

BUSN 1310 - Business Communications
3 Credit Hours

Course Description:

This course is a study of the principles, practices, and mechanics of various types of effective written and oral business communication.

Course Outcomes:

Upon successful completion of this course, students will:

- Explain communication processes, barriers to communication, team communication, and intercultural communication.
- Apply the steps in the writing process and the concepts for writing letters, memos, emails, business reports, proposals, and oral presentations.

Prerequisites and Corequisites:

ENGL 1010

Course Topics:

- Understanding the Foundations of Business Communications
- Applying the Three-Step Writing Process
- Crafting Brief Messages
- Preparing Reports and Oral Presentations
- Writing Employment Messages and Interviewing for Jobs

Specific Course Requirements:

Students should be competent in the use of Internet browsers, search engines. They must be familiar with or willing to learn a variety of internet tools.

Required Textbooks:

Please visit the [Virtual Bookstore](#) to obtain textbook information for this course. Move your cursor over the "Books" link in the navigation bar and select "Textbooks & Course Materials." Select your Program, Term, Department, and Course; then select "Submit."

Supplementary Materials:

None

Hardware and Software Requirements:

Minimum hardware requirements can be found [here](#).

Minimum software requirements can be found [here](#).

Common applications you might need:

To read a PDF file download the latest version of [Adobe Reader here](#)

Don't have Microsoft Word? Explore an alternative [OpenOffice here](#)

Accessing a PowerPoint file? Download the [PowerPoint Viewer here](#)

Web Resources:

Purdue [OWL Online Writing Lab](#) (for APA, MLA, or Chicago style)

The Writing Center [Online Writer's Handbook](#)

Student Resources:

- Technical support information can be found on the [TN eCampus Help Desk](#) page.
- Smarthinking virtual tutoring is available **FREE** of charge. to access Smarthinking, visit the course homepage and select Smarthinking under Course Resources. You also view [sample sessions](#) to see what Smarthinking offers and how it works.
- Information on other student issues or concerns can be located on the [TN eCampus Student Resources](#) page.

Instructor Information:

Please see "Instructor Information" in the Getting Started Module for instructor contact information, virtual office hours, and other communication information. You can expect to receive a response from the instructor within 24-48 hours unless notified of extenuating circumstances.

Testing Procedures:

There are four (4) exams in this course. All exams will be taken and submitted online by due date. Makeup exams are not allowed.

Grading Procedures:

There are four (4) main components to this course. Homework (15), Exams (4), Discussion Board Postings (15), and an International Business Project (1). They will be weighed as follows:

Grading Scale:

Percentage	Point Range	Assigned Grade
90%-100%	900 - 1000 points	A
80%-89%	800 - 899 points	B
70%-79%	700 - 799 points	C
60%-69%	600 - 699 points	D
Below 60%	under 599 points	F

Assignments and Projects:

1. Weekly Discussion Board Posts: There will be weekly topics posted to the discussion board. You are required to comment thoroughly on the topic with a minimum of 3-4 sentences. In addition, you are required to comment on another classmate's post. One work comments will not receive credit; remember, these are to be discussions with your peers to enhance course information. Please make sure your posts are respectful and course specific.
2. Homework/Case Studies: There will be 15 homework assignments; these will be case

studies. Due dates are posted within each module and should be followed. The material will come from the text and assigned work. These are open-book and open-notes. Late homework assignments will not be accepted.

3. Exams: There will be four multiple choice, true/false, and discussion question exams. Examination questions will come primarily from the text and assigned work. Exams must be completed online by the deadline; makeup exams are not given.
4. International Business Project: It should be emphasized that this is an important component of this course and counts as 30% of your grade. You are encouraged to take this requirement seriously and demonstrate that you can do quality written work. Please see full details of assignment in the getting started module under [Review Course Expectations](#).

Graded Items:

Description	Points	Percentage of Course Grade
15 Homework Exercises, @ 10 points each	150	15%
15 Discussions , @ 10 points each	150	15%
1 International Business Paper Project, @ 300 points	300	30%
4 Exams, @ 100 points each	400	40%
Total Points	1000	100%

Class Participation:

Students are expected to communicate with the instructor using the course email system. As a means of participating in class discussion, students will use the course discussion boards where they can communicate with other students in the course. Students are expected to communicate with the instructor as a learning resource and are expected to check the course bulletin board frequently for announcements.

