# University of Arkansas Rich Mountain/Mena High School
# BUS213 – Business Communication (concurrent)
# Fall 2020


Instructor: Teresa Torix
B.B.A., Business Administration/Accounting, University of Central Arkansas, Conway, Arkansas, 1995
M.B.A., University of Central Arkansas, Conway, Arkansas, 1998
M.A.T., University of Arkansas, Monticello, Monticello, Arkansas, 2014

**Class Location/Time:** Mena High School, Rm 202/10:25am – 11:15am
**Office Hours:** Monday – Friday 7:30 – 8:00; 2:35 – 3:45
**Telephone:** (479) 394-1144
**E-mail:** teresa.torix@menaschools.org OR ttorix@uarichmountain.edu


**Prerequisite:**
ACT score of 19 on Reading OR ACCUPLACER passing score

**Resources:**

*Business Communication 3rd edition, Polishing Your Professional Presence* by Barbara Shwom and Lisa Snyder. New York 2016. ISBN: 978-0-13-3863307

No additional resources or references will be required for this class. It is recommended that each student have a USB drive in which to store homework assignments. All submitted work must be created with the Microsoft 2016 Office suite of applications. It is not required that students have a computer with these applications.

**Course Description:**
This course is a comprehensive study of correspondence used in the business world. Emphasis is placed on writing effectively for any situation and will include a variety of business documents. Students will learn the mechanics of doing research for a formal report and then give an oral report on their findings. This course requires at least one paper using a documentation format.

**Program Outcomes:**
At the completion of a degree, the student should understand and apply knowledge of:

- The role and function of marketing in the free enterprise system
- The role and functions of commercial banks and finance in the economy
- How to apply the law of contracts and property law to business decisions
- The roles and responsibilities of managers as leaders
- How to use various computer programs using databases, spreadsheets, and word processing
- How to communicate effectively in writing and speaking

- Accurate accounting fundamentals in a business enterprise o Interpersonal relations as it relates to employment
- Functions of economics as it relates to government decisions, taxation, income distribution, and current economic problems
- How to use statistical methods to study business and economic data

**Rationale:**
This class fits into the Program Outcomes by teaching the student how to communicate effectively in writing and speaking.

**Course Objectives:**
- Demonstrate knowledge on the foundations of business communication
- Develop an understanding of interpersonal, intercultural, and team communications
- Gain knowledge of the communication process of analyze, compose, and evaluate
- Demonstrate the ability to create communications that will maintain goodwill
- Explore issues of diversity
- Demonstrate the ability to use the process of research and report writing
- Develop effective business presentations
- Gain knowledge on how to research job options
- Create effective resumes and cover letters
- Gain knowledge on developing good interviewing skills
- Apply current technology in order to communicate effectively in a variety of business or work situations

**Topical/Unit Outline:**
- Developing Your Professional Presence
- Working with Others: Interpersonal, Intercultural, and Team Communication
- Managing the Communication Process: Analyzing, Composing, Evaluating
- Communicating Routine Messages and Building Goodwill
- Communicating Persuasive Messages
- Communicating Bad News
- Communicating through Social Media
- Finding and Evaluating Business Information
- Preparing Persuasive Business Proposals
- Preparing Business Reports
- Preparing and Delivering Business Presentations
- Communicating Your Professional Brand: Social Media, Resumes, and Cover
- Letters

**Course Conduct:**
This course is in class which includes lectures, in-class participation and assignments. You will have homework assignments, tests, and you will be expected to participate in class discussions.

**Credit Hour Statement**
For every course credit hour, the typical student should expect to spend at least three clock hours per week of concentrated attention on course-related work, including but not limited to time attending class, as well as out-of-class time spent reading, reviewing, organizing notes, preparing for upcoming quizzes/exams, problem solving, developing and completing projects, and other activities that enhance learning. Thus for a three-hour course, a typical student should expect to spend at least nine hours per week dedicated to the course.

**Course Requirements**:
Students will learn the importance of effective communication, not only as it applies to letter writing, but also verbal and non-verbal communications. Students will learn the process involved in communications and those who are involved–not just people in the place of employment but people from the community.

