

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
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POFT 2312: BUSINESS CORRESPONDENCE AND COMMUNICATION
COURSE EVALUATION

STUDENT EVALUATION

- A. Individual letters will account for no more than 50% of the total grade.
- B. Three lecture/lab tests will account for no more than 25% 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 students' 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.

BRAZOSPORT COLLEGE
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POFT 2312: BUSINESS CORRESPONDENCE AND COMMUNICATION

Instructor: Lonnie Mathews
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Office: D-204A
E-mail: Lonnie.mathews@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

Guffey: *Essentials of Business Communication*, 8th ed.; Cengage.

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	50%
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	25%
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.

The LAC (Learning Assistance Center) 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 link found on the right side of the homepage).

STUDENTS WITH DISABILITIES

Brazosport College is committed to providing equal education opportunities to every student. Brazosport College offers services for individuals with special needs and capabilities including counseling, tutoring, equipment, and software. Please contact the Special Populations Counselor at (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.

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		

Class Schedule
POFT 2312-Business Correspondence & Communications
HYBRID (Face2Face/Online) (Mathews)

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.

WEEK	***Class Assignments completed at end of class and presented to instructor prior to leaving room.***		
1	Face2Face	Review Syllabus and class schedule. Discussion about classroom assignments.	Homework Assignment: Read Module 1, p. 2-14 & Module 2, p. 19 -33.
	Online	Review/Study/Read Module 1 & Module 2 Review the PowerPoint Slides for Module 1 and 2	Homework Assignments: Complete Questions for Comprehension for Modules 1 & 2, pgs. 14 & 34 (type answers). Read Module 3, p. 39-58.
2	Face2Face	Class Assignment: Group Assignment 1: #3.17(b) p. 60-61 (write & type document as group). Must be turned in at end of class today.	Homework Assignment: Read Module 4, p. 62-73.
	Online	Review/Study/Read Module 3 and Module 4. Review the PowerPoint Slides for Modules 3 & 4.	Homework Assignment: Read Module 5, p. 77-85 & Module 6, p. 96-104.
3	Face2Face	Review/Study/Read Module 5 & 6. Review the PowerPoint Slides for Modules 5 & 6.	Homework Assignment: #6.10, p. 105 - Improving You-Attitude sentences (type corrected sentences). Read Module 7, p. 107-115.
	Online	Review/Study/Read Module 7 & 8. Review the PowerPoint Slides for 7 & 8.	Homework Assignment: Complete Questions for Comprehension p. 115 (type answers). Read Module 8, p. 119-127.
4	Face2Face	TEST 1: MODULES 1-8.	Homework Assignment: Read Module 9 p. 131-147.
	Online	Review/Study/Read Module 9 & 10	Homework Assignment: Read Module 10 p. 149-164.
5	Face2Face	Classwork Group Assignment 2: Write & type Informative/Positive Letter #10.15 p. 166. Must be turned in at end of class today.	Homework Assignment: Write & type Informative/Positive Memo #10.14 p. 166. Read Module 11, p. 172-189.
	Online	Review/Study/Read Module 11 & 12	Homework Assignments: Write & type Negative Letter #11.16 p. 192. Read Module 12, p. 196-219.
6	Face2Face	Write & type Persuasive Letter #12.10 p. 220.	Read Module 13, p. 228-240.
	Online	Review/Study/Read Module 13 & 14	Read Module 14 p. 250-266.

7	Face2Face	Write & type Informative/Positive E-Mail #13.10 p. 241.	Homework Assignment: Read Module 15 p. 271-282.
	Online	Review/Study/Read Module 15 & 16	Homework Assignment: Read Module 16 p. 286-303.
8	Face2Face	TEST 2: MODULES 9-16.	Read Module 17 p. 306-312.
	Online	Review/Study/Read Module 17 & 18	Read Module 18 p. 316-328.
9	Face2Face	Write & type Persuasive Letter #12.21(a) p. 224.	Homework Assignment: Read Module 27 p. 467-488.
	Online	Review/Study/Read Module 27 and 28	Read Module 28 p. 492-507.
10	Face2Face	Group Assignment 3: Write and type Negative Letter #11.11 p. 190. Must be turned in at end of class today.	Assignment: Create a Job Application (Cover) Letter
	Online	Work on your Resumes and Job Application Letter	Homework Read Module 26 p. 456-464.
11	Face2Face	Read/Study/Review Module 26 & 29.	Read Module 29, p. 509-525.
	Online	Read/Study/Review Module 30, p. 528-535.	Read Module 30, p. 528-535.
12	Face2Face	Create Follow-Up Letter & Write and type 4 questions you could ask in an interview	Homework: Study for Test 3
	Online	Study for Test 3 - Modules 17, 18, 26, 27, 28, 29, and 30	
13	Face2Face	TEST 3: MODULES 17-18 and 26-30. Turn in Resume, Application letter, & Follow-up letter	
	Online	Finish any items you have not turned in	
14	Face2Face	Return Test 3, Last day to turn in any work, Review for Final	
	Online	Study for Final Exam	
15	Face2Face	Final Exam	