COURSE DESCRIPTION

This course provides a practical working knowledge of current business communications and develops the skills necessary to analyze, evaluate and formulate effective written, oral and multimedia presentations. Course objectives are achieved through study of readings, research and lecture materials and through individual and group projects and writings. Students are required to complete an empirical research project. Additional special fee is required. (Fall, Spring)

Pre-requisite – ENC-1101

This is a Distance Learning course presented in the Angel system.

PERFORMANCE STANDARDS

The student, at the successful completion of this course, should be able to:

1. Analyze business problems, develop appropriate solutions, and organize information in logical sequence.
2. Demonstrate communication skills such as listening, interviewing, delivering speeches and other oral presentations, and composing letters, memos, and reports.
3. Explain patterns of communication in organizations.
4. Participate in the communication process.
5. Understand the composition process of planning and writing business messages.
6. Edit and revise business correspondence such as letters, memos and reports.
7. Deliver demonstrative and informative speech.
8. Explain direct and indirect requests for "good news" and "bad news" messages.
9. Prepare an empirical study and present its findings electronically/in class.

Students may access course performance standards by clicking on the “Course Performances Standards” link at the following web address: http://www.mccfl.edu/Academ/Academ.cfm. A hard copy may be obtained from the instructor or from the Department Office.
TEXT AND MATERIALS


In addition to the text, each student will need to have a reliable Internet connection and a computer. Knowledge of computers and the use of email is a must. Each student will provide a valid e-mail address when enrolling in the course and will keep a current e-mail address update in the Pageout system. Most of the Instructors MCC web site requires Microsoft’s Office to be viewed properly. Free “viewers” are available from Microsoft’s web sites or you may use the Open Source program, "Open Office“ from www.openoffice.org.

ATTENDANCE POLICY

Attendance at Mandatory class meetings is required. Please note that after 4 hours, students may be asked to withdraw. Any student not meeting the published course policies may be with drawn by the instructor.

GRADING POLICY

Grading Policy:

There will be nineteen (19) quizzes and four (4) exams. The quizzes and exams are multiple choice questions. All the quizzes and exams are taken online. The quizzes and exams open at 12:01 a.m. and closes 11:55 p.m. on the scheduled dates (see course calendar).

The quizzes and exams will consist of 10 and 50 each of multiple choice questions. The time allotted to the quizzes is 60 minutes and 180 minutes for the exams. Students are required to set aside sufficient time to complete the quizzes and exams without interruptions. THERE ARE NO MAKE UP QUIZZES AND EXAMS. Missed quizzes and exams cannot be reopened. Students will be graded based on the quizzes, exams, and group project and discussion board participation respectively. Note: STUDENTS MAY DROP THE TWO LOWEST QUIZ GRADES AND ONE LOWEST EXAM GRADE.

Special Note: Any student that does not significantly participate in the group project will receive a Maximum of a “C” letter grade for their final course grade.

CRITERIA FOR FINAL GRADE:

Three (3) Exams (out of Four (4) possible Exams) 300 points
17 Quizzes (out of 19 possible Quizzes) 170 points
Group Project 70 points
Discussion Boards 60 points
TOTAL POINTS 600 points

A = 90% - 100% = 540 - 600
B = 80% - 89% = 480 - 539
C = 70% - 79% = 420 - 479
D = 60% - 69% = 360 - 419
F = Below 60% = 360 points

Statement of Plagiarism: Plagiarism is the use of ideas, facts, opinions, illustrative material, data, direct or indirect wording of another scholar and/or writer—professional or student—without giving proper credit. Expulsion, suspension, or any lesser penalty may be imposed for plagiarism.

Standards of Conduct:

- Students are expected to abide by all Lancer Student Handbook guidelines

Course Assignments: List the assignments for the semester. A calendar, including exam and quiz schedule should be included. The calendar may be listed by week or unit, instead of posting specific dates. Include a disclaimer that allows flexibility.
**Accommodations Services:**
Manatee Community College, in accordance with the Americans with Disabilities Act will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, contact the Disability Resource Center (DRC). The DRC is located in 100-154 on the Venice campus and in the Student Services Center (01-219) on the Bradenton campus. The phone number is 941-408-1448 Ext # 61448 (TTY 941-480-3420) on the Venice campus and 941-752-5295 Ext # 65295 (TTY 941-751-8179) on the Bradenton campus.
Course Calendar of Assignments, Sessions, Quizzes and Exams:

Group Presentation Projects
Open From: To

Chapter 1 - Business Communication, Management, and Success
Open From: To

CHAPTER 1 QUIZ
Open From: To

Chapter 2 - Building Goodwill
Open From: To

CHAPTER 2 QUIZ
Open From: To

Chapter 3 - Adapting Your Message to Your Audience
Open From: To

CHAPTER 3 QUIZ
Open From: To

Chapter 4 - Making Writing Easy to Read
Open From: To

CHAPTER 4 QUIZ
Open From: To

Chapter 5 - Planning, Composing, and Revising
Open From: To

CHAPTER 5 QUIZ
Open From: To

Chapter 6 - Designing Documents, Slides, and Screens
Open From To

CHAPTER 6 QUIZ
Open From: To

EXAM #1 - CHAPTERS 1-6
Open From: to

Chapter 7 - Informative and Positive Messages
Open From: To
CHAPTER 7 QUIZ
Open From: To

Chapter 8 - Negative Messages
Open From: To

CHAPTER 8 QUIZ
Open From: To

Chapter 9 - Writing and Handling Persuasive Messages and Situations
Open From: To

CHAPTER 9 QUIZ
Open From: To

Chapter 10 - Sales, Fund-Raising, and Promotional Messages
Open From: To

CHAPTER 10 QUIZ
Open From: To

Chapter 11 - Communicating Across Cultures
Open From: To

CHAPTER 11 QUIZ
Open From: To

Chapter 12 - Working and Writing in Groups
Open From: to

CHAPTER 12 QUIZ
Open From: to

EXAM #2 - CHAPTERS 7-12
Open From: To

Chapter 13 - Planning, Proposing, and Researching Reports
Open From: To

CHAPTER 13 QUIZ
Open From: To

Chapter 14 - Analyzing Information and Writing Reports
Open From: To

CHAPTER 14 QUIZ
Open From: To

Chapter 15 - Using Graphs and Visuals
Open From: To
Group Projects Due Date - Group Projects must be typed in PowerPoint Format and e-mailed to the instructor as an attachment.

Chapter 19 - Job Interviews, Follow-Up Letters and Calls, and Job Offers

Final Mandatory Meeting with group presentations TBA.