

NORTH PARK UNIVERSITY
School of Business and Nonprofit Management

Business Communication (BSE 2540)
Spring 2013 (Quad A)

Instructor

Prof. Robert O. Hirsch, Ph.D.
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Office Hours

SBNM Building (5043 N. Spaulding, Chicago, IL)
Tuesday & Thursday: 11:00 a.m. to 1:00 p.m.
Wednesday: 9:00 p.m. to 10:30 a.m.
By appointment

Online

Monday: 9:00 – 10:30 a.m. (Not in the office; responding to emails, grading papers, discussion board, etc.). I check Moodle and emails daily and respond within 24 hours (except on weekends)

Text and Required Readings

1. Cheesebro, T., O'Connor, L., and Rios, F. (2010). *Communication in the workplace*. Upper Saddle River, NJ: Prentice Hall. ISBN: 978-0-13-613691-0
2. Other readings assigned in class

Course Description (from NPU catalogue)

This course emphasizes the importance of communicating in the workplace. Emphasis will be placed on multiple modes of communication; written, oral, nonverbal, and other visual modes. The processes of imparting and receiving information will be explored. Business writing, personal interviewing, resume writing, the use of visual aids, and professional presentation methods are practiced. Ethical behavior in business communication is examined.

Individual Development and Education Assessment

The University is moving to a standard student assessment instrument based on the IDEA Center's recommended approach. This approach requests that the instructor identify three key overriding objectives of the class. "Rather than emphasizing teaching style or personality, the IDEA system focuses on student learning and the methods used to facilitate it," noted the IDEA Center (2009) when discussing its rating system.

The three IDEA goals for this class are:

1. Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course. *This course will help you develop the ability to find job*

opportunities for which you qualify, write an effective cover letter and resume, interview, and present effective oral presentations.

2. Work with others as a member of a team. *This course will help you learn what is needed to work effectively in teams and provide opportunities for you, as a member of a mock company, to demonstrate effective team participation.*
3. Express yourself orally or in writing. *This course will help you learn about effective written and oral communication, develop techniques to be more successful, and provide opportunities to improve your current skills.*

The overriding goals for this class are to help you develop the ability to find job opportunities for which you qualify, write an effective cover (application) letter and resume, complete job interview successfully, and make effective oral presentations.

Specific Course Objectives

1. To understand how businesses communicate and the importance of it in the workplace.
2. To successfully discriminate between ethical and unethical practices in business communication.
3. To discover communication strategies you can apply for personal and professional success in business.
4. To enhance your business communication skills (e.g., verbal, nonverbal, and writing).
5. To develop effective job search, cover letter, resume, and interviewing skills what will help you secure employment.

Class Format

The class is interactive in that students will take a leadership role with their learning and the instructor will assist with that effort. You will complete a number of assignments and participate in a variety of activities that focus on specific concepts we study in class.

Final Grade

Your final grade will be based on a total of 315 points and the following scale will be used to determine your final letter grade.

Points	Minimum Percentage	Grade		Minimum Percentage	Points	Grade
296 - 315	94	A		73	230 - 242	C
284 - 295	90	A-		70	221 - 229	C-
274 - 283	87	B+		67	211 - 220	D+
261 - 273	83	B		63	198 - 210	D
252 - 260	80	B-		60	189 - 197	D-
243 - 251	77	C+		59	188 or less	F

Evaluation

1. **Quizzes & Final Exam.** There is considerable content that must be read for the class. To encourage a timely reading of the information, quizzes will be given covering the text content at the end of class. Each quiz is worth 15 points for a total **of 60 points**. A comprehensive final examination on the course content will be given on the last day of class, March 7th. It will be

worth **100 points**. If you have earned at least 249 points (94% of the total possible 265 points) **by March 8**, you **will not have to take the final exam**. You will be awarded the grade of A. If you have earned 239 points (90% of the of the total possible 265 points) you have the option of not taking the final exam and receiving an A- or taking the exam in hopes you earn sufficient points to receive an A in the class. If you have not earned at least 239 points, you must take the final exam.

2. **Assignments**. During the course there will be specific assignments for each of the major content areas of study. These assignments are:

<u>Assignments</u>	<u>Points</u>	<u>Due Date*</u>
Written & Oral Communication		
Intercultural Interview	25	1-29-13
Informative Oral Presentation on a Business Topic	25	2-12 or 2-14-13
Evaluation of Oral Presentations	10	2-12 & 2-14-12
Job Search		
Final Copy of Description of Job Position	10	2-22-13
Final Application Letter	25	2-22-12
Final Resume	25	2-22-12
Job Interview	25	2-27 to 3-5-12
Thank You Letter (Personalized Note)	10	3-5-13

Total Points for Assignments

155

*Requirements for each assignment and its grading rubric will be discussed in class and posted on Moodle.

3. **Attendance & In-Class Activities**. You are encouraged to attend class. If you are financial aid, it is important that you attend at non-attendance may cause cancellation of your aid package.

Written Assignments

Email all written assignments to Dr. Hirsch (rhirsch1@northpark.edu). **Note, you must add the "1" after my name or I will not receive your assignment.** You will find the assignment in the week when the assignment is made. As the papers are evaluated, the points will be recorded on the "Grade book" section in Moodle. Periodically, review your Grade book to ensure accurately.

Late Assignments

In the world of business you will be expected to complete work assignments on time. Those individuals who fail to complete assignments in a timely manner are not promoted, earn less, and in some cases find their employment terminated. Thus, it is important that you turn in all class assignments in class when they are due. All assignments are due by the beginning of class. On the other hand, we all recognize that circumstances may arise where you might be unable to turn an assignment in on time. In those rare cases, the grade will drop 10 percent for each day the assignment is late. Assignments will not be accepted after late for more than seven days. In-class activities and quizzes may not be made up.

Meeting Schedule

<u>Session</u>	<u>Date</u>	<u>Focus/Topic/Activity</u>	<u>Readings & Assignments</u>
1	Jan 15	<p><u>Focus: Introduction to Class & Communication Process</u></p> <ul style="list-style-type: none"> • Introduction to Class • What is Business Communication • Importance of Communication in Business • Communication Process • Communication Barriers • Importance of Perception 	<p><u>Readings:</u> Syllabus Chapter 1 & 2</p> <p><u>Assignment:</u> Complete Communication Self-Assessment 1.5 and respond to three questions on pp. 24-25. Post response on Moodle. Due by midnight on January 22.</p>
2	Jan 17	<p><u>Focus: Cultural Diversity</u></p> <ul style="list-style-type: none"> • Role of Culture & Diversity in Business Communication • Inter/Cross-Cultural Barriers • Inter/Cross-Cultural Tools • Explain Intercultural Assignment • Forming Groups 	<p><u>Readings:</u> Chapter 3</p> <p><u>Assignment:</u> Complete the Intercultural Interview Assignment 3.4 on pp. 74-75. Post response on Moodle. Due by midnight on Jan. 29th.</p>
3	Jan 22	<p><u>Focus: Language & Nonverbal Cues</u></p> <ul style="list-style-type: none"> • Principles of Verbal Communication • Guidelines for Effective Verbal Communication • Principles of Nonverbal Communication • Guidelines for Effective Nonverbal Communication 	<p><u>Readings:</u> Chapter 4</p> <p><u>Quiz 1:</u> Chapters 1-4</p> <p><u>Assignment Due:</u> Communication Self-Assessment by start of Session 3</p>
4	Jan 24	<p><u>Focus: Listening & Responding</u></p> <ul style="list-style-type: none"> • Listening Process • Listening Principles • Listening Skill Development 	<p><u>Readings:</u> Chapter 5</p>
5	Jan 29	<p><u>Focus: Interpersonal Relationship & Conflict Resolution</u></p> <ul style="list-style-type: none"> • Importance of Interpersonal Relationships • Supportive vs. Defensive Relationships • Assertive Styles • Conflict Types • Management Styles • Conflict Strategy Guidelines • Responding to Criticism 	<p><u>Readings:</u> Chapters 6 & 7</p> <p><u>Assignment Due:</u> Intercultural Interview by midnight.</p>
6	Jan 31	<p><u>Focus: Teamwork</u></p> <ul style="list-style-type: none"> • Importance & Benefit of Teams • Effective Teams 	<p><u>Readings:</u> Chapter 8</p> <p><u>Quiz 2:</u> Chapters 5-8</p>

<u>Session</u>	<u>Date</u>	<u>Focus/Topic/Activity</u>	<u>Readings & Assignments</u>
7	Feb 5	<p><u>Focus: Informative Oral Presentations</u></p> <ul style="list-style-type: none"> • Topic Selection • Types of Informative Presentations • Audience Analysis • Organization of Presentations • Verbal Supports 	<p><u>Readings:</u> Chapter 9, 10, & 11</p> <p><u>Assignment:</u> Select a topic for an Informative Presentation on some aspect related to for-profit or nonprofit organizations. Due by the beginning of class for Session 8.</p>
8	Feb 7	<p><u>Focus: Informative & Persuasive Oral Presentations</u></p> <ul style="list-style-type: none"> • Gathering Information • Delivery • Speaker