with the topic of the email:

**SU BCOM-2800-03 [your name] [assignment topic]**

When uploading papers please save them with the following file name format:

**SU BCOM-2800-03 [your name] [assignment topic]**

**Please do not send in an email with no name on a paper and/or an email subject line saying something like "Tuesday's assignment." This will result in a 10% penalty.**

**GRADING**

95-100% =A

90-94.9%=A-

86.6-89.9%=B+

83.3-86.5%=B

80.0-83.2%= B-

76.6-79.9%=C+

**Point Chart in Brief**

<b>Aspect of Class</b>	<b>Potential Points</b>
Attendance (29 Classes) ) 10 points per class)	290
Participation: Active engagement in class. Making meaningful comments during discussions. (28 Classes. 10 points per class at discretion of professor)	280
Class Discussions (Up to 4 written online discussion posts. Up to 100 pts each)	400
Persuasive Talk (Must be during class time)	150
Paper: Formal Memo (Business/Policy Memo)	200
Cover Letter and Resume	100
Final Exam	100
<b>TOTAL</b>	<b>1520</b>

- Oral Assignments must be delivered on assigned days. There are no makeups.
- **EXTRA CREDIT:** There is no extra credit in the course.
- **SUBMITTING WORK:** If you submit work before the deadline, make changes and then submit a revised version after the deadline, the work is considered late.

## COURSE RUBRICS

### How will your papers be graded?

1. All papers are graded by assignment expectations in Canvas. Please carefully read each assignment to make sure you fully understand the assignment expectations and how you will be evaluated.

Generally speaking, assignments have these expectations:

- The content of your paper or discussion post is well thought out and demonstrates that you have spent quality time on the assignment.
  - The content accurately addresses the assignment.
  - The content is well organized, and paragraphs easily flow from one to another.
  - **The grammar, spelling, and punctuation are correct. After 10 grammatical errors, you automatically lose 10% of the assignment grade.**
  - The work is submitted on time.
  - You have followed APA style, including accurately citing your sources (in text and at the end of the assignment)
2. **ALL PAPERS SHOULD BE SUBMITTED ELECTRONICALLY via Canvas by the date and time the paper is due as outlined in the Canvas assignment, otherwise you the paper will be subject to the late work policy.**
  3. **Papers must be in Microsoft Word. Final presentations in PowerPoint.**

## WRITING EXPECTATIONS

To achieve the maximum number of points, please follow these expectations:

1. Answer all assignment questions in a detailed and substantive way. (One sentence is not substantive).
2. Cite your sources and make it clear to the reader what is your writing, and what is the writing of a source.
3. Use correct grammar, spelling, capitalization, and punctuation. (Seattle University has a great writing center that can help you).
4. On all assignments you submit include: Your name, date, assignment, and class.

### How will your exams be graded?

1. Answer all questions.
2. **THERE ARE NO MAKE-UPS FOR EXAMS. You must take the exam on the required day(s) to receive points.**

***All papers and discussion posts will be subject to the use of a plagiarism or “purchased paper” analysis system. This detects original writing and the use of other sources, including “purchased” papers. Please make sure you cite all sources using APA style (in-text and using full references at the end of your paper).***

**Correct grammar, spelling, punctuation, and capitalization are important in writing. Once 5+ errors are identified, there will be an automatic deduction of 10%.**

## COURSE POLICIES

Albers School of Business and Economics Mission Statement

Throughout our course, we will strive to support the mission statement of the Albers School of Business and Economics as follows: Inspired by the Jesuit traditions of academic excellence, education for justice, and service to others, we are committed to providing an integrated business education for ethically and socially responsible leadership. My goal is to create an environment where you feel you have an opportunity to learn and feel safe to express your feelings.

## **LAPTOPS, MOBILE TABLETS AND CELLPHONES:**

Please be “present” in class. This means do not multitask with secondary electronics during class. Education research clearly shows that active memory increases when distractions are minimized.

