



**NAUGATUCK VALLEY COMMUNITY COLLEGE
BUSINESS DIVISION**

**BBG H210 CRN 3035 Business Communication
Spring 2015 – SYLLABUS**

Instructor: Melissa Sieffert

E-Mail: melissa.sieffert@gmail.com

Web site: www.sieffertcc.weebly.com

Phone: 617-851-2527

Class: Mondays & Wednesdays 5:30 PM-6:45 PM

Room: HDANB CL4

Office hours: By appointment

Number of Credits: 3

COURSE DESCRIPTION:

Developing excellent communication skills is extremely important to your career success, whether you are already working or are about to enter today's workplace. Surveys of employers show that communication skills are critical to effective job placement, career advancement, and organizational success. Employers often rank communication skills among the most-requested competencies. Communication skills include writing, reading, listening, nonverbal, and speaking skills.

Writing skills are more important than ever because technology enables us to transmit messages more rapidly, more often, and to greater numbers of people than ever before. Flatter organizations demand that every employee be a skilled communicator. Communicating with peers, managers, clients and customers who differ in race, ethnicity, gender, age and lifestyle is commonplace and requires special skills.

The most successful players in the new world of work will be those with highly developed communication skills. The lecture, discussions, assignments, and exercises in this course are designed to improve your practical business communication skills.

PREREQUISITE: None

Required Textbook(s):

Essential of Business Communications by Mary Ellen Guffey& Dana Loewy, 9e edition.

Students are required to bring the textbook, a notebook, and the syllabus to all classes.

COURSE OBJECTIVES:

- *Develop the ability to gather the factual content from written and oral communications and being able to understand the bigger-whole picture within a variety of business situations.
- *Effectively organize the facts into a persuasive communication.
- *Develop the ability to judge the importance of factual content and analysis for a given purpose—judge the adequacy with which conclusions are supported by data and analysis
- *Orally, and (or) in conjunction with body language, or in writing, present your communications argument and (or) conclusions with the purpose clearly stated, tailored to the audience, and a statement of the result desired from the audience.
- *Write and (or) orally present in a clear, crisp, well-reasoned manner a variety of business communications

LEARNING OUTCOMES:

At the conclusion of the course, students will be able to:

1. Read and (or) listen with great care and then interpret the communication and (or) material.

2. Sort through the varying communications and then be able to extract pertinent-important facts, distinguishing between direct facts, inferences, assumptions and unsaid meanings which live between the lines.
3. Categorize facts by a number of dimensions such as: importance, reliability, relevancy, believability, clarity, direct vs. inferential implications. Connected facts-assumptions, stated vs. unstated assumptions.
4. Recognize the logical “holes and (or) inconsistencies” in the fact base.
5. Possess research abilities to ascertain required facts.
6. Always being aware of the fact that there is always a “bigger picture” and to always “think out of the box” when drawing personal and business conclusions

INSTRUCTIONAL METHOD:

The instructor uses the student-based instruction which included working in pairs, teams, and individually on activities, assignments and projects. This model requires full participation by students. The instructor’s focus is assisting and facilitating your study of the subject. The instructor will help you learn and improve by questioning you about your performance. Also, the class will perform the same function, encouraging a workshop of mutual support of each other. Additionally, the purpose of communications in the business world is to assure that the members of any organization possess an understanding and commitment to the strategies and actions that are required for the company to succeed in an ever changing global business world and economy. Therefore, the objective of business communications is through reading, understanding and digesting what is read, thinking “out of the box” at the “bigger picture”, to change individual thinking towards the “global economy” reality surrounding everyone in the business arena today.

ACADEMIC HONESTY:

At NVCC we expect the highest standards of academic honesty. Academic dishonesty is prohibited in accordance with the Board of Trustee’s Proscribed Conduct Policy in Section 5.2.1 of the BOT Policy Manual. This policy prohibits cheating on examinations, unauthorized collaboration on assignments, unauthorized access to examinations or course materials, plagiarism, and other proscribed activities. Plagiarism is defined as the use of another’s idea(s) or phrase(s) and representing that/those idea(s) as your own, either intentionally or unintentionally. Anyone who violates the Board policy may fail the course at the discretion of the instructor.

FINAL GRADE DETERMINATION:

Grading System

For the purpose of computing numerical credit point averages, grades are evaluated as follows for each semester hour of credit. Grades will be based on this grading system.

