

BRAZOSPORT COLLEGE
LAKE JACKSON, TEXAS

SYLLABUS

POFT 2312: BUSINESS CORRESPONDENCE AND COMMUNICATION

COMPUTER TECHNOLOGY & OFFICE ADMINISTRATION DEPARTMENT

CATALOG DESCRIPTION

POFT 2312 Business Correspondence and Communication. CIP 5205010004

Development of writing skills to produce effective business documents. Includes instruction on writing typical memorandums to other employees within the company. The student will learn to research, organize, and present written information. (3 SCH, 2 lecture, 2 lab)

Prerequisites: POFI 1301 or POFT 1329 or approval of the division chair

Required Skill Level Code: Not applicable.

| | | | |
|-----------------|-------------------|-------|-------|
| PREPARED BY: | _____ | DATE: | _____ |
| | INSTRUCTOR | | |
| RECOMMENDED BY: | _____ | DATE: | _____ |
| | DIVISION CHAIRMAN | | |
| RECOMMENDED BY: | _____ | DATE: | _____ |
| | DEAN | | |
| APPROVED: | _____ | DATE: | _____ |

The Brazosport College District shall not discriminate against, or exclude from participation in, any benefits or activities either on the staff or in the student body, any person on the grounds of sex, race, color, religion, national origin, age, or handicap.

BRAZOSPORT COLLEGE
SYLLABUS
POFT 2312: BUSINESS CORRESPONDENCE AND COMMUNICATION ONLINE
COURSE EVALUATION

STUDENT EVALUATION

- A. Individual letters will account for no more than 25% of the total grade.
- B. Three lecture/lab tests will account for no more than 50% of the total grade.
- C. Group letters will account for no more than 5% of the total grade.
- D. The Final Exam will account for no more than 20% of the total grade.

INSTRUCTOR EVALUATION

- A. Students will be given an opportunity to evaluate the course in writing at a time separate from other material handed in so no association or identification can be made. Evaluation will include method of presentation, preparation by instructor, and other information appropriate to the course that lends itself to positive comments and course improvement.
- B. Each year the instructor will review the course content and objectives to determine if students are achieving those objectives and to solicit suggestions for improving the course.
- C. The instructor will review and evaluate in terms of withdrawal rate.
- D. Final grades given will be reviewed in an effort to determine if a pattern of high or low grades exists.

DEPARTMENT EVALUATION OF COURSE

- A. Faculty and the Division Chair will review student grades and withdrawal trends.
- B. Faculty and the Division Chair will review the Course Competencies and Perspectives Assessment.

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COURSE CONTENT

GENERAL GOALS/OBJECTIVES

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (* - designates a CRUCIAL goal)

1. Describe communication role.
2. Describe communication process.
3. Analyze communication across cultures.
- * 4. Identify business writing fundamentals.
- * 5. Identify and apply goodwill methods.
- * 6. Apply “you-” attitude.
- * 7. Apply positive writing effect.
8. Identify reader benefits.
- * 9. Identify business correspondence formats.
- * 10. Use appropriate business format.
11. Select effective words.
12. Construct clear sentences.
13. Construct clear paragraphs.
14. Apply appropriate ethics.
- * 15. Use correct English grammar.
16. Apply appropriate legal standards.
- * 17. Use appropriate punctuation.
18. Explain technology assisted communication.
19. Identify and apply good listening strategies.
20. Identify roles for writing in teams.
21. Identify and apply methods for researching jobs.
22. Identify and apply resume' formats.
23. Identify and apply job application letter strategies.
24. Analyze job interview strategies.
25. Identify appropriate follow-up letters.
- * 26. Apply direct writing strategy.
- * 27. Apply indirect writing strategy.
- * 28. Write informative and positive messages.
- * 29. Write negative messages.
- * 30. Write persuasive messages.
31. Write collection letters.
- * 32. Write memorandums.
- * 33. Write e-mail messages.
- * 34. Write personal resume.
- * 35. Write job application and follow-up letters.

SPECIFIC GOALS/OBJECTIVES

(FUNDAMENTALS OF BUSINESS WRITING)

ADAPTATION AND THE SELECTION OF WORDS

The Basic Need for Adaptation
Visualizing the Reader
Technique of Adapting
Adapting to Multiple Readers
Role of Adaptation
Use Familiar Words
Choose Short Words (avoid vague and ambiguous terminology)
Use Technical Words and Acronyms with Caution
Select Words with the Right Strength
Use Concrete Language
Use the Active Voice
Avoid Camouflaged Verbs
Select Words for Precise Meanings
Avoid Sexist Words
Avoid Words that Stereotype by Race or Nationality
Avoid Words that Stereotype by Age
Avoid Words that Stereotype Those with Disabilities

