

1-2003

## C&I 187.01: Business Communications

Phyllis B. Ngai

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# C&I 187 BUSINESS COMMUNICATIONS

Spring Semester 2003  
10:10-11:00 a.m. M-W-F

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INSTRUCTOR: Phyllis Ngai

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OFFICE HOURS: M 11:00-12:00

W 11:00-12:00

And by appointment

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## COURSE OBJECTIVES

This course is intended to help students:

- Learn communication skills that can be applied to achieve professional goals now and throughout one's career;
- Learn communication strategies that are useful for conducting business meetings and engaging in successful negotiations;
- Become familiar with conflict resolution strategies that promote teamwork;
- Learn effective public speaking skills;
- Recognize the importance of nonverbal communication cues;
- Develop cross-cultural awareness and communication skills required for the globalized workplace;
- Practice using PowerPoint in delivering business presentations;
- Practice employment interviewing through role playing;
- Learn specific writing techniques and organization strategies for composing clear, concise, and purposeful business messages and reports;
- Practice composing routine letters/memos/e-mail messages, goodwill messages, negative messages, persuasive messages, application letters, and various types of business reports;
- Learn specific techniques for developing persuasive resumes;
- Recognize the importance of rewriting and editing in professional communication;
- Apply acquired business writing skills through a capstone simulation project;
- Cultivate professionalism.

## TEXT

Guffy, M. E. (2000). *Business Communication: Process and Product* (3<sup>rd</sup> Edition). Cincinnati, OH: South-Western College Publishing.

## WEB SITE FOR TEXT

<http://www.meguffey>

<http://www.meguffey.com/wtcontents.html>

[http://www.meguffey.com/reviews\\_bc3p3.html](http://www.meguffey.com/reviews_bc3p3.html)

[http://www.meguffey.com/skills\\_bc3p3.html](http://www.meguffey.com/skills_bc3p3.html)

(Critical Thinking Questions)

(Interactive Chapter Reviews)

(Skill Builders: Vocabulary, Spelling,  
& Sentences)

## COURSE REQUIREMENTS

- Read all of the chapters in *Business Communication: Process and Product* and complete eight open-book on-line quizzes.
- Complete written assignments and submit them prior to end of class on the date due. Written assignments must be prepared according to one of the conventional formats. The due date of each assignment will be announced in class. Late papers will receive a letter-grade reduction and will not be accepted after the next class.
- For each class, bring your own 3.5" disks to use in the lab.
- Prepare an 8-to-10-minute PowerPoint presentation. Report on what you learned from reading and from your overseas correspondent regarding a topic related to business or business communication.
- Participate with a serious learning attitude in all in-class skill-development activities, such as simulations, role playing, document analysis, writing exercises, and interactive lectures. Note that participation and attendance constitute a substantial portion of the final grade. Missed in-class assignments cannot be made up.
- Complete the capstone simulation project.
- Earn extra credits by submitting a portfolio of six revised assignments.

## EVALUATION

Quizzes	20%
Assignments	20%
Capstone Project	25%
Presentation	20%
Participation	15%

## GRADING SCALE

90-100%--A    80-89%--B    70-79%--C    65-69%--D    Below 65%--F

**C&I 187 BUSINESS COMMUNICATIONS**  
**Tentative Course Schedule**  
**Spring Semester 2001**

<b>Week of</b>	<b>Topic</b>	<b>Class Activities</b>	<b>Reading Assignment</b>	<b>On-line Quiz</b>
January 29	-Course Introduction -Communication Channels -Intercultural Communication	-Participate in Simulation: Cocktail Party. -Learn from Pass-the-Message Game. -Apply Cultural-Continuums Exercise.	-Read Chapter 1	Chapter 1
February 5	-Intercultural Communication (cont') -Meetings	-Watch Video on International Business -Practice Opening a Meeting. -Practice Dealing with Dominant Speakers. -Watch Video on Effective Meetings	-Read Chapter 3	Chapter 3
February 12	-Negotiations -Conflict Resolution -Prewriting	-Participate in Negotiation Simulation. -Complete a Self-assessment Exercise. -Watch Video on Workplace Conflict Management. -Practice Composing Effective Expressions.	-Read Chapter 2	Chapter 2
February 19 (19 <sup>th</sup> –Holiday)	-Prewriting (cont') -Business Writing	-Practice Using Short Sentences. -Practice Using Active Voice. -Remedy Dangling and Misplaced Modifiers. -Analyze Letters & Memos.	-Read Chapters 4 & 5. -Revise Paragraphs. -Compose Courteous Expressions.	Chapters 4 & 5
February 26	-Rewriting -Routine Letters/Memos	-Practice Composing Simple, Direct Sentences. -Practice Revising for Conciseness, Clarity, Vigor, & Directness.	-Read Chapters 6 & 7. -Analyze Letters & Memos.	Chapters 6 & 7
March 5	-Routine Letters/Memos (cont') -Goodwill Messages -E-mail Messages	-Analyze Letters & Memos. -Write a Claim Response. -Write a Request Memo/E-mail.	-Read Chapters 8 & 9. -Write a Request Response. -Write a Confirmation Memo/E-mail.	Chapters 8 & 9

<b>Week of</b>	<b>Topic</b>	<b>Class Activities</b>	<b>Assignment</b>	<b>On-line Quiz</b>
March 12	-Negative Messages -Persuasive Letters/Memos	-Analyze Letters & Memos. -Write a Request Refusal.	-Read Chapters 10 & 11. -Write a memo delivering bad news. -Write a Persuasive Action Request.	Chapters 10 & 11
March 26	-Business Reports	-Practice composing Report Introductions, Conclusions, & Recommendations. -Outline a Yardstick Report.	Read Chapters 12, 13, & 14. Compose an Executive Summary. -Write Recommendation Report or a Proposal.	Chapters 12 & 13
April 2	-Capstone Project	Work on the project.	-Read Chapter 15. -Prepare for presentation.	
April 9	-Capstone Project -Presentations	Work on the project.	Work on the project.	
April 16	-Capstone Project -Presentations	Work on the project.	Work on the project.	
April 23	-Capstone Project -Presentations	Work on the project.	Work on the project.	
April 30	-Capstone Project -Presentations	Work on the project.	Work on the project.	
May 7	-Capstone Project -Presentations	Work on the project.	Work on the project.	
Final Week May 18 (Fri) 10:10-12:10	-Resumes -Application Letters -Employment Interviews	-Edit Resumes and Application Letters. -Watch Video on Interviewing. -Role Play Interviewing.	Read Chapter 16.	