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.

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. Supplemental Readings are provided in the unit study guides to aid students in their course of study.
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): These non-graded Learning Activities are provided to aid students in their course of study.
6. 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.) A grading rubric is included with the Unit V Assessment. Specific information about accessing this rubric is provided below.
7. Unit IV Assignment: Information and specifications regarding this assignment are provided below.
8. Unit VI Assignment: Information and specifications regarding this assignment are provided below.
9. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

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

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**Unit Assignments**

**Unit IV Assignment**

Imagine creating a blog that you can use either at work or at home. Explain the entire process of how you would create that specific blog and the key features it should include. You must not create the actual blog entry. Additionally, 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 explanation should be a minimum of 200 words with appropriate citations and references.

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 Guide” 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 includes examples and sample papers and provides links to The CSU Success Center and the CSU Online Library staff.

**Blackboard Grading Rubrics**

**Unit Assessment Rubrics**

One or more “written response” questions in this course utilize a Blackboard Grading Rubric. A rubric is a tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of the written response question. Your professor will use the Blackboard Grading Rubric to assign points and provide feedback.

You are encouraged to view the rubric before submitting your response. This will allow you to review the evaluation criteria as you prepare your response. You may access the rubric by clicking on the “View Rubric” icon next to the written response question within the assessment. Upon receiving your assessment grade, you may view your grade breakdown and feedback in the rubric within the assessment.

**CSU Grading Rubric for Papers/Projects**

The course papers will be graded based on the CSU Grading Rubric for all types of papers, **unless otherwise specified within assignment instructions.** 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 access it through 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.

Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.

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

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessments (6 @ 13%)</td>
<td>78%</td>
</tr>
<tr>
<td>Assignment (2 @ 11%)</td>
<td>22%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

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.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

## Unit I: Business Communication: The Basics

**Review:**
- Unit Lesson Guide
- **Learning Activities:** See Study Guide

**Read:**
- Chapter 1: Achieving Success Through Effective Business Communication
- Chapter 2: Mastering Team Skills and Interpersonal Communication
- **Supplemental Reading:** See Study Guide

**Submit:**
- Assessment

**Notes/Goals:**

## Unit II: Intercultural Communication and Planning Business Messages

**Review:**
- Unit Study Guide
- **Learning Activities:** See Study Guide

**Read:**
- Chapter 3: Communication in a World of Diversity
- Chapter 4: Planning Business Messages
- Appendix A: Format and Layout of Business Documents
- **Supplemental Reading:** See Study Guide

**Submit:**
- Assessment

**Notes/Goals:**
## Unit III: Using the Three-Step Writing Process

<table>
<thead>
<tr>
<th>Review</th>
<th>Unit Lesson Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learning Activities:</strong></td>
<td>See Study Guide</td>
</tr>
<tr>
<td>Read</td>
<td>Chapter 5: Writing Business Messages</td>
</tr>
<tr>
<td></td>
<td>Chapter 6: Completing Business Messages</td>
</tr>
<tr>
<td><strong>Supplemental Reading:</strong></td>
<td>See Study Guide</td>
</tr>
<tr>
<td>Submit</td>
<td>Assessment</td>
</tr>
</tbody>
</table>

**Notes/Goals:**

## Unit IV: Writing Messages in Various Media and Formats

<table>
<thead>
<tr>
<th>Review</th>
<th>Unit Study Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learning Activities:</strong></td>
<td>See Study Guide</td>
</tr>
<tr>
<td>Read</td>
<td>Chapter 7: Crafting Messages for Electronic Media</td>
</tr>
<tr>
<td></td>
<td>Chapter 8: Writing Routine and Positive Messages</td>
</tr>
<tr>
<td><strong>Supplemental Reading:</strong></td>
<td>See Study Guide</td>
</tr>
<tr>
<td>Submit</td>
<td>Assignment</td>
</tr>
</tbody>
</table>

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

**Review:**
- Unit Lesson Guide
- **Learning Activities:** See Study Guide

**Read:**
- Chapter 9: Writing Negative Messages
- Chapter 10: Writing Persuasive Messages
- **Supplemental Reading:** See Study Guide

**Submit:**
- Assessment

**Notes/Goals:**

## Unit VI: Planning and Writing Reports and Proposals

**Review:**
- Unit Study Guide
- **Learning Activities:** See Study Guide

**Read:**
- Chapter 11: Planning Reports and Proposals
- Chapter 12: Writing Reports and Proposals
- **Supplemental Reading:** See Study Guide

**Submit:**
- Assignment

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

#### Course Schedule

<table>
<thead>
<tr>
<th>Unit</th>
<th>Completing Reports and Proposals and Oral Presentations</th>
</tr>
</thead>
</table>
| **Review:** | - Unit Lesson Guide  
- **Learning Activities:** See Study Guide |
| **Read:** | - Chapter 13: Completing Reports and Proposals  
- Chapter 14: Designing and Delivering Oral and Online Presentations  
- **Supplemental Reading:** See Study Guide |
| **Submit:** | - Assessment |

**Notes/Goals:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Writing Employment Messages and Interviewing for Jobs</th>
</tr>
</thead>
</table>
| **Review:** | - Unit Lesson Guide  
- **Learning Activities:** See Study Guide |
| **Read:** | - Chapter 15: Building Careers and Writing Résumés  
- Chapter 16: Applying and Interviewing for Employment  
- **Supplemental Reading:** See Study Guide |
| **Submit:** | - Assessment |

**Notes/Goals:**