

COURSE SYLLABUS

COURSE TITLE: POFT 2312-271
Business Correspondence & Communication
Tuesday 9:30 AM-10:45 AM

SEMESTER/YEAR: Spring 2024, January 16-May 6
FINAL – Monday, May 6 – available all day from
12:00 AM to 11:59 PM

INSTRUCTOR: Pat Dennis

OFFICE LOCATION: Lubbock Center, Room 120F

OFFICE HOURS:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	ROOM
By Appt.	1-4 PM	By Appt.	1-4 PM.	10 AM-12 PM	Lubbock Center Room 120F
				Other Times by Appt.	

OFFICE PHONE: 806-716-4638

E-MAIL ADDRESS: pdennis@southplainscollege.edu

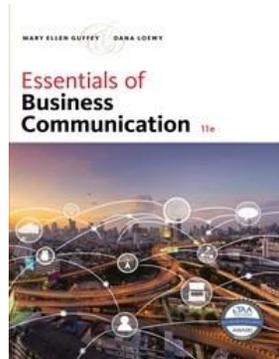
A student who enrolls in this class who may need classroom accommodations is strongly encouraged to schedule an intake interview with the special services department before enrolling in this class or prior to the add/drop date for this semester.

COURSE DESCRIPTION: This course provides skill development in practical applications which emphasize the improvement of writing skills necessary for effective business communications.

COURSE GOALS: After successfully completing this course, the student should be able to apply appropriate communications theory in the **writing** of business letters, memos, e-mails, texts, and other business **documents. Each student should also be more at ease and**

knowledgeable about the job-hunting process after he/she watches online mock interviews and hears lectures from various experts in the personnel field.

ONLINE TEXT + MINDTAP



Textbook and Supplies: All that is needed for the course is a **Cengage Unlimited Card** for \$124.99 (plus tax). This will get you the access code to this class with E-Book and also the access code and E-Book for ALL Cengage textbooks you will use in other classes! If other instructors use a Cengage product in your other classes, you DO NOT need to buy anything else!!

You can purchase access to Cengage Unlimited in the bookstore, or through my Blackboard course during the first week of class. To access your course materials and explore Cengage Unlimited, log in to Blackboard and click on the link that says Course Content. When prompted, log in with your Cengage account and follow the prompts to complete the registration process.

Make sure you click on the following option so that you will receive your access code by email, not snail mail.

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(Estimates)

Number Of Items:	1
Course Materials:	\$129.99
Shipping:	\$0.00
Handling:	\$0.00
Total Before Tax:	\$129.99
Estimated Taxes:	\$0.00
Grand Total:	\$129.99

Need Help?

Call us: 806.716.2399
Summer Hours 8am-4pm Mon-Thurs
8am-3pm Friday Fall Hours 8am-4:30pm Mon-Thurs 8am-4pm Friday
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[Continue](#)

You will need to sign into Blackboard and choose the class you want to enter. For this class, click on the course link on the left side of the screen labelled Course

Content. If you are asked for a course key, you have not signed in correctly through Blackboard. It will ask you to enter your Cengage Unlimited Access code and input other information.

Email: agamble@texasbook.com / Phone: 806-716-4690

Email: pwells@texasbook.com / Phone: 806-716-2097

You may rent up to four (4) physical textbooks through Cengage Unlimited for \$9.99 each!

Flash Drive on which to save your files or you may use One Drive (recommended).

ATTENDANCE POLICY: The grade of "F" will be assigned to a student as an earned grade in regard to the learning objectives of a course. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" as determined by the instructor. An "F" will not be assigned to any student administratively withdrawn from this course for non-attendance. It is the student's responsibility to be aware of that policy.

An "F" may be assigned to a student in the case of academic dishonesty and/or plagiarism at the discretion of the instructor, as clearly defined in the course syllabus, due to the severity of the student's actions and disregard for the learning objectives of the course.

Should a student, for any reason, delay reporting to a class after official enrollment, absences will be attributed to the student from the first-class meeting.

Students who enroll in a course but have never attended by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records.

It is the student's responsibility to verify administrative drops for excessive absences. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate, and the student will owe any balance resulting from the adjustment.

