Course Description
Fundamentals of effective oral and written communication unique to business and technology. Teaches the skills necessary for effective business communication, including the writing of business memos, letters and reports, and career, oral and global communications.

Prerequisites
None

Course Textbook

Course Learning Objectives
Upon completion of this course, students should be able to:

1. Evaluate the elements of effective business communications.
2. Demonstrate the importance of teams and the mastery of listening and nonverbal communication.
3. Examine the techniques of communicating interculturally.
4. Assess the components of planned business messages.
5. Analyze the elements involved in writing business messages.
6. Describe and illustrate an effective business message.
7. Apply proper method and technique when completing business messages.
8. Evaluate and prepare routine, positive, negative, and persuasive messages.
9. Relate the concepts of planning, writing, and completing reports and proposals.
10. Investigate the significance of planning, writing, and completing oral presentations.
11. Apply relevant concepts toward career building and resume writing.
12. Recommend methods and notable practices used in application and interview for employment.

Credits
Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure
1. **Unit Learning Objectives:** Each unit contains learning objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Unit Summaries:** Each unit contains an overview, or summary, of the information to be covered.
3. **Reading Assignments:** Each unit contains reading assignments from one or more chapters in the textbook.
4. **Key Terms:** Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.
5. **Learning Activities (non-graded):** Each unit contains learning activities to aid students in their course of study from the textbook.

6. **Discussion Boards:** Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.

7. **Assessments:** This course contains six unit assessments. (Note: Units IV and VI do not have unit assessments. Rather students are to submit their Unit IV and Unit VI Assignments.)

8. **Unit IV Assignment:** Information and specifications regarding this assignment are provided below.

9. **Unit VI Assignment:** Information and specifications regarding this assignment are provided below.

10. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

11. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

### Unit IV Assignment

Imagine creating a blog that you can use either at work or at home. Explain clearly how you created the blog and the key features it must include. You can include concepts you learned in the textbook as well as information from other sources. Pay attention to the elements discussed on pages 185 to 190 of the textbook. Your report should be a minimum of 200 words long with appropriate source citations.

To submit your assignment, upload it using the "View/Complete" link located Blackboard in Unit IV. **Do not email your paper directly to your professor.** By uploading through Blackboard, your university record will automatically be updated to indicate you have submitted your paper, and it will be provided to your professor for grading.

### Unit VI Assignment

Write an internal proposal seeking your manager's approval to install a new computer system in your department.

To submit your assignment, upload it using the "View/Complete" link located Blackboard in Unit VI. **Do not email your paper directly to your professor.** By uploading through Blackboard, your university record will automatically be updated to indicate you have submitted your paper, and it will be provided to your professor for grading.

### APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

### CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.

### Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

[Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.]
Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

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<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Unit Assessments (6 @ 10%)</td>
<td>60%</td>
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<td>Discussion Board (8 @ 2%)</td>
<td>16%</td>
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<tr>
<td>Unit IV Assignment</td>
<td>12%</td>
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<tr>
<td>Unit VI Assignment</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Course Schedule/Checklist (PLEASE PRINT)**

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
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### Unit I
**Business Communication: The Basics**

<table>
<thead>
<tr>
<th>Review</th>
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<tbody>
<tr>
<td>☐ Unit Lesson Guide</td>
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<tr>
<td>☐ <strong>Learning Activities:</strong> Read and practice “Improve Your Grammar, Mechanics, and Usage” on page 33 of your textbook.</td>
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<tr>
<th>Read</th>
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<tbody>
<tr>
<td>☐ <strong>Chapter 1:</strong> Achieving Success Through Effective Business Communication</td>
</tr>
<tr>
<td>☐ <strong>Chapter 2:</strong> Mastering Team Skills and Interpersonal Communication</td>
</tr>
<tr>
<td>☐ <strong>Supplemental Reading:</strong> Purdue Online Writing Lab “Overview and Contradictions” (<a href="http://owl.english.purdue.edu/owl/resource/589/01/">http://owl.english.purdue.edu/owl/resource/589/01/</a>)</td>
</tr>
<tr>
<td>☐ Purdue Online Writing Lab “Is it Plagiarism Yet?” (<a href="http://owl.english.purdue.edu/owl/resource/589/02/">http://owl.english.purdue.edu/owl/resource/589/02/</a>)</td>
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<tr>
<th>Submit</th>
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<tr>
<td>☐ <strong>Assessment</strong> by Tuesday, Midnight (Central Time)</td>
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**Notes/Goals:**

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### Unit II
**Intercultural Communication and Planning Business Messages**

