ASUN COURSE SYLLABUS

Arkansas State University-Newport's mission is to provide an accessible, affordable, quality education that transforms the lives of our students, enriches our communities, and strengthens the regional economy.

BSYS2563: Business Communications

(ACTS Number: BUSI2013: Business Communications)

Catalog Description: Survey of the principles of effective oral and written communication. Practice in writing business letters and reports, and preparing various types of oral presentations.

Prerequisite: ENG1003

Course Type: Lecture

Instructor Name:
Office:
Office Phone:
Email:

Office Hours:

Department Information
Course Department:
Academic Department:
Academic Coordinator: Email:
Associate Dean**:**
Associate Dean Contact Number: Email:

Materials: Required and Optional
Required Text: M Start Here Business Communication by Rentz/Lentz• Published by McGraw-Hill: ISBN: 978-0-07-340322-9

Optional Texts:

Required Material: Notebook to keep work organized, Computer and Internet service, Jump drive/USB drive, Microsoft Word 2016

Optional Materials:

Institutional Learning Outcomes

Upon graduating from ASU-Newport with any Associate Degree, a student will be proficient in the following:

ILO1: Communication
Goal: Students will express ideas, knowledge, and concepts in a clear and concise manner.

a) Written
b) Verbal
c) Interpersonal

ILO2: Reasoning
Goal: Students will apply reasoning skills in a variety of environments, which demonstrate problem-solving and applied knowledge.

a) Explore
b) Locate

c) Interpret
d) Evaluate
e) Apply

ILO3: Responsibility
Goal: Students will participate in service activities that instill in them a sense of social responsibility.

a) Civic
b) Academic
c) Financial

Institutional Grading Scale

Grading Scale:

- A: 90-100
- B: 80-89
- C: 70-79
- D: 60-69
- F: 0-59
- S: Satisfactory
- U: Unsatisfactory

Americans with Disabilities Act Compliance
In order to obtain appropriate disability related accommodations and services to which they are entitled, students with documented disabilities should voluntarily and confidentially provide the Office of Disability Services (870-512-7838 or disabilityservices@asun.edu) with appropriate medical documentation regarding the nature and extent of their disability, make their needs known to this Office and follow established procedures for acquiring needed services and accommodations in the classroom or online.

Information Technology Services
If you experience any problems or issues with Canvas, MyCampus, or other equipment, please contact ITS at 870-512-7783 or http://its.asun.edu. Canvas also has a 24/7 live chat. This is a valuable resource for those late-night tests or assignments that just do not seem to work properly.

ASU-Newport provides a number of different services to assist students in areas that directly impact their academic success. The following direct websites will help you get in touch with those services that may be needed during your time as an ASUN student:
Academic Support Center: http://academicsupport.asun.edu
Financial Aid: http://financialaid.asun.edu
Career Pathways: http://pathways.asun.edu
University Police: http://cpd.asun.edu
Information Technology Services: 512-7783 or its@asun.edu
Disability Services: http://www.asun.edu/disability_services
Admissions: http://admissions.asun.edu

Academic Dishonesty (as stated in the Student Handbook)
ASU-Newport enthusiastically promotes academic integrity and professional ethics among all members of the ASU-Newport academic community. Violations of this policy are considered serious misconduct and may result in disciplinary action and severe penalties. Cheating in any form-including plagiarism, turning in assignments prepared by others, unauthorized possession of exams - may result in the student being dropped from the class with an "F" and/or being suspended from the College. Students who feel they have been unfairly accused of cheating may appeal to the Associate Dean of General Education.

Campus Safety Information
What to know and do to be prepared for emergencies at ASUN:
• Opt-in to receive ASUN's School Messenger notifications regarding weather closings, emergencies, and other important notifications. All currently enrolled students will receive an email within the first two weeks of the semester prompting them to Opt-in to the messaging system.
• Know the safe evacuation route from each of your classrooms. Emergency evacuation routes are posted in on-campus classrooms.