Even though this is an in-person class, students still need to access the course on a regular basis. The Blackboard software used to manage this online course tracks student logins, tracking when and where the student has been in the course. Accessing this course on a regular basis is extremely important to meet the objectives of this course. You will feel more at ease with the materials if you stay in touch with what is going on. **You will need to check your SPC e-mail at <https://office.com>.**

Minimum log in for the course is at least three (3) days per week. However, I recommend checking in once a day if possible for announcements. I can see how many times you log in!

You may work on this class 24/7. That's the advantage of an online class.

Students are expected to log in to Blackboard and MyLabIT at least three times a week. Remember, you can work on this class 24/7.

Always go to BB first and use the MindTap link to access your assignments. The recommended browser is FireFox or Chrome.

WITHDRAWAL POLICY

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate, and the student will owe any balance resulting from the adjustment.

If for any reason the student is unable to complete the course requirements, it is the student's responsibility to initiate their own withdrawal by the 1st drop date for the semester. **However, if your average is below 60, you will receive an F in the course.** An administrative drop by the instructor in this course will, in most cases, result in the student receiving an "F" (not an "X"). **The last day to drop a class is Thursday, April 25, 2024. Discuss this with your instructor before dropping.**

ASSIGNMENT POLICY

MindTap will be used for most assignments. Reading of each chapter is critical if you want to do well on MindTap. You can set homework reminders on your electronic devices for deadlines. Assignments will open on Monday morning and will be due on Sunday nights at 11:59 PM. MindTap assignments should be done in the order they are presented. Your work may be done at any time from home or by using a SPC computer lab. You can't wait until Sunday to do your work. It **MUST** be spread throughout the week. **NOTE: Not all of your grades will be in MindTap; your final grade will always be shown in Blackboard. After you finish your MindTap assignments, make sure they flow over to Blackboard. Sometimes this takes a few days.**

EXAMINATION POLICY

Eleven chapter exams and three unit exams will be taken online. NO make-up exams are given. ALL students MUST take the final unit exam which counts as the final.

GRADING POLICY

COURSE CATEGORIES	%
Chapter Quizzes (unlimited attempts—highest score recorded)	5%
MindTap Assignments (three attempts—highest score recorded)	15%
Video Activities (one submission allowed)	15%
Writing Assignments (one submission allowed)	25%
Chapter Exams (one attempt)	20%
Unit Exams (one attempt)	20%
Total	100%

NOTE: Final grades will be based on the following grading scale:

90-100	A
80-89	B
70-79	C
60-69	D
59 AND BELOW	F

Communication with instructor

1. Log in at least **three (3)** times a week (minimum). I recommend daily logins.
2. Check for announcements/mail in Blackboard—this is your responsibility. If you don't check in frequently, you may miss important information regarding your schedule, work, or grades.
3. Start work early in each week. Don't wait until the due date to start your work. When you do, something always happens like an illness or an unexpected problem. Remember, no time extensions can be given.
4. Communication with your instructor can be by phone (806-716-4638 or by SPC e-mail (pdennis@southplainscollege.edu)). Sending your message to this email address is the quickest way to get a response. **Always identify yourself with your full name as well as the course name and number in the subject line when contacting me. I have many students!**
5. Do NOT use messaging to contact me, only email!
6. You will need to check your SPC e-mail or forward it to another e-mail of your choice. **See page 3 of the syllabus for directions.**

COVID 19 INFORMATION

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or get tested for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376

SPC will follow the recommended 5-day isolation period for individuals that test positive.

- a. Please note that day 0 is the date of positive test. Day 1 begins the first full day after the date of positive result.**

COVID Reporting

- a. Please have students and employees notify DeEtte Edens if they have tested positive to verify dates before returning to class or work.
- b. The home tests are sufficient, but students need to submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens, BSN, RN at dedens@southplainscollege.edu.
- c. A student is clear to return to class without further assessment if they have completed:

The 5-day isolation period, symptoms have improved, and they are afebrile for 24 hours without the use of fever-reducing medication.

Please instruct students and employees to communicate with DeEtte Edens prior to their return date if still symptomatic at the end of the 5-day isolation.

Exposed individuals will not be required to quarantine. If exposed, SPC does request individuals closely monitor themselves. If an individual does become symptomatic, please do not attend class or work and be tested.