### **Audio/Videotaping of Class**

For protection of proprietary knowledge and for a variety of other reasons, audio and videotaping of any class session is strictly prohibited without prior written approval of the instructor. Under extreme circumstances or for a pre-approved class absence, audio taping a class session may be allowed on a case by case basis and with the express prior written permission of the instructor. The student will be responsible for making all necessary arrangements. Students will need to adhere to the appropriate agreed upon use of the content material of these audio recordings.

### **Disability Notice**

If you have, or think you may have, a disability (including an “invisible disability” such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange special support services and/or accommodations through Disabilities Service staff in the Seattle University Learning Center and then discuss with your professor. Disability-based adjustments to course expectations can be arranged only through this process.

### **Written Work:**

Written assignments are to be submitted on time and should follow standard rules for college compositions. All work submitted must be keyboarded and printed on a computer printer. While content is the most important part of any assignment, errors in spelling, grammar or punctuation, poor organization of material, lack of supporting details, and careless proofreading make it difficult for your reader to follow your ideas and will, therefore, reduce the grade. It is a good idea to make and keep a copy of your submitted work

### **LATE WORK POLICY**

- **Presentations and Oral Class Assignments: You must be present on presentation days. No makeups.**
- **All papers, presentations, written discussion posts, etc. are to be submitted on time. Please make sure you submit work well before the deadlines.**
- Please make sure any uploads you submit are correctly uploaded, whether discussion posts or papers.
- Please do not count on perfect conditions such as no computer problems, no Internet problems, etc. Work ahead of the deadlines.
- Develop good career and employment habits now.

### **Late penalties for discussion posts or papers are as follows:**

**0-12 hours late: 50% penalty**

**12-24 hours late: 75% penalty**

**After 24-hours no points.**

### **ACADEMIC INTEGRITY**

The integrity of your degree is important, and, as such, academic dishonesty in any form will not be tolerated. Offenses against the academic community include plagiarism, working on a graded assignment with someone but without faculty permission, and compromising a proctored exam situation. Please take pride in the work you submit by ensuring that it is your own work and a demonstration of your abilities. After all, you and I can work together to strengthen your skills only if we can assess your genuine performance as you develop your skills.

**Consulting with those who have already taken this class, without prior written instructor permission, on an assignment that will be graded before you submit it will be regarded as an offense in this class.**

***If you have taken this class previously, you may not re-use previously submitted material in its original form.***

Any hand-written papers or names on papers will not be accepted. The reason is to demonstrate your professionalism. This includes, but is not limited to, putting your name on your paper in handwriting.

Acts of academic dishonesty will be addressed in accordance with the Seattle University Academic Honesty Policy. This policy can be downloaded as a PDF at: <https://www.seattleu.edu/WorkArea/DownloadAsset.aspx?id=31518>.

Plagiarism of any kind will not be accepted, and academic misconduct of any kind will not be accepted. Any assignments involved in plagiarism or academic misconduct will receive a grade of “zero”. This will jeopardize your final grade for the quarter and may result in a failing grade for the quarter. When in doubt about the standards of academic honesty, please ask.

The same holds true for exams. If you are caught using notes, looking at another student’s answers, or being dishonest in any way during an exam, you will automatically receive a “zero” for that exam and may risk a failing grade for the quarter.

#### **Title IX**

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct. Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student. For more information, please visit <https://www.seattleu.edu/equity/> (Links to an external site.)Links to an external site.. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: [oiie@seattleu.edu](mailto:oiie@seattleu.edu); phone: 206.296.2824)

#### **EXPECTATIONS**

##### **PLEASE BE PREPARED FOR CLASS AND DO YOUR HOMEWORK:**

**You are expected to arrive before class starts and not to arrive late. Now is the time to develop good career/job habits.**

You are expected to do the required reading in advance of each class, prepare for class as assigned, download and/or prepare homework as assigned, and be prepared to present your thoughts on all assigned material. If I ask you questions in class, you are expected to be prepared to answer thoughtfully; otherwise it can negatively affect your grade.