Late Policy:

This course has strict deadlines for discussions, homework, exams, and the international business project. For students to receive credit for these items and work completed, they must complete and turn in the work by the posted deadlines. All assignment dropboxes for

homework and exams are open from the beginning of the semester. Therefore, late work will not be accepted.

Course Ground Rules:

The following two statements (1., 2.) were derived from the TBR System-wide Student Rules document, released January 2012:

RULES OF THE TENNESSEE BOARD OF REGENTS STATE UNIVERSITY AND COMMUNITY COLLEGE SYSTEM OF TENNESSEE SYSTEMWIDE STUDENT RULES CHAPTER 0240-02-03 STUDENT CONDUCT AND DISCIPLINARY SANCTIONS

[Read the document in its entirety here.](#)

1. Standards of Conduct:

- Students are required to adhere to the same professional, legal and ethical standards of conduct online as on campus. In addition, students should conform to generally accepted standards of "netiquette" while sending e-mail, posting comments to the discussion board, and while participating in other means of communicating online. Specifically, students should refrain from inappropriate and/or offensive language, comments and actions.

2. [Review the TN eCampus Academic Integrity/Academic Honesty Policy:](#)

- In their academic activities, students are expected to maintain high standards of honesty and integrity. Academic dishonesty is prohibited.

Such conduct includes, but is not limited to:

- an attempt by one or more students to use unauthorized information in the taking of an exam
- to submit as one's own work, themes, reports, drawings, laboratory notes, computer programs, or other products prepared by another person,
- or to knowingly assist another student in obtaining or using unauthorized materials.

Plagiarism, cheating, and other forms of academic dishonesty are prohibited.

Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are subject to disciplinary action through the regular procedures of the student's home institution. Refer to the student handbook provided by your home institution to review the student conduct policy.

In addition to other possible disciplinary sanctions that may be imposed, the instructor has the authority to assign an "F" or zero for an activity or to assign an "F" for the course.

Other Course Rules:

Students are expected to:

- Participate in all aspects of the course
- Communicate with other students
- Learn how to navigate in Brightspace
- Keep abreast of course announcements
- Use the assigned course management (Brightspace) email address rather than a personal email address
- Address technical problems immediately:
 - [Contact Technical Support](#)
 - [View Term Calendar here](#)
- Observe course netiquette at all times.

Guidelines for Communications:

Email:

- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your emails. Use of emoticons might be helpful in some cases.
- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.
- Respect the privacy of other class members

Discussions:

- Review the discussion threads thoroughly before entering the discussion. Be a lurker then a discussant.
- Try to maintain threads by using the "Reply" button rather starting a new topic.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of other's ideas.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.

- Respond in a thoughtful and timely manner.

Library:

The [Tennessee Virtual Library](#) is available to all students enrolled in TN eCampus programs and courses. Links to library materials (such as electronic journals, databases, interlibrary loans, digital reserves, dictionaries, encyclopedias, maps, and librarian support) and Internet resources needed by learners to complete online assignments and as background reading will be included within the course modules. To access the Virtual Library, go to the course homepage and select the ***Virtual Library*** link under Course Resources.

Students with Disabilities:

Qualified students with disabilities will be provided reasonable and necessary academic accommodations if determined eligible by the appropriate disability services staff at their home institution. Prior to granting disability accommodations in this course, the instructor must receive written verification of a student's eligibility for specific accommodations from the disability services staff at the home institution. It is the student's responsibility to initiate contact with their home institution's disability services staff and to follow the established procedures for having the accommodation notice sent to the instructor.

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Disclaimer

The information contained in this syllabus is for general information purposes only. While we endeavor to keep this information up-to-date and accurate, there may be some discrepancies between this syllabus and the one found in your online course. The syllabus of record is the one found in your online course. Please make sure you read the syllabus in your course at the beginning of the semester. Questions regarding course content should be directed to your instructor.