COURSE LEARNING OUTCOMES (C1,3,5,6,7,8,9,11,13,14,15,18,19)



Course Learning Outcomes

During a course using *Essentials of Business Communication*, you will:

- Demonstrate polished grammar, punctuation, and usage skills necessary to create, proofread, and edit typical written business messages and oral presentations.
- Prepare clear, concise, and well-organized e-mails, memos, letters, and reports.
- Implement problem-solving and critical-thinking skills in preparing business messages and presentations.
- Demonstrate professionalism while developing effective listening, nonverbal, meeting, team, and cross-cultural skills.
- Gain hands-on experience in the use of digital tools for researching, reporting, composing, and interacting on the job.
- Create customized, professional résumés, cover letters, and other employment messages.
- Demonstrate superior interviewing techniques when applying for employment.

COURSE OUTLINE

WEEKS 1 & 2 – Chapter 1 – *SUCCEEDING IN THE SOCIAL AND MOBILE WORKPLACE* *MindTap Activities Due Sunday, January 28, 2024 @ 11:59 PM*

Objectives: After studying this chapter you should be able to:

1. Describe how communication skills fuel career success in a challenging digital age marketplace.
2. Use active listening techniques.
3. Discuss how effective nonverbal communication can help you build your credibility and advance your career.
4. Describe the key dimensions of culture and how technology and social media shape intercultural communication.
5. Identify strategies for enhancing intercultural effectiveness and communication across cultures.

WEEK 3 - CHAPTER 2: *PLANNING BUSINESS MESSAGES* *MindTap Activities Due Sunday, February 4, 2024 @ 11:59 PM*

Objectives: After studying this chapter you should be able to:

1. List the steps in the communication process.
2. Describe the goals of business writers and three phases of the writing process.
3. Identify the intended purpose and audience of a message to select the best communication channel.
4. Discuss expert writing techniques that improve business messages.
5. Apply writing techniques that improve the tone, clarity, and effectiveness of a message.

WEEK 4 – CHAPTER 3: *ORGANIZING AND DRAFTING BUSINESS MESSAGES* *MindTap Activities Due Sunday, February 11, 2024 @ 11:59 PM*

Objectives: After studying this chapter you should be able to:

1. Compare two forms of research that begin Phase 2 of the 3-x-3 writing process.
2. Demonstrate methods for organizing ideas to show relationships.
3. Write effective sentences that avoid fragments, run-ons, and comma splices.
4. Demonstrate methods for emphasizing ideas, using active and passive voice, developing parallelism, and placing modifiers correctly.
5. Explain how to create well-organized, coherent paragraphs.

WEEK 5 – CHAPTER 4: *REVISING BUSINESS MESSAGES* *MindTap Activities Due Sunday, February 18, 2024 @ 11:59 PM*

Objectives: After studying this chapter you should be able to:

1. Apply techniques to achieve conciseness as part of revision, Phase 3 of the writing process.
2. Apply revision techniques that simplify and clarify business messages.
3. Explain how to improve readability with effective document design.
4. Describe proofreading techniques allowing writers to catch errors in both routine and complex business documents.
5. Analyze a business message to evaluate its effectiveness.

WEEK 5 – UNIT EXAM (Chapters 1-4)

Due Sunday, February 18, 2024 @ 11:59 PM

WEEK 6 – CHAPTER 5: SHORT WORKPLACE MESSAGES AND DIGITAL MEDIA

MindTap Activities Due Sunday, February 25, 2024 @ 11:59 PM

Objectives: After studying this chapter you should be able to:

1. Examine the professional usage, structure, and format of e-mails and memos in the digital era workplace.
2. Explain workplace messaging and texting including their liabilities and best practices.
3. Identify professional applications of business podcasts and the professional standards underpinning them.
4. Describe how businesses use blogs to connect with internal and external audiences.
5. Discuss business organizations' external and internal social media practices as well as the risks inherent in Internet use today.

