



MGT 360C: Business Communications Syllabus

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Office Hours:
Before or after class, or by appointment

Course Description

This course analyzes elements in the communication process with business and management applications. Emphasis is placed on organizing and structuring messages, letters, reports and memorandum for the workplace. We will look into the application of technology and digital media in communication. The course will prepare students to begin to master the business writing process. Business presentation techniques will also be examined.

Prerequisites

None, ENG110 Preferred

Course Objectives and Outcomes

After successful completion of this course, students will be able to apply the knowledge gained in answering the following questions:

- What are the varieties of business communication methods to inform and persuade an audience?
- How do business teams function both face to face and virtually?
- How does one effectively communicate across cultures in a global society?
- How does one effectively prepare and write business messages, reports and plans?
- What skills are necessary to succeed in business in the current digital age?

Course Requirements

- Students are graded on quizzes, written assignments and exams as outlined in the course schedule.
- Students will be required to attend all classes and participate in classroom discussions

- In-class writing projects must be submitted.
- There will be a series of quizzes, two tests and a final examination covering all course material

Required Text(s)

| | |
|------------|---|
| Text: | Business Communication:Process &Product (8 th ed.) |
| ISBN: | 13: 9781285094069 |
| Author(s): | Guffey, Mary Ellenand Loewy, Dana |
| Publisher: | Cengage Publishing, 2015 |

Suggested Text(s)

NOTE: These textbooks are **not** essential to passing the course and **no** assignments or exam materials are taken from them. The textbooks listed in this section are to provide supplemental support to the course topics and readings.

| | |
|------------|---|
| Text: | Business Communication for Success, Version 2.0 |
| ISBN: | 13: 9781453374177 |
| Author(s): | McLean, Scott |
| Publisher: | Flat World Knowledge, Inc., 2015 |

Additional Readings List

Articles as directed by the instructor as follows:

Required Materials

- Internet connection and computer for research and access to recommended reading and websites
- Standard Microsoft suite of productivity applications

Useful Website(s)

<http://www.cengagebrain.com>

Grading Policy

Grade computation

| Exams and Assignments | Due Date | Percentage |
|-------------------------|--------------|-------------|
| Test One | | 15 |
| Assignments – Seat Work | | 20 |
| Test Two | | 15 |
| Writing Project | | 10 |
| Final Exam | | 25 |
| Chapter Quizzes | | 15 |
| | TOTAL | 100% |

Grading Scale

| Grade | NumericValue | Standard |
|-------|--------------|-------------|
| A | 90-100 | Excellent |
| B+ | 85-89 | |
| B | 80-84 | Good |
| C+ | 75-79 | |
| C | 70-74 | Average |
| D** | 60-69 | Min.Passing |
| F | Below60 | Failure |

Changes to the Syllabus

The instructor reserves the right to modify this syllabus at any time. Such changes will be announced during class meetings. You are responsible for ensuring that your syllabus is current.

Writing Style

Ensure the use of correct, formal or professional English in all papers, assignments, presentations, emails, and discussion items. References must follow the American Psychological Association (APA) style in the body of the paper and at the end in the references sections.

Academic Integrity and Plagiarism

All students are expected to observe the rules and regulations of Vaughn College of Aeronautics and Technology. Academic honesty and ethically appropriate behavior is expected from all students.

The faculty, departments, or division of the College may impose sanctions on students who commit the following academic integrity violations: cheating, plagiarism, obtaining unfair advantage, forgery of transcripts, and other related acts. Sanctions may include a "0" or failing grade on the assignment, a failing grade for the course, suspension, or dismissal from the College. For the full text of the policy on academic integrity see Academic Dishonesty Policy in your Vaughn College Catalog. Also consult the APA Manual for more general academic, legal and ethical guidelines.

To avoid plagiarism follow these guidelines:

21. If you use someone else's words put quotation marks around them and credit the source.
22. If you paraphrase someone else's words, or use their ideas in your own words, credit the source.
23. Examine APA Manual and Vaughn College's guidelines.
24. If you are not sure about copying, or have any concerns at all, please ask! Contact your instructor for help!

An additional article on how to avoid plagiarism and improve the originality of your paper is included in the Resources section.

Course Policies

Refer to the course policies section in Sakai and in your catalog for more information of Vaughn College's academic and student support services policies and procedures, including academic assistance, academic honesty, disability support services, absences and lateness, discrimination and harassment.

Course Schedule for Jian Qiao University Students

FALL 2018

| Day | Topics | Text Chapters and Other Readings | Writing | Quiz |
|------------|---|--|---------|------|
| 11/28 | Course Introduction Syllabus Review SAKAI | Syllabus Login Info Roster Check | | |
| 11/28 | Business Communication in Digital Age | Ch.1 | 1 | 1 |
| 11/28-29 | Professionalism: Teams, Meetings. Intercultural Communications | Ch.2,3 | 1 | |
| 11/30-12/1 | Planning Business Messages | Ch.3,4 | 1 | 1 |
| 12/1 | Unit Test 1 | Ch.1-4 | | |
| 12/14 | Organizing and Drafting Messages Revising Messages | Ch.5, 6 | 1 | 1 |
| 12/15 | Workplace Messages and Digital Media | Ch. 6,7 | 1 | |
| 12/15 | Positive Messages and the Writing Process. Communicating Negative News | Ch.8 | 1 | 1 |
| 12/15 | Unit Test 2 | Ch.5 - 8 | | |
| 12/18 | Communicating News. Reports in the Workplace. | Ch.9,11 | 1 | |
| 12/18 | Reports in the Workplace. Informal Business Reports | Ch.11,12 | | 1 |
| 12/19 | Business Presentation Methods | Ch.12, 14 | 1 | |
| 12/20 | Review All | Ch.1-14 | | |
| 12/20 | FINAL EXAM | ALL | | |

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