Numeric Grade	Acceptable Letter Grade Range to be used by the Instructor	Description
90-100	A- to A	Excellent
80-89	B-, B, B+	Above Average
70-79	C-, C, C+	Average
60-69	D-, D, D+	Below Average
Below 60	F	Failing

Evaluative Criteria:

There will be assignments, project, and in class assessments. All take home and weekly assignments must be typed.

Assignments/Homework	30%
Tests/Quiz	30%
Projects	30%
Attendance/Participation	10%

NVCC Absences and Attendance Guidelines

- The Faculty expects that each student will exercise personal responsibility regarding class attendance.
- All students are expected to attend every class session of each course for which they are registered.
- Students are responsible for all that transpires in class whether or not they are in attendance, even if absences are the result of late registration or add/drop activity at the beginning of a term as permitted by college policy.
- The Faculty defines excessive absence or lateness as more than the equivalent of one week of class meetings during the semester. Distance Learning courses will use criteria established by the Instructor.
- When presence counts towards a class participation grade, excessive absence or lateness may, at the discretion of the instructor, lower a student’s course grade.
- Instructors will maintain attendance records.
- At the beginning of each semester, instructors will submit, to the Academic Dean’s office, the names of students who have not attended any classes during the first two weeks of classes.

Make-up Policy:

If such assigned class tests, quizzes, and (or) any other type of in-class or out of class assignments are not completed on time (or without the professor’s pre-approval to be excused due to a student’s personal emergency), the student will suffer (1) whole letter grade per day. ***Students are solely responsible for contacting their instructor requesting making up any missed work.***

Class Cancellations: With the potential for faculty emergencies or inclement weather, class cancellations or delays are a possibility. If a class is cancelled or delayed, instructors will work with students to plan for make-up assignments for any class time missed. Faculty can plan for this through a variety of ways including, but not limited to, the use of reading days, or extended class time, or online/additional class assignments.

[Cancellation or delay of classes due to inclement weather is made only by the President of the College. To promptly learn of these cancellations or delays, please sign-up for MyCommNetAlert for immediate notifications.]

Academic Honesty Statement: At NVCC we expect the highest standards of academic honesty. Academic dishonesty is prohibited in accordance with the Board of Trustees’ student discipline policy 5.2.1 Policy on Student Conduct, Section 3, Paragraph 2. This policy prohibits cheating on examinations, unauthorized collaboration on assignments, unauthorized access to examinations or course materials, plagiarism, and other proscribed activities. Plagiarism is defined as the use of another’s idea(s) or phrase(s) and representing that/those idea(s) as your own, either intentionally or unintentionally. Anyone who violates the Board policy may fail the course at the discretion of the instructor. (Please see the Student Handbook on the College website for more information

<http://www.nv.edu/Portals/0/Documents/StudentServices/NVCCStudentHandbook.pdf>).

A student may not obtain a transcript notation of “W” in a course if there exists substantial reason to believe the student has engaged in academic misconduct in the course. A transcript notation of “W” will only be permitted for such students when the final resolution results in finding the student did not commit academic misconduct in the course.

Children on Campus: For the purpose of this policy, children are defined as minors under the age of 18 who are not enrolled in a Naugatuck Valley Community College course or program. Children must be attended at all times by a responsible adult. Children may accompany an adult to class on an occasional basis and only with the prior permission of the class instructor. In an emergency situation that is not repetitive, a request may be made to the instructor of the course or supervisor of the activity for permission to bring a child to class or on campus. The student must notify the instructor or supervisor prior to the beginning of the class or activity that a child is present. Pre-k, elementary and high schools that are not in session are not emergency situations. Arrangements must be made for child care outside of NVCC. It is expected that this accommodation will be made only when there is no disruption to the teaching and learning process. Instructors and/or supervisors are authorized to ask the student or program participant to leave should the presence of the child be disruptive. Children are never permitted in any test, exam or final exam session. *(Full policy can be found in the NVCC Student Handbook)*

Cell Phone/Pager Use Policy: “Students are hereby notified that cellular phones and beepers are allowed in class only if they are turned off or turned to a silent mode. Under no circumstances are telephones to be answered in class. Students who ignore this policy may be asked to leave class. When there are extenuating circumstances that require that a student be available by phone or beeper, the student should speak to the instructor prior to class, so that together they can arrive at an agreement concerning the device.”