WEEK 7 – CHAPTER 6: POSITIVE AND NEUTRAL MESSAGES

MindTap Activities Due Sunday, March 3, 2024 @ 11:59 PM

Objectives: After studying this chapter you should be able to:

1. Identify the channels through which positive and neutral messages--e-mails, memos, and business letters--travel in the digital era workplace
2. Write direct messages that make requests, respond to inquiries via any channel, and deliver step-by-step instructions.
3. Prepare contemporary messages that make direct claims and voice complaints, including those posted online.
4. Compose adjustment messages that restore customers' trust and promote further business.
5. Create special messages that convey goodwill and kindness.

WEEK 8 – CHAPTER 7: NEGATIVE MESSAGES

MindTap Activities Due Sunday, March 10, 2024 @ 11:59 PM

Objectives: After studying this chapter you should be able to:

1. Explain the strategies of business communicators in conveying negative news.
2. Describe the direct and indirect strategies in communicating unfavorable news.
3. Explain the components of effective bad-news messages.
4. Analyze effective techniques for presenting bad news to customers and refusing requests or claims.
5. Evaluate effective techniques for delivering negative news within organizations.

SPRING BREAK – March 11 – 15

WEEK 9 – CHAPTER 8: PERSUASIVE MESSAGES

MindTap Activities Due Sunday, March 24, 2024 @ 11:59 PM

Objectives: After studying this chapter you should be able to:

1. Explain digital-age persuasion as well as time-proven persuasive techniques.
2. Craft persuasive messages that request actions.
3. Write compelling claims and successful complaints.
4. Compose persuasive messages within organizations demonstrating your knowledge of interpersonal persuasion at work.
5. Create effective and ethical direct-mail and e-mail sales messages.

WEEK 9 – UNIT TEST—Chapters 5-8

Due Sunday, March 24, 2024 @ 11:59 PM

WEEK 10 – CHAPTER 11: PROFESSIONALISM AT WORK: BUSINESS ETIQUETTE, ETHICS, TEAMWORK, AND MEETINGS

MindTap Activities Due Sunday, March 31, 2024 @ 11:59 PM

Objectives: After studying this chapter you should be able to:

1. Discuss how developing professionalism and business etiquette skills can boost your credibility and improve your competitive advantage.
2. Name techniques for successful face-to-face communication on the job.
3. List techniques for improving telephone skills to project a positive image.
4. Explain why teamwork is important in the digital era workplace and how you can contribute to excellent team performance.
5. Identify effective practices and technologies for planning and participating in face-to-face meetings and virtual meetings.

WEEKS 11 & 12 – CHAPTER 13: THE JOB SEARCH, RÉSUMÉS, AND COVER MESSAGES

MindTap Activities Due Sunday, April 14, 2024, @ 11:59 PM

Objectives: After studying this chapter you should be able to:

1. Describe how digital age technology will enhance the four major steps in your job search.

2. List search strategies that explore the open job market.
3. Identify job-search strategies that unlock the hidden job market.
4. Explain how to organize your qualifications and skills into effective categories for résumés and an engaging LinkedIn profile.
5. Describe digital tools that can enhance your job search and résumé.
6. Analyze the importance and construction of customized cover messages.

WEEKS 13 & 14--CHAPTER 14: INTERVIEWING AND FOLLOWING UP

MindTap Activities Due Sunday, April 28 @ 11:59 PM

Objectives: After studying this chapter you should be able to:

1. Explain current trends as well as the purposes, sequence, and types of job interviews.
2. Describe how to prepare **before** a job interview.
3. Describe what to do **during** a job interview.
4. Describe what to do **after** a job interview.
5. Prepare additional employment documents.

WEEK 15 – REVIEW

WEEK 16--FINAL (Unit Exam) – Chapters 11, 13, & 14

Due Monday, May 6—Open all day from 12:00 AM through 11:59 PM.

POFT 2312-271--ASSIGNMENT CALENDAR—SPRING 2024

**WEEKS 1 & 2 – Chapter 1–THRIVING IN A DIGITAL, SOCIAL, AND MOBILE
WORKPLACE**

MindTap Activities Due Sunday, January 28, 2024, @ 11:59 PM

WEEK 3 - CHAPTER 2: PLANNING BUSINESS MESSAGES

MindTap Activities Due Sunday, February 4, 2024, @ 11:59 PM

WEEK 4 – CHAPTER 3: ORGANIZING AND DRAFTING BUSINESS MESSAGES

MindTap Activities Due Sunday, February 11, 2024, @ 11:59 PM

WEEK 5 – CHAPTER 4: REVISING BUSINESS MESSAGES

MindTap Activities Due Sunday, February 18, 2024, @ 11:59 PM

WEEK 5 – UNIT EXAM (Chapters 1-4)