• Listen for and follow instructions from your instructor or other designated authorities.
• For additional emergency information see the ASUN Emergency Response Guide in the Portal under "More" then select "Department of Safety".
• Know the emergency phone number for ASUN Campus Police or dial 911.
• Report suspicious activities and objects found on campus.
• Keep your permanent address and emergency contact information current in My Campus.

Inclement Weather

In the event of inclement weather, class cancelation is left to the discretion of the Chancellor. You will be notified of class cancelation on the university website, through news media, and through our school messaging system.

Children in the Classroom:

ASUN classroom policy requires that the learning environment should be free of distraction in order to provide the highest learning opportunity for all students. In this light, students should not bring children to the classroom. If you must bring a child on campus, please have your child properly supervised in the public gathering areas.

Course Learning Outcomes:

Upon successful completion of this course, students will be able to:

Course Learning Outcomes	Assessment
Demonstrate the ability to compose and format a business letter	Chapters, 2, 5, 6, 7 -Students will understand the writing process and the main forms of business messages - The importance of skillful writing - The process of writing - How to write business letters - Refer to bonus chapters online Chapter A - Assignments (business letter) - Good news letter - Bad news letter - Persuasive request - Quizzes
Demonstrate the ability to compose and format a business memo	Chapter 2 -Students will understand the writing process and the main forms of business messages - The importance of skillful writing - The process of writing - How to write a business memo - Refer to bonus chapters online Chapter A - Assignments (business memo) - Quizzes
Demonstrate the ability to compose and format a business email	Chapter 2 -Students will understand the writing process and the main forms of business messages - The importance of skillful writing - The process of writing - How to write a business email

	- Refer to bonus chapters online Chapter A - Assignments (business email) - Quizzes
Demonstrate the ability to compose, format and present a business report	Chapters 8, 9 & 10 -Students will learn how to research and write reports, how to write short reports and how to communicate orally -Determine report problems, purposes, factors, what information in needed, interpret findings, organize report information, write the report -Characteristics of short reports -how to prepare yourself to speak, listening, giving speeches and presentations - Refer to bonus chapters online Chapter A -Assignments (Report) (Oral Presentation) (short report summary of mock interview) -Quizzes
Demonstrate the ability to complete a job application	-Chapter 11 -Conducting the job search, preparing the application documents -Assignments (Completed job application) -Quizzes
Demonstrate the ability to schedule a mock interview	-Chapter 11 -Conducting the job search, preparing the application documents -Assignments (Schedule your interview with the interviewer you have been assigned) -Quizzes
Demonstrate the ability to compose and format a Resume	-Chapter 11 -Writing a cover letter -Assignments (Cover Letter) -Quizzes
Participating in a mock interview	-Chapter 11 -Handling the interview -Assignments (Mock Interview) -Quizzes
Demonstrate the ability to compose and format a thank you letter	Chapters 3, A 2 & 11 -Students will understand the writing process and the main forms of business messages - The importance of skillful writing - The process of writing - How to write a thank you note

	- Refer to bonus chapters online Chapter A - Assignments (A thank you note to the person who conducted your mock interview) - Quizzes

Master Summative Assessment (MSA)

You will create an electronic portfolio for this course. Your portfolio will be due at the end of the semester and will consists of the following. It is your final exam. The easiest way to do this is to create a folder and name it something like BC MSA. Once you create one of these documents save it to that folder. Some of these documents will be graded throughout the semester and will make up your final exam grade. You will find a handout that will address this in more detail.

- A business letter
  - Good news letter
  - Bad news letter
  - Persuasive request
- A business email
- A business report
- A video of a presentation of report
- A completed job application
- Time, date, place and person that you set up for your assigned interview
- Your resume
- A cover letter
- A mock interview check sheet from your interviewer
- Written short report on your mock interview
- Thank you letter that you sent to the person who did your mock interviewer

Course Policies and Procedures

Academic Calendar

Disclaimer

This syllabus and all documents associated with the syllabus are considered a contract between the student and the instructor. Students are expected to carefully read and review the syllabus and all associated documents in order to be familiar with course expectations and policies. This syllabus is subject to change at the discretion of the instructor, who will inform students of any changes. Students are responsible for keeping up with any changes.