**ENGL 290 Introduction to Business Communication**

**PREREQUISITE:** English 101

**COURSE OBJECTIVES**: This class is designed to help students

1. learn business communication styles, strategies, and formats.
2. develop an understanding of the importance of communication skills in the business and professional world.
3. complete assignments both written and oral, individually and in groups, that will help them succeed in their college and professional careers.

**STUDENT LEARNING OUTCOMES:** Students in this class will

1. produce letters, memos, resumes, reports, and other writing according to the standards for business communication.
2. cultivate oral skills through a PowerPoint presentation on a business proposal.
3. improve skills in grammar and style through peer editing and revision.
4. refine collaborative skills by completing activities and assignments in groups.
5. implement strategies for presenting neutral, negative, and persuasive messages.

**GRADING**: Your grade for the course is broken down as follows:

Documents (letters, memo, resume)……….……30%

Oral Presentation……………………….……… 10%

Recommendation Report…………….………… 20%

Proposal………………….………...……………..5%

Progress Report……………..……………………5%

Quizzes, reading responses, homework ………. 20%

Final Exam………………………………… .. 10%

**NOTE: You must complete all assignments on time in order to pass the class. I do not accept late work unless there is an emergency.**

**REQUIRED MATERIALS:**

*Excellence in Business Communication*, Ninth Edition, by John V. Thill and Courtland L. Bovée.

Access to a college-level dictionary, the Internet and a working printer

Bluebooks for exam (2)

A disk or other storage device for assignments

**Tentative Calendar of Assignments**

Tues. 1/10: Overview of course. Hand out syllabus.

**Homework for the following class (HW):** 1. Buy book and read Ch. 1.

Thurs. 1/12: Business communication overview.

**HW:** 1. Read Ch. 2.

2. Read selected reading on Blackboard and complete the response.

Tues. 1/17: Team skills and interpersonal communication.

HW:Read Ch. 4.

Thurs. 1/19: The Three-Step Writing Process**.**

**HW:** 1. Complete the diagnostic test of English skills (p. H-1).

2. Read selected reading on Blackboard and complete the response.

Tues. 1/24: Grammar.

**HW:** Read Ch. 5.

Thurs. 1/26: Writing business messages.

**HW:** 1. Read Ch. 6.

2. Read selected reading on Blackboard and complete the response.

Tues. 1/31: Completing business messages.

**HW:** Read Ch. 8.

**Thurs. 2/2:** Writing routine and positive messages. **Document 1assigned.**

**HW:** 1. Read Ch. 11.

2. Read selected reading on Blackboard and complete the response.

Tues. 2/7: Planning reports and proposals.

**HW:** 1. Read Ch. 9.

2. Complete Document 1 draft.

**Thurs. 2/9:** Writing negative messages. **Document 1 peer review. Document 2**

**assigned.**

**HW:** 1. Read Ch. 12.

2. Read selected reading on Blackboard and complete the response.

**Tues. 2/14:** **Document 1 due.** Writing reports and proposals. **Recommendation report assigned.**

**HW:** Visuals assignment.

**Thurs. 2/16:**  **Document 2 peer review.** Writing reports and proposals.

**HW:** 1. Revise Document 2.

2. Read “APA Style” (pp. A-24-A-25) and APA readings on Blackboard.

3. Read selected reading on Blackboard and complete the response.

# Tues. 2/21: Document 2 due. APA.

**HW:** Read Ch. 10.

Thurs. 2/23: Persuasive messages. **Document 3 assigned.**

**HW:** 1. APA exercises.

2. Read selected reading on Blackboard and complete the response.

**Tues. 2/28:** APA.

**HW:** 1. Read Ch. 13.

2. Work on list of responsibilities and timeline.

**Thurs. 3/1:** **Meet in library.**

1. Finish Document 3 draft.

2. Find at least five potential sources for your project and plan what strategies will be used to research your project.

**Tues. 3/6: List of responsibilities and timetable due.** Completing reports and proposals. **Proposal assigned. Document 3 peer review.**

**HW:** 1. Read the group sample report on Blackboard, and write a memo discussing its strengths and weaknesses.

2. Revise Document 3.

3. Complete working bibliography.

**Thurs. 3/8:** Reports. **Progress report assigned. Working bibliography due**.

**HW:** Read Ch. 14.

**Mon. 3/12-Fri. 3/16 Spring Break—No class**

**Tues. 3/20: Document 3 due**. **Proposal peer review.** Stage fright.Oral presentations. **Oral presentation assigned.**

**HW:** Work on progress report and report.

**Thurs. 3/22: Proposal due. Document 4 assigned.** Oral presentations.

**HW:** 1. Review the sample Powerpoint on Blackboard and write a memo discussing its strengths and weaknesses.

2. Read selected reading on Blackboard and complete the response.

*Last day to drop with grade of "W"*

Tues. 3/27: P**rogress report due.** Oral presentation review.

**HW:** Work on report and presentation.

**Thurs. 3/29:** **Document 4 peer review.** Report review.

**HW:** 1. Complete report draft.

2. Work on presentation.

**Tues. 4/3:** **Report peer review.**

**HW:** Work on report and presentation.

**Thurs. 4/5:** **Document 4 due.** **Continued report peer review.**

**HW:** Complete report and presentation.

**Tues. 4/10:** **Reports due.** **Oral presentations.**

**HW:** Read Ch. 15.

**Thurs. 4/12:** **Oral presentations. Document 5 assigned.**

**HW:** Complete Document 5 draft.

**Tues. 4/17:** Resumes. **Document 5 peer review.**

**HW:** Revise Document 4.

**Thurs. 4/19:**  **Document 5 due.**

**Tues. 4/24:** **Documents 1-4 rewrites due.** Review.

**HW:** Study!

**Thurs. 4/26:** **Study Day**

*Fri.4/27 Final Exams begin*

**Tues. 5/1: Final Exam *Section 02:*** 11 AM. **Document 5 rewrite due.**

**Thurs. 5/3:** **Final Exam** ***Section 01:*** 8:30 AM. **Document 5 rewrite due.**

**Final Exam** ***Section 03:*** 1:30 PM. **Document 5 rewrite due.**