CONSTRUCTION OF CLEAR SENTENCES AND PARAGRAPHS

Emphasize Short Sentences
Limit Sentence Content
Economize on Words
Determine Emphasis in Sentence Design
Give the Sentences Unity
Arrange Sentence for Clarity
Give Paragraphs Unity
Keep Paragraphs Short
Make Good Use of Topic Sentences
Leave Out Unnecessary Detail
Give Paragraphs Movement

WRITING FOR EFFECT

Use Conversational Style
Avoid Old Language of Business (archaic phrases)
Avoid "Rubber Stamps"
Use "You-" Viewpoint
Use Positive Language
Be Courteous to the Reader
Refrain from Preaching
Do More than is Expected
Avoid Anger
Be Sincere
Emphasize by Position, Space, or Mechanical Means
Use Coherence

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LEARNING OUTCOMES

1. Write a good news letter:

Successfully complete at least 75% of the criteria shown in the syllabus grade sheet.

2. Write a claims letter:

Successfully complete at least 75% of the criteria shown in the syllabus grade sheet.

3. Write a bad news letter:

Successfully complete at least 75% of the criteria shown in the syllabus grade sheet.

4. Write a persuasive letter:

Successfully complete at least 75% of the criteria shown in the syllabus grade sheet.

5. Write a sales letter:

Successfully complete at least 75% of the criteria shown in the syllabus grade sheet.

6. Write a series of collection letters:

Successfully complete at least 75% of the criteria shown in the syllabus grade sheet.

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POFT 2312: BUSINESS CORRESPONDENCE AND COMMUNICATION

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Alt. Phone: (979) 230-3229 - Division. AOS

Office: D.224B
E-mail: Diane.Ruscito@brazosport.edu

COURSE DESCRIPTION

Development of writing skills to produce effective business documents. Includes instruction on writing typical memorandums to other employees within the company. The student will learn to research, organize, and present written information. CIP 5205010004 (3 SCH, 2 lecture, 2 lab)

PREREQUISITES

POFI 1301 or POFT 1329 or approval of the division chair.

TEXTBOOK OR COURSE MATERIAL INFORMATION

Required: Essentials of Business Communication (with Student Premium Website Printed Access Card), 10th MindTap Bundle
ISBN: 9781305699199

Required course materials are available at the Brazosport College bookstore, on campus or online at <http://www.brazosport.edu/bookstore>. A student of this institution is not under any obligation to purchase a textbook from the college bookstore. The same textbook is/may also be available from an independent retailer, including an online retailer

LAB REQUIREMENTS

None

ATTENDANCE AND WITHDRAWAL POLICIES

Each student will spend at least 2 hours per week preparing for class. Because many assignments are prepared during class time, absences may adversely affect the final grade in the class.

The class meets for 2 lecture hours and 2 lab hours per week. Students will be dropped if they miss more than 20 % of the classes before the drop date. Tardies and leaving early will count as part of an absence.

| Fall and Spring 15-week Semesters | |
|-----------------------------------|---------------------------------------|
| Class Meetings | Maximum absences before being dropped |
| One per week | 2 |
| Two per week | 4 |

It is the student's responsibility to withdraw from a course if circumstances occur that could prevent the student from successfully completing that course. Students should notify instructor of decision to withdraw and must not expect nor assume the instructor will complete the paperwork for the student. The instructor will complete required paperwork only if the instructor decides to drop a student for cause. Failure to notify instructor of withdrawal could result in the student failing the course.

Please note that changes in the Texas Education Code state that students enrolling for the first time in a Texas public institution of higher education in the fall of 2007 or after, will not be permitted to withdraw from more than a total of six courses (no minimum number of credit hours on each course) in which the student is officially enrolled during the student's period of undergraduate study at all such institutions (this includes any course a transfer student has dropped at another institution of higher education). See <http://www.brazosport.cc.tx.us/CurStu.html> for more information.

COURSE REQUIREMENTS AND GRADING POLICIES

LETTERS

| | |
|--------------------|-----|
| Individual letters | 25% |
| Group letters | 5% |

*Letters will be evaluated using the Specific Goals/Objectives for the class with further delineation and percentages found in **Addendum A**.

| | |
|------------|------------|
| TESTS | 50% |
| FINAL EXAM | <u>20%</u> |
| TOTAL | 100% |

All grades will be based on the following scale:

| | | |
|----------|---|---|
| 90 - 100 | = | A |
| 80 - 89 | = | B |
| 70 - 79 | = | C |
| 60 - 69 | = | D |
| Below 60 | = | F |

In addition, papers with significant grammatical errors will receive a maximum grade of 75. A major grammatical error is one that would make the paper inappropriate to be issued in the workplace.

LATE WORK:

ALL LATE WORK WILL BE DOWNGRADED 10 POINTS FOR EACH WEEK OR PARTIAL WEEK IT IS LATE.