Blackboard Learn Mobile

This course makes extensive use of Blackboard Learn, the digital teaching and learning platform for the Connecticut Community Colleges, and all students will need access to the Internet (there are plenty of computing resources on campus) in order to take quizzes and access course resources. Some course content as presented in Blackboard Learn is not fully supported on mobile devices at this time. While mobile devices provide convenient access to check in and read information about your courses, they should not be used to perform work such as taking tests, quizzes, completing assignments or submitting substantive discussion posts. If you have any problem using Blackboard Learn Mobile, you should contact Distance Learning at **203-575-8182** dl@nv.edu. During off-hours please visit our *ConnSCU Student Support Help Desk* <https://websupport.ct.edu> and search “Blackboard Mobile Learn” or call **860-723-0221** (Mon-Thr 8a.m. - 8p.m., Fri 8a.m. - 5p.m., Sun 1p.m. - 9p.m.). If these resources are not available, please resort to using your desktop/laptop computer for all course viewing and activity.

Students with Special Needs-ADA: Students who may require academic adjustments on the basis of a learning disability are encouraged to contact the Counselor for Students with Learning Disabilities (Terry Latella K519C). Students who may require adjustments on the basis of all other disabilities should contact the Coordinator of Disability Services (Laurie Novi K519D). After providing documentation and completing the disability disclosure process, students are then encouraged to meet with their instructor(s) to discuss the adjustments approved by the appropriate disabilities contact and to complete the Adjustments Agreement form. Adjustments are not retroactive, students are therefore encouraged to meet with their instructor(s) at the beginning of each semester. Instructors, in conjunction with appropriate college personnel, will provide assistance and/or adjustments only to those students who have completed the disability disclosure and academic adjustments process.

Continuing Notice of Nondiscrimination

Naugatuck Valley Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record.

The following individual has been designated to handle nondiscrimination policies regarding disability policies: **Robert Divjak, Director of Facilities/Section 504/ADA Coordinator, Room C216, Naugatuck Valley Community College, 750 Chase Parkway, Waterbury, CT 06708; 203-575-8235.** The following individual has been designated to handle nondiscrimination policies regarding sex discrimination as well as other forms of prohibited discrimination: **Jacque Swanson, Associate Director of Human Resources/Title IX Coordinator, Room K704, Naugatuck Valley Community College, 750 Chase Parkway, Waterbury, CT 06708; 203-575-8043.**

Official Student Email:

As of January 1, 2013, new and current Naugatuck Valley Community College students were given an official student email address through Microsoft Office 365. This email address is the primary mode of communication with the college. Emails will no longer be sent to personal email accounts. In the near future, the Office 365 account will also give free access to web applications of Microsoft Word, Excel, PowerPoint and OneNote. Visit nv.edu/email for details on setting up your account or for help, call or visit IT: 203-575-8092 or nv.edu/IT.

Tutoring Resources:

The Academic Center for Excellence (ACE), provides tutoring in math, sciences, English and writing, and numerous other subjects. Students can learn about the full range of tutoring and other student success services by going by the ACE in E500 Ekstrom Hall, visiting its webpage at <http://www.nv.edu/Student-Life/ACE-Tutoring>, or by calling (203) 596-8717.

Hours:	Monday & Tuesday	8 am – 8 pm
	Wednesday & Thursday	8 am – 7 pm
	Friday	8 am – 4 pm
	Saturday	10 am – 3 pm
	Sunday	12 pm – 4pm

Library Resources:

The Max R. Traurig Library is located on the 4th and 5th floors of the L building. The library has books, journals, databases, research guides, DVDs and CDs to support the college curriculum, as well as copies of all the textbooks used at NVCC. The online journal databases, ebooks, and streaming videos can be accessed via the library website at www.nv.edu/library or through the Library tab in MyCommNet.

Hours:	
Monday and Tuesday	8 am – 8 pm
Wednesday and Thursday	8 am – 6 pm
Friday	8 am - 4:30 pm
Saturday and Sunday	10 am – 2 pm
Phone:	(203) 575-8024
Email:	library@nv.edu

COURSE OUTLINE

TIME, TOPICS, AND UNITS COVERED

(Instructor may change or add chapter numbers and coverage areas at her discretion).