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<th>Review</th>
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<tbody>
<tr>
<td>☐ Unit Study Guide</td>
</tr>
<tr>
<td>☐ <strong>Learning Activities:</strong> Read and practice “Improve Your Grammar, Mechanics, and Usage” on page 116 of your textbook.</td>
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<tr>
<td>☐ <strong>Chapter 3:</strong> Communication in a World of Diversity</td>
</tr>
<tr>
<td>☐ <strong>Chapter 4:</strong> Planning Business Messages</td>
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<tr>
<td>☐ <strong>Appendix A:</strong> Format and Layout of Business Documents</td>
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**Notes/Goals:**
# Unit III Using the Three-Step Writing Process

**Review:**
- Unit Lesson Guide
- **Learning Activities:** Read and practice “Improve Your Grammar, Mechanics, and Usage” on page 173 of your textbook.

**Read:**
- **Chapter 5:** Writing Business Messages
- **Chapter 6:** Completing Business Messages

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)

## Notes/Goals:

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# Unit IV Writing Messages in Various Media and Formats

**Review:**
- Unit Study Guide
- **Learning Activities:** Read and practice “Improve Your Grammar, Mechanics, and Usage” on page 235 of your textbook.

**Read:**
- **Chapter 7:** Crafting Messages for Electronic Media
- **Chapter 8:** Writing Routine and Positive Messages

**Supplemental Reading:**
- Bloomberg Businessweek “Blogs Will Change Your Business”  
  [http://www.businessweek.com/magazine/content/05_18/b3931001_mz001.htm](http://www.businessweek.com/magazine/content/05_18/b3931001_mz001.htm)
- 101PublicRelations.com “How to Build Your Business Using Blogs”  

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assignment:** Complete and submit through SafeAssign link by Tuesday, Midnight (Central Time)
  
  There is no assessment for this unit.

## Notes/Goals:
## Unit V: Writing Negative and Persuasive Messages

### Review:
- Unit Lesson Guide
- **Learning Activities:** Read and practice “Improve Your Grammar, Mechanics, and Usage” on pages 269 and 304 in your textbook.

### Read:
- Chapter 9: Writing Negative Messages
- Chapter 10: Writing Persuasive Messages
- **Supplemental Reading:**
  - Purdue Online Writing Lab “On Paragraphs” ([link](http://owl.english.purdue.edu/owl/resource/606/01/))

### Discuss:
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

### Submit:
- **Assessment** by Tuesday, Midnight (Central Time)

### Notes/Goals:

## Unit VI: Planning and Writing Reports and Proposals

### Review:
- Unit Study Guide
- **Learning Activities:** Read and practice “Improve Your Grammar, Mechanics, and Usage” on page 393 in your textbook.

### Read:
- Chapter 11: Planning Reports and Proposals
- Chapter 12: Writing Reports and Proposals
- **Supplemental Reading:**
  - About.Com: Management “How to Write An RFP” ([link](http://management.about.com/od/money/ht/WriteRFP.htm))
  - On-Line Consultant “How to Write an RFP” ([link](http://www.health-infosys-dir.com/select_1200.htm))

### Discuss:
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

### Submit:
- **Assignment:** Complete and submit through SafeAssign link by Tuesday, Midnight (Central Time)
  - There is no assessment for this unit.

### Notes/Goals:
# CM 1010, Business Communication

## Course Schedule

### Unit VII

**Completing Reports and Proposals and Oral Presentations**

<table>
<thead>
<tr>
<th><strong>Review:</strong></th>
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</table>
|   □ Unit Lesson Guide  
|   □ **Learning Activities:** Read and practice “Improve Your Grammar, Mechanics, and Usage” on page 467 in your textbook.  
|   □  
|   □  

| **Read:**  
|---------------|
|   □ **Chapter 13:** Completing Reports and Proposals  
|   □ **Chapter 14:** Designing and Delivering Oral and Online Presentations  
|   □  

| **Discuss:**  
|---------------|
|   □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
|   □ **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)  
|   □  

| **Submit:**  
|---------------|
|   □ **Assessment** by Tuesday, Midnight (Central Time)  
|   □  

**Notes/Goals:**

### Unit VIII

**Writing Employment Messages and Interviewing for Jobs**

| **Review:**  
|---------------|
|   □ Unit Lesson Guide  
|   □ **Learning Activities:** Read and practice “Improve Your Grammar, Mechanics, and Usage” on page 498 in your textbook.  
|   □  

| **Read:**  
|---------------|
|   □ **Chapter 15:** Building Careers and Writing Résumés  
|   □ **Chapter 16:** Applying and Interviewing for Employment  
|   □  

| **Discuss:**  
|---------------|
|   □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
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|---------------|
|   □ **Assessment** by Tuesday, Midnight (Central Time)  
|   □  

**Notes/Goals:**