NO WORK WILL BE ACCEPTED AFTER:

-- IT IS 2 WEEKS LATE

-- THE LAST DAY OF CLASS

TESTING

Tests will be based on lecture and lab. Each test will be based on a 100-point scale. Each activity on the exam will test one or more course goals.

A final exam will be given at the end of the semester.

MAKE-UP POLICY

There will be at least three tests and a final exam. If a student misses a test, he/she will have one week to take a make up test. There will be no make-up on the final exam.

STUDENT RESPONSIBILITIES

Students will be expected to actively participate in classroom discussions and activities. Some activities may be group assignments and students are encouraged to take advantage of the lab time to do these assignments.

All assignments are due on the date scheduled. A student's absence does not change when the assignment is due. Any assignment can be handed in early.

Students are also expected to take care of the equipment in the classrooms. **PLEASE DO NOT BRING FOOD, DRINKS, OR UNAUTHORIZED PERSONS INTO THE CLASSROOM.**

Students are expected to use the lab time to do the day's assignment. Also, some questions will be answered during this time. The Office Administration department computer labs are open for student use at any time during the regular day when not used for a class. Special arrangements may be made for classroom use by evening students. The schedule of classes using the lab is posted near the door, and students are encouraged to take advantage of this opportunity for extra lab time.

Learning Services is also available for completing lab work.

PROJECTS, ASSIGNMENTS, PORTFOLIOS, SERVICE LEARNING, INTERNSHIPS, etc.

Not applicable.

SCANS COMPETENCIES

The Secretary's Commission on Achieving Necessary Skills (SCANS) identified competencies in the areas of Resources, Interpersonal, Information, Systems, and Technology; and foundation skills in the areas of Basic Skills, Thinking Skills, and Personal Qualities. This course is part of a program in which each of these competencies and skills are integrated. For application of specific SCANS competencies and skills in this course. (Addendum B).

ACADEMIC HONESTY

Brazosport College assumes that students eligible to perform on the college level are familiar with the ordinary rules governing proper conduct including academic honesty. The principle of academic honesty is that all work presented by you is yours alone. Academic dishonesty, including, but not limited to, cheating, plagiarism, and collusion shall be treated appropriately. Please refer to the Brazosport College Student Guide for more information. This is available online at <http://www.brazosport.edu>. Click on the CATALOGS AND SCHEDULES link under STUDENTS.

Academic dishonesty violates both the policies of this course and the Student Code of Conduct. In this class, any occurrence of academic dishonesty will be referred to the Dean of Student Services for prompt adjudication, and may, at a minimum, result in the grade of a zero for the assignment in this course. Sanctions may be imposed beyond your grade in this course by the Dean of Student Services.

STUDENTS WITH DISABILITIES

Brazosport College is committed to providing equal education opportunities to every student. BC offers services for individuals with special needs and capabilities including counseling, tutoring, equipment, and software to assist students with special needs. Please contact Phil Robertson, Special Populations Counselor, 979-230-3236 for further information.

OTHER STUDENT SERVICES INFORMATION

Information about the Brazosport College Library is available at www.brazosport.edu/sites/CurrentStudents/Library/default.aspx or by calling (979) 230-3310.

Information about study skills and tutoring for math, reading, writing, biology, chemistry, and other subjects is available in the Learning Assistance Center (LAC) (see www.brazosport.edu/sites/CurrentStudents/LAC/default.aspx or call (979) 230-3253).

To contact the Computer Technology & Office Administration Department, call (979) 230-3229 or (979) 230-3394.

Student Services provides assistance in the following:

| | |
|-------------------------|----------------|
| Counseling and Advising | (979) 230-3040 |
| Financial Aid | (979) 230-3294 |
| Student Activities | (979) 230-3355 |

To reach the Information Technology Department for computer, E-mail, or other technical assistance, call the Helpdesk at (979) 230-3266.



Get the information you need – when you need it. Click <http://geni.us/BRAZO> to install **BC Connect** on your mobile device to receive reminders, explore careers, map your educational plan, be in the know about events, find out about scholarships, achieve your goals and much more.

Addendum A

Business Communication

Detailed Grading Sheet for Letters

| | | |
|---|--|-----|
| <i>Grammar</i> | Spelling, punctuation, grammatically correct sentence structure. | 25% |
| <i>Explanation and Word choice</i> | Appropriate for the audience and the task. Clear, positive, usually active. “You-” viewpoint. Eliminate excess words and phrases; awkward wording; and trite phrases. | 25% |
| <i>Logical flow</i> | Logical flow from sentence to sentence and paragraph to paragraph. All important points are made correctly, completely, and clearly. Convince the reader that you are acting rationally. Proper beginning and ending. | 20% |
| <i>Correct pattern</i> | The type of letter (good news, bad news, sales, routine responses, etc.) is identified and the appropriate pattern is used. Correctly place the topic sentence in the paragraph. Correctly place the main point in the letter. Proper use of direct and indirect language. | 20% |
| <i>Creativity</i> | Within the parameters of the problem statement, use creativity to make the needed points. Add thoughts that will contribute to the solving of the problem. Create a win-win situation. Do not copy from the text. | 10% |