CLASS	DATE	TOPICS/CONTENT	ASSIGNMENTS
Class 1	January 21 (W)	Class Overview Introduction & Syllabus Unit I: WORKPLACE COMMUNICATION TODAY 1. Communication Skills as Career Filters	Read Ch. 1 Critical Thinking p. 23, 1-5
Class 2	January 26 (M)	-Communication Process -Listening Skills -Non verbal communication/building non verbal skills p.15 -Technology Assignment: Choose a newer technology and discuss how it's changed the business environment.	Read Ch. 2 Complete technology assignment
Class 3	January 28 (W)	Tech assignment due Unit II: THE BUSINESS WRITING PROCESS. 2. Planning Business Messages Steps in writing process Purpose Audience Professional vs. unprofessional Writing improvement p.51	Critical Thinking p.50, 1-5
Class 4	February 2 (M)	p. 56 Communications Workshop	Read Ch. 3 Critical Thinking p.72, 1-5
Class 5	February 4 (W)	3. Composing Business Messages. p.79 Editing Challenge p.80 Communications Workshop	Read Ch. 4 Critical Thinking p.97, 1-5
Class 6	February 9 (M)	4. Revising Business Messages Proofreaders' marks p.102 Editing Challenge	Prepare for Ch. 1-4 QUIZ
Class 7	February 11 (W)	QUIZ Ch 1-4 Unit III: WORKPLACE MESSAGES 5. Electronic Messages and Digital Media Memos Email Texting Instant Messaging Podcasts, Wikis, Blogs Blog due Gallery Walk Social Networking	Read Ch. 5 Critical Thinking p. 127, 1-5
Class 8	February 16 (M)	NO CLASS- College Closed	Read Ch. 6 & 7
Class 9	February 18 (W)	Write a blog p.131 Writing Improvement Cases p.134 Activities and Cases Discuss mock interview, cover letter, and resume writing	Read Ch. 13 and 14 Draft resume
Class 10	February 23 (M)	6. Positive Messages. 7. Bad News Messages. Resume Draft 1 DUE, peer review	Read Ch. 8, Critical thinking p.228, 1-5 Edit resume
Class 11	February 25 (W)	8. Persuasive and Sales Messages. Resume Draft 2 Due, Professor feedback	Prepare for QUIZ Ch. 5-8

Class 12	March 2 (M)	Quiz, Ch 5-8 FINAL Resume Due Begin working on cover letter	Complete draft of cover letter, refer to Ch. 13
Class 13	March 4 (W)	Peer Review, Cover letter finalization/interview tips	Prepare for Mock interview
Class 14	March 9 (M)	No Class	Prepare for Mock interview
Class 15	March 11 (W)	Mock Interviews	Write an email to your interview to follow up. Refer to Ch. 14 for guidance
Class 16	March 16 (M)	NO CLASS- Spring Break	Read Ch. 9 Critical thinking p.267, 1-5
	March 18 (W)	NO CLASS- Spring Break	
	March 23 (M)	Unit IV: BUSINESS REPORTS. 9. Informal Reports p.270 9.2 Activities and Cases	p.271 9.6 Activities and Cases
	March 25 (W)	Activities and Cases Peer Edit, Report Out Editing Challenge p.275	Read Ch. 10, Critical Thinking p.315, 1-5
	March 30 (M)	10. Proposals and Formal Reports p.317 10.2 Activities and Cases/ Groups, strengths and weaknesses of the passage and write improved passage	
	April 1 (W)	p.320 10.12 Set up a wiki or Google site, or weebly site to complete your group business presentations Overview of project, groups meet.	Read Ch. 11 Critical Thinking p. 354, 1-5 Work on group business presentations
	April 6 (M)	Unit V: PROFESSIONALISM AND TEAM, MEETING, AND PRESENTATION SKILLS. 11. Business Etiquette, Ethics, Teamwork, and Meetings ½ class, meet with teams	Read Ch. 12 Critical Thinking p.39, 1-5 Work on group business presentation
	April 8 (W)	12. Business Presentations.	Prepare for Quiz Ch. 9-12
	April 13 (M)	Quiz 9-12	Prepare for business presentation
	April 15 (W)	Business Presentations	Prepare for business presentation
	April 20 (M)	Business Presentations	Prepare for business presentation
	April 22 (W)	Business Presentations	Prepare for business presentation
	April 27 (M)	Reflection on business presentations	
	April 29 (W)	Video or evaluation letters	
	May 4 (M)	Complete Video and Questions	
	May 6 (W)	MAKE UP DAY	
	May 11 (M)	Review for final	
	May 13 (W)	FINAL EXAMINATION	