Students will have assignments from each chapter which you will be required to complete. Class discussion will include the process of using proper sentence structure, choosing correct words (simple and effective rather than formal and non-effective) and correct subject/verb usage. This sounds like an English course and the concept behind it is to get in the habit of using good English skills. Students must learn the basics of English before quality business communications can be developed. When working on writing assignments, students must get away from text message language and use all of the letters of the word. Example: Using "u r la8" for "you are late." **All assignments must be typewritten.**

Students will do a research paper. The research will involve gathering information to present a formal presentation.

**Grading and Evaluation:**

The grading scale for this course is as follows:
A = 90 - 100%
B = 80 - 89%
C = 70 - 79%
D = 60 - 69%
F = Below 60%

**Research Assignment 20%**
**Assigned Problems 40%**
**Tests 40%**

You will get an overall grade at **4 weeks, 8 weeks, 12 weeks, and 16 weeks** each semester through the UARM grading and reporting system. Your MHS grade is always accessible through HAC.

Tests will be multiple choice and may include some true/false questions. There is no cumulative final. Each test will be scheduled when we have covered the required material. You will know at least a week before the actual date of each test. Each test will cover 3 – 4 chapters.

Research project, 100 points, counted as 20% of your grade.
The research project will be to prepare a formal proposal to the class. This assignment will be completed in the last few weeks of class.
I will accept late assignments but there will be a 10 - 20% late penalty.

***All assignments are subject to change.***

**Communication:** Communication of assignments will be given through classroom instruction as well as email and Google Classroom (GC). If a student is to miss class, they can look at GC to find their assignment and communicate with the instructor through email if they have any questions.

**Classroom Rules**:
What we WILL do:

1. We WILL be ready to begin class when the bell rings.
2. We WILL be respectful to other students and teachers whether they are in the class or not. (Through words and actions)
3. We WILL take responsibility for our own assignments and our own grades.
4. We WILL have a good attitude and show respect for the teacher and classmates.
5. We WILL do our best to get the most out of the information presented and apply it to our own lives.
6. We WILL find the WORTH in everything we learn so we know the WORK is not in vain.
7. We WILL scan the QR code, fill out the form and take the hall pass if we need to leave the class for any reason.
8. We WILL put our cell phones away until we are released from class.
9. We WILL put our backpacks on the floor or under the computer tables during the entirety of class…not on the tables.
10. We WILL make sure our drinks are in closed containers and all trash is picked up before leaving class.
11. We WILL make sure our chairs are pushed in and keyboards are placed neatly in front of the monitor.

What we WON’T do:

12. We WON’T waste time by goofing off and causing disruptions.
13. We WON’T cheat on assignments.
14. We WON’T abuse restroom privileges.

15. We WON'T use our cell phones without prior permission.

**Academic Dishonesty Policy**
UA at Rich Mountain expects students to adhere to a strict code of academic honesty. Students should learn in an environment of integrity, free from the intrusion of any kind of dishonest conduct. When an academic exercise is designed to result in a grade, any of the following activities constitute violations of academic honesty (unless expressly authorized in advance by the instructor) and will be subject to disciplinary action:

Cheating on an examination or the preparation of academic work. Any student who engages in any of the following will be deemed to have engaged in cheating.

- Copying from another student's test paper, laboratory report, other report, computer file, data, listings and/or programs
- Substituting for another student, or permitting another student to substitute for oneself in taking an examination or preparing academic work
- The act of cheating or plagiarizing will be forwarded to the Associate Vice Chancellor for Student Affairs, Vice Chancellor for Student Affairs, and the Vice Chancellor for Academics and Mena High School administration. If cheating continues, the student could face possible administrative withdrawal from the class or possible suspension from the College.
- Attempting to bribe any faculty/staff or student to alter a grade
- Any forgery, alteration or misuse of academic documents, forms or records
- Collusion includes any secret agreement among students who participate in any academically dishonest activity

**Penalties for Academic Misconduct**
Academic misconduct will result in a minimum of a zero grade for the paper, assignment or test on which the violation occurred. Repeated occurrences will incur a more severe action, with the possibility of a zero for the course. The instructor may choose a more stringent course of action.