Due Sunday, February 18, 2024, @ 11:59 PM

WEEK 6 – CHAPTER 5: SHORT WORKPLACE MESSAGES AND DIGITAL MEDIA

MindTap Activities Due Sunday, February 25, 2024 @ 11:59 PM

WEEK 7 – CHAPTER 6: POSITIVE AND NEUTRAL MESSAGES

MindTap Activities Due Sunday, March 3, 2024, @ 11:59 PM

WEEK 8 – CHAPTER 7: BAD-NEWS MESSAGES

MindTap Activities Due Sunday March 10, 2024, @ 11:59 PM

SPRING BREAK – March 11-15

WEEK 9— CHAPTER 8: PERSUASIVE MESSAGES

MindTap Activities Due Sunday, March 24, 2024, @ 11:59 PM

WEEK 9 – UNIT TEST—Chapters 5-8

Due Sunday, March 24, 2024, @ 11:59 PM

**WEEK 10 – CHAPTER 11: PROFESSIONALISM AT WORK: BUSINESS ETIQUETTE,
TEAMWORK, AND MEETINGS**

MindTap Activities Due Sunday, March 31, 2024, @ 11:59 PM

WEEKS 11 & 12 – CHAPTER 13: *THE JOB SEARCH, RÉSUMÉS, AND COVER MESSAGES*

MindTap Activities Due Sunday, April 14, 2024, @ 11:59 PM

WEEKS 13 & 14 – CHAPTER 14: *INTERVIEWING AND FOLLOWING UP*

MindTap Activities Due Sunday, April 28, 2024, @ 11:59 PM

WEEK 15-- REVIEW

WEEK 16—FINAL (Unit Exam) – Chapters 11, 13, & 14

Due Monday, May 6, 2024—Open all day from 12:30 AM through 11:59 PM.

CAMPUS GUIDELINES

CHILDREN ON CAMPUS

Many of the students attending classes at South Plains College are also parents who value the opportunity to participate in higher education. Sometimes students are faced with the decision of whether to remain at home with their children, bring children with them to class, or be absent from class. The following guidelines address concerns for the safety of children on campus and provide for an environment conducive to learning:

1. **Students are not allowed to bring children to class** and will be asked to leave in the interest of providing an environment conducive for **all** students enrolled in the class. Students are responsible for adherence to the attendance requirements set forth by the instructor in the course syllabus.
2. **Children may not be left unattended.** In order to provide for the safety of children on campus, parents or other guardians are responsible for supervising children while utilizing services or conducting business on campus.
3. **Disruptive children will not be allowed to interfere with college business.** Parents or other guardians are responsible for supervising and controlling the behavior of children they have brought on campus.

Students can find the Diversity Statement, Disabilities Statement, Non-Discrimination Statement, Title IX Pregnancy Accommodations Statement, and Campus Concealed Carry Statement here:

<https://www.southplainscollege.edu/syllabusstatements/>

GENERAL SAFETY ON CAMPUS

South Plains College recognizes the importance of safety on campus. The protection of persons and property is a responsibility which we all share. Personal safety begins with the individual. The following guidelines are intended to assist you in protecting yourself and to encourage practices that contribute to a safe environment for our campus community.

- Never leave your personal property unsecured or unattended.
- Look around and be aware of your surroundings when you enter and exit a building.
- Whenever possible, avoid walking alone, particularly after dark. Walk to your vehicle with other class members or request that the Security Guard walk you to your car.
- When approaching your vehicle, keep your keys in your hand; look under your car and in the back seat and floorboard. Lock the doors as soon as you are inside your car.

FOOD AND DRINK IN CLASSROOMS

It is the policy of South Plains College not to permit food or drink in the classrooms or laboratories.

In case of emergency, contact the following numbers but DO NOT leave a voice mail message:

894-9611, ext. 2338 - Levelland Campus 747-0576, ext. 4677 – Lubbock Center 885-3048, ext. 2923 - Reese Center (mobile 893-5705)