ADDENDUM B

| SCANS COMPETENCIES | | |
|-----------------------------------|---|--|
| POFT 2312 Business Communications | | |
| Competency Reference | Application | |
| 1. Resource | Allocating time for homework/activities. Following a schedule. | |
| Time Management, | | |
| Facilities/Materials, | | |
| Human Resources | | |
| 2. Interpersonal | Participating in group activities. Communicating ideas to convince and persuade. | |
| Leadership, | | |
| Part. as Team Member, | | |
| Works with Diversity | | |
| 3. Information | The student will evaluate, interpret, select, and organize information that is given. Students will use computers to compose documents. | |
| Acquiring, | | |
| Organizing, | | |
| Interpreting | | |
| 4. Systems, Understanding | Students will be able to discuss trends in different types of communication systems. | |
| Organizational Systems, | | |
| Technological Systems, | | |
| Social Systems | | |
| 5. Technology | Students will be able to identify when to use technology for sending messages. | |
| Selecting, | | |
| Applying, | | |
| Maintaining | | |
| 6. Basic Skills | Identify relevant details and facts. Determine the main idea. Compose and create letters and memos. Participate in class discussions. | |
| Reading, Writing, | | |
| Mathematics, | | |
| Speaking, Listening | | |
| 7. Thinking Skills | Recognize problems; devise and implement a plan of action. | |
| Decision Making, | | |
| Problem Solving, | | |
| Learning Techniques | | |
| 8. Personal Qualities | Demonstrate adaptability in group activities. | |
| Responsibility, | | |
| Sociability, | | |
| Integrity/Honesty | | |

Weekly Schedule

POFT 2312-Business Correspondence & Communications

This schedule is only an estimate. It should be used to determine the types of activities we'll be doing.
It also shows the order of activities, but not the exact date.

*****Class Assignments completed at end of class and presented to instructor prior to leaving room.*****

| | | |
|---------|--|----------------|
| Week 1 | Orientation to Author's Web Site, D2L, & Grammar/Mechanics Challenges Read Chapter 1 | |
| | Chapter 1 – Communicating in the Digital Age Workplace Read Chapter 2 | Assignment #1 |
| Week 2 | Chapter 2 -- Planning Business Messages Read Chapter 3 | Assignment #2 |
| | Chapter 3 – Organizing and Drafting Business Messages Read Chapter 4 | Assignment #3 |
| Week 3 | Chapter 4 -- Revising Business Messages | Assignment #4 |
| | Study/Review for Test - Chapters 1-4 | |
| Week 4 | TEST: Chapters 1-4 Read Chapter 5 | |
| | Chapter 5 – Short Workplace Messages & Digital Media Read Chapter 6 | Assignment #5 |
| Week 5 | Chapter 6 – Positive Messages Read Chapter 7 | Assignment #6 |
| | Chapter 7 – Negative Messages Read Chapter 8 | Assignment #7 |
| Week 6 | Chapter 8 – Persuasive Messages | Assignment #8 |
| | Chapter 8 – Persuasive Messages (cont'd) | |
| Week 7 | Study/Review for Test - Chapters 5-8 | |
| | TEST - Chapter 5-8 Read Chapters 9 | |
| Week 8 | Chapter 9 - Informal Reports Read Chapter 10 | Assignment #9 |
| | Chapter 10 - Proposals and Formal Reports | Assignment #10 |
| Week 9 | Chapter 11 -- Professionalism at Work (Business Etiquette, Ethics, Teamwork, and Meetings) | Assignment #11 |
| | Chapter 11 -- Professionalism at Work (Business Etiquette, Ethics, Teamwork, and Meetings) (cont'd) Read Chapter 12 | |
| Week 10 | Chapter 12 – Business Presentations | Assignment #12 |

| | | |
|------------|---|--|
| | Chapter 12 – Business Presentations (cont'd) Read Chapter 13 | |
| Week 11 | Chapter 13 -- The Job Search and Resumes in the Digital Age | Assignment #13 |
| | Chapter 13 – The Job Search and Resumes in the Digital Age (cont'd) Read Chapter 14 | |
| Week 12 | Chapter 14 -- Interviewing & Following Up | Assignment #14 |
| | Chapter 14 -- Interviewing & Following Up (cont'd) | |
| Week 13 | Study/Review for Test - Chapters 9-14 | |
| | TEST: Chapters 9-14 | |
| Week 14 | Complete all missing work | |
| | Study/Review for Final Exam | Last day to turn in all missing work! |
| Week 15 | Final Exam | |