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**Disability Policy**:
It is the policy of UA RICH MOUNTAIN to accommodate students with disabilities, pursuant to state and federal law. Any student with a disability who needs accommodations, for example in seating placement, additional time for examinations, or access to information on the web, should contact the Vice Chancellor for Student Affairs Office, 479-394-7622 ext.1400.

**Tutoring**
Tutoring services are available through Student Support Services. Contact Theresa Davis at 479-394-7622, ext. 1621.

**Smoke-Free Campus**
UA Rich Mountain is now a smoke- and tobacco-free campus. That includes no smoking in your vehicle while it is parked on any part of school property. This also includes smokeless tobacco such as snuff and chewing tobacco. Please help us abide by Arkansas Act 734 that went into effect August 1, 2010.

**Attendance Requirements (UARM)**:
Remember, if you decide drop this course, it is your responsibility to do so. The last date to withdraw with a "W" is **December 4, 2020**. **Failure to appropriately drop the course will result in the student earning an F for the semester.**

Face Mask Policy (UARM):
As per the Executive Order from the governor of Arkansas, all students are required to wear a proper face covering that completely covers the nose and mouth while on campus and in class.

Masks with holes or masks that do not completely cover nose and mouth are not acceptable. Any student that does not have a proper mask will leave class and be referred to the Vice Chancellor for Student Affairs for possible disciplinary action.

Face Mask Policy (MHS):
As per the Executive Order from the governor of Arkansas, all students are required to wear a proper face covering that completely covers the nose and mouth while on campus and in class when 6ft of social distance cannot be maintained. Masks with holes or masks that do not completely cover nose and mouth are not acceptable. Any student that does not have a proper face covering will be sent to the office.

Food and Drink (UARM): Food and drinks, including water are not allowed in the classroom at any time.

Food and Drink (MHS): Food and drink may be allowed in classrooms if they have a proper covered lid. This is at the discretion of the classroom teacher.

UA Rich Mountain Mission: UA Rich Mountain exists to provide exemplary educational and enrichment opportunities to improve the quality of life and standard of living.

**Mission Statement**:
The University of Arkansas at Rich Mountain exists to provide all residents of the Ouachita Mountain Region with exemplary educational and enrichment opportunities to improve the quality of life and standard of living.

***The content of this syllabus is subject to change.***

| TENTATIVE CALENDAR | | |
|---|---|---|
| **WEEK** | **Dates** | **Topic** |
| **1** | **Aug 24 – 28** | Developing Your Professional Presence |
| **2** | **Aug 31 – Sept 4** | Working with Others: Interpersonal, Intercultural, and Team Communication |
| **3** | **Sept 7 – 11**<br>***No School Monday** | Managing the Communication Process: Analyzing, Composing, Evaluating |
| **4** | **Sept 14 – 18** | Communicating Routine Messages and Building Goodwill |
| **5** | **Sept 21 – 25** | Communicating Persuasive Messages |
| **6** | **Sept 28 – Oct 2** | Communicating Bad News |
| **7** | **Oct 5 – 9** | Communicating through Social Media |
| **8** | **Oct 12 – 16**<br>***No School on Friday** | Finding and Evaluating Business Information |
| **9** | **Oct 19 – 23** | Preparing Persuasive Business Proposals |
| **10** | **Oct 26 – 30** | Preparing Business Reports |
| **11** | **Nov 2 – 6** | Preparing and Delivering Business Presentations |
| **12** | **Nov 9 – 13** | Communicating Your Professional Brand: Social Media, Resumes, and Cover |
| **13** | **Nov 16 – 20** | Resume, Cover Letter and Thank You Letter |
| | **Nov 23 Virtual Day** | **Elevator Speech – Record and submit** |
| | **Nov 24 – 27** | **Thanksgiving Break** |
| **14** | **Nov 30 – Dec 4** | Research Paper, Presentation and optional Video Presentation |
| **15** | **Dec 7 – 11** | Presentations |
| | **Dec 11** | **UARM Grade Due** |
| **16** | **Dec 14 - 18** | College Research Project/Semester Test |