It is very important that you attend all class sessions and ACTIVELY participate. If you miss a class session, you lose points.

Preparing for class meetings, arriving to class on time, **not leaving during class**, dressing appropriately (jeans and t-shirts are ok; pajamas are not), not using a laptop or mobile tablet for other classes or being on Facebook, and submitting work on time communicate much about you and your work ethic to your peers and professor.

**If you expect to be absent or to be late, please e-mail me beforehand (or as soon as possible) and explain the reason.**

#### **The Classroom Environment**

**Please consider our classroom a working model of a professional business team.** You are expected to conduct yourself as a full and active participant on the team. You are expected to fully engage at all times and not sit by passively as just a few people dominate the conversations. We learn through active participation and engagement.

The expectation is that you will arrive to class on time, stay in class the full time and to do the following:

- 1.** Active participation in all class sessions is required and essential. Active participation means visible, vocal, and reflective engagement in your personal learning process as well as that shared by other students in the course.
- 2.** Visible participation is evidenced by active and positive non-verbal engagement in your learning journey within class and in the attentive listening to other students’ learning journeys in class.
- 3.** Vocal participation is evidenced through the appropriate and insightful posing of questions and thoughtful and meaningful contribution to responses of other students in group activities and class discussions.
- 4.** Reflective participation is evidenced through the thoughtful, individual introspection of each student and its expression within the classroom.

5. I recommend you have a notebook or journal to take notes in all classes.

Schedule for BCOM Section 3 Winter 2022

3:45PM - 05:50PM

**Reminder: All classes through January 30 are virtual. Please click on the ZOOM link to the left inside the Canvas class module.**

**3:45-5:50pm Tuesdays and Thursdays**

Date	Topics to Be Covered	Partial List of Assignments See Canvas modules for complete assignment details.
<p>Tuesday January 4 Class 1</p> <p><b>VIA ZOOM SEE CANVAS TO LOG ON.</b></p>	<p>Introductions Syllabus Review Canvas Review: How the course is set up Email signatures on all email messages Why business communications is important Assignment of Business Projects</p> <p>Academic Integrity Tutorial Plagiarism Presentation <i>Canvas Integrity</i> Seattle University Library Resources Review</p>	<p>Before class 2: Class Discussion: Please post an introduction in Discussion #1. (See Canvas for details)</p> <p>Before class 2: Please do the reading in module 1. Online textbook: Chapter 1: Effective Business Communication Take notes, be prepared to discuss in class.</p> <p>Please reread the Seattle University policy on academic honesty. <a href="https://www.seattleu.edu/media/redhawk-service-center/registrar/registrar-policies/Academic-Integrity-2011-3.pdf">https://www.seattleu.edu/media/redhawk-service-center/registrar/registrar-policies/Academic-Integrity-2011-3.pdf</a></p>
<p>Thursday January 6 Class 2</p> <p><b>VIA ZOOM SEE CANVAS TO LOG ON.</b></p>	<p>APA Formatting Presentation/Workshop General Business Writing Basics Grammar Bootcamp Explaining a SWOT</p>	<p>Before class, read “Chapter 4: Effective Business Writing.” Take notes, be prepared to discuss in class.</p>
<p>Tuesday January 11 Class 3</p> <p><b>VIA ZOOM SEE CANVAS TO LOG ON.</b></p>	<p>Nonverbal Communications Perception Listening</p>	<p>Before this class, please read Chapter 3: Understanding Your Audience. Take notes, be prepared to discuss in class And Chapter 11 in online textbook. Take notes, be prepared to discuss in class.</p>

Date	Topics to Be Covered	<b>Partial List of Assignments</b> <b>See Canvas modules for complete assignment details.</b>
January 13 Class 4 <b>VIA ZOOM</b> <b>SEE CANVAS TO LOG ON.</b>	Diversity, Equity, and Inclusion in Business Communications  Sexual Harassment in Business Communications	Before this class please articles in this module on Canvas. Take notes, be prepared to discuss in class.  Before this class, post discussion comments as outlined in Canvas. See Canvas for exact due date and time. Take notes, be prepared to discuss in class.
January 18 Class 5 <b>VIA ZOOM</b> <b>SEE CANVAS TO LOG ON.</b>	Dealing With Difficult People	Before this class, please read articles in this module on Canvas. Take notes and be prepared to discuss in class.  Read “9 Useful Strategies to Dealing with Difficult People at Work” <a href="https://www.businessinsider.com/9-useful-strategies-to-dealing-with-difficult-people-at-work-2011-6">https://www.businessinsider.com/9-useful-strategies-to-dealing-with-difficult-people-at-work-2011-6</a>  And read: 20 Expert Tactics for Dealing with Difficult People. Take notes and be prepared to discuss in class. <a href="https://www.psychologytoday.com/us/blog/living-the-questions/201503/20-expert-tactics-dealing-difficult-people">https://www.psychologytoday.com/us/blog/living-the-questions/201503/20-expert-tactics-dealing-difficult-people</a>
January 20 Class 6 <b>VIA ZOOM</b> <b>SEE CANVAS TO LOG ON.</b>	Preview: Delivering Constructive Criticism	Before this class, please read: “Giving constructive criticism using emotional intelligence, an outline.” Take notes and be prepared to discuss in class. <a href="https://www.theladders.com/career-advice/how-to-give-constructive-criticism">https://www.theladders.com/career-advice/how-to-give-constructive-criticism</a>
January 25 Class 7 <b>VIA ZOOM</b> <b>SEE CANVAS TO LOG ON.</b>	Delivering Constructive Criticism:	Before class Please read article(s) and watch videos in the class 7 module. Take notes. Be prepared to discuss in class. In-class Exercise – Role Play – Zoom Breakout Rooms
January 27 Class 8 <b>VIA ZOOM</b> <b>SEE CANVAS TO LOG ON.</b>	Delivering Constructive Criticism:	In-class Exercise – Role Play – Zoom Breakout Rooms
	<b>Returning to F2F, Please sit in assigned seats.</b>	

Date	Topics to Be Covered	<b>Partial List of Assignments</b> <b>See Canvas modules for complete assignment details.</b>
February 1 Class 9	<p>Effectively Using E-mail in Business</p> <p>Formal Business Communications such as reports, memos, and letters.</p> <p>Informal Business Communications: Texting, Messages through LinkedIn, etc.</p> <p>Writing Policy Memos</p>	<p>Before this class please read: "Writing Effective Emails." Take notes and be prepared to discuss in class.  <a href="https://www.mindtools.com/CommSkill/EmailCommunication.htm">https://www.mindtools.com/CommSkill/EmailCommunication.htm</a></p> <p>Before this class, please read: "Business Letter Format With Examples." Take notes and be prepared to discuss in class.  <a href="https://www.thebalancecareers.com/how-to-format-a-business-letter-2062540">https://www.thebalancecareers.com/how-to-format-a-business-letter-2062540</a></p> <p>4 Types of Business Writing [And When to Use Them]. Take notes and be prepared to discuss in class.  <a href="https://www.instructionalsolutions.com/blog/types-business-writing">https://www.instructionalsolutions.com/blog/types-business-writing</a></p> <p>Watch/Read other articles and videos in module 10.</p> <p>Please read Chapter 6 in online textbook: "Writing." Take notes and be prepared to discuss in class.</p>
February 3 Class 10	<p>Research Methods How and Where to Search including IBIS World and Mergent online. Special sources from Joe Making SWOTs original.</p> <p>Managing Data and using graphics. Using data to tell a story How to Use Storytelling Effectively in Business</p>	<p>Before this class, please read: "Business Research: Definition, Methods, Types and Examples." Take notes and be prepared to discuss in class.</p> <p>Before this class, please read: "How to Do a SWOT Analysis for Your Small Business (with Examples)." Take notes and be prepared to discuss in class.  <a href="https://www.wordstream.com/blog/ws/2017/12/20/swot-analysis">https://www.wordstream.com/blog/ws/2017/12/20/swot-analysis</a></p> <p>Before this class, please read: "Present Your Data Like a Pro."  <a href="https://hbr.org/2020/02/present-your-data-like-a-pro">https://hbr.org/2020/02/present-your-data-like-a-pro</a>. Take notes and be prepared to discuss in class.</p> <p>Watch video: "Data Storytelling is Essential." Bill Shander In module 12. Take notes and be prepared to discuss in class.</p> <p>Watch video: Storytelling with Data   Cole Nussbaumer Knaflic   Talks at Google. <a href="https://www.youtube.com/watch?v=8EMW7io4rSI">https://www.youtube.com/watch?v=8EMW7io4rSI</a></p>
February 8 Class 11	<p>Organizing and Preparing Reports and Proposals. Designing and Delivering Business Presentations</p>	<p>Before this class, please:</p> <p>Read: Successful Writing at Work, Concise Edition, by Professor Philip C. Kolin Take notes and be prepared to discuss in class.</p> <p>Watch video: "Preparing Executive Summaries." In module 14. Take notes and be prepared to discuss in class.</p> <p>Read articles/documents in module. Take notes and be prepared to discuss in class.</p> <p>For templates you do not need to read in advance but look at the list available.</p>

Date	Topics to Be Covered	<b>Partial List of Assignments</b> <b>See Canvas modules for complete assignment details.</b>
February 10 Class 12	Cover Letters, Resumes	<p>Before this class: Read, download, and fill out: "Resume and Cover Letter Handout" in the module for this class.</p> <p>Read "Resume Guide" PDF in the module for this class. Take notes and be prepared to discuss in class.</p> <p>Watch Video: "Create a Resume and Cover Letter." Elise Gelwicks. Take notes and be prepared to discuss in class.</p> <p><b>Please see Canvas. You are required to make and complete a resume review with the Albers Career Center.</b></p>
February 15 Class 13	Interviewing for Success	<p>Before this class: Watch the video: "Tips for Job Interviews." In module 15. Take notes and be prepared to discuss in class.</p> <p>Read: "21 Job Interview Tips: How to Make a Great Impression." <a href="https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression">https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression</a> Take notes and be prepared to discuss in class.</p> <p>Read other articles in module 15.</p>
February 17 Class 14	Effective Networking Effective Groups and Teams	<p>Before this class: Read articles in module 16. Take notes and be prepared to discuss in class.</p> <p>Before this class, post discussion comments as outlined in Canvas. See Canvas for exact due date and time. Take notes, be prepared to discuss in class.</p>
February 22 Class 15	Persuasion and Influence Preview	<p>Before this class: Read articles in module 17. Take notes and be prepared to discuss in class</p>
February 24 Class 16	Persuasive Talks	<p>Live participation required Watch Video: "Using the Law of Reciprocity and Other Persuasion Techniques Correctly." <a href="https://www.youtube.com/watch?v=nIzNwA6lY7g">https://www.youtube.com/watch?v=nIzNwA6lY7g</a> Take notes and be prepared to discuss in class.</p>
March 1 Class 17	Persuasive Talks	<p>Live participation required</p>
March 3 Class 18	Social Media Communications for Business	<p>Before class Read: "Social Media in the Workplace." Article in this Canvas module. Take notes and be prepared to discuss in class.</p> <p>Read: "The Impact of Social Media on Business in 2021." <a href="https://www.singlegrain.com/blog-posts/impact-of-social-media-in-todays-business-world/">https://www.singlegrain.com/blog-posts/impact-of-social-media-in-todays-business-world/</a> Take notes and be prepared to discuss in class.</p> <p>Before class 20 Read: "Social Media in the Workplace." Article in this Canvas module. Take notes and be prepared to discuss in class.</p> <p>Read ahead for next class: Social Media Ethics in Business Communications.</p> <p>Read articles in module. Take notes and be prepared to discuss in class.</p>

Date	Topics to Be Covered	<b>Partial List of Assignments</b> <b>See Canvas modules for complete assignment details.</b>
March 8 Class 19	Social Media Ethics in Business Communications	Read Book "Social Media Ethics Made Easy" by Joe Barnes available at <a href="https://ebookcentral.proquest.com/lib/seattleu/detail.action?docID=4653409&amp;pq-origsite=primo">https://ebookcentral.proquest.com/lib/seattleu/detail.action?docID=4653409&amp;pq-origsite=primo</a> Take notes and be prepared to discuss in class.
March 10 Class 20	Ethics: Values in Business Communications Giving Voice to Values Exercises	Before this class: Read: "Giving Voice to Values." Take notes and be prepared to discuss in class. <a href="https://givingvoicetovaluesthebook.com/excerpt/">https://givingvoicetovaluesthebook.com/excerpt/</a>
Class 21 Final Exam Thursday March 17	Class 21 Final Exam Thursday March 17	Class 21 Final Exam Thursday March 17
EXTRA AS NEEDED		
	Business Communications – Building Trust	<p>Before this class: Read: "Truth, Trust, and the Bottomline" in this Canvas module. Take notes and be prepared to discuss in class.</p> <p>Read: "How Trust Affects Your Ability To Communicate And How To Fix It." Take notes and be prepared to discuss in class. <a href="https://www.forbes.com/sites/joefolkman/2020/04/07/how-trust-affects-your-ability-to-communicate-and-how-to-fix-it/?sh=2f32e43acae7">https://www.forbes.com/sites/joefolkman/2020/04/07/how-trust-affects-your-ability-to-communicate-and-how-to-fix-it/?sh=2f32e43acae7</a></p> <p>Before this class, post discussion comments as outlined in Canvas. See Canvas for exact due date and time. Take notes, be prepared to discuss in class.</p>
	Business Communications – Mindfulness	<p>Before this class: Read: "Mindfulness as a Management Technique Goes Back to at Least the 1970s." Take notes and be prepared to discuss in class. <a href="https://hbr.org/2018/05/mindfulness-as-a-management-technique-goes-back-to-at-least-the-1970s">https://hbr.org/2018/05/mindfulness-as-a-management-technique-goes-back-to-at-least-the-1970s</a></p> <p>Read: "7 Benefits Of Mindfulness In The Workplace." Take notes and be prepared to discuss in class. <a href="https://www.gqrgm.com/7-benefits-of-mindfulness-in-the-workplace/">https://www.gqrgm.com/7-benefits-of-mindfulness-in-the-workplace/</a></p>
	Business Communications – The Value of Humility	<p>Before this class: Read: "Talk About Leadership: The Secret Power of Humility." Take notes and be prepared to discuss in class. <a href="https://www.marilyngist.com/news/2020/10/26/secret-power-of-humility">https://www.marilyngist.com/news/2020/10/26/secret-power-of-humility</a></p> <p>Read: "Talk About Leadership: Remarkable Humility." Take notes and be prepared to discuss in class. <a href="https://www.marilyngist.com/news/2018/5/6/talk-about-leadership-remarkable-humility">https://www.marilyngist.com/news/2018/5/6/talk-about-leadership-remarkable-humility</a></p>
	Business Communications – Assertiveness	<p>Before this class: Read: "How to Be Assertive-Asking for What You Want Firmly and Fairly." Take notes and be prepared to discuss in class. <a href="https://www.mindtools.com/pages/article/Assertiveness.htm">https://www.mindtools.com/pages/article/Assertiveness.htm</a></p>

<b>Date</b>	<b>Topics to Be Covered</b>	<b>Partial List of Assignments</b> <b>See Canvas modules for complete assignment details.</b>
	<i>Tentatively:</i> Crisis Communications in Business Communications	Before this class: Please read articles in Module 28. Take notes and be prepared to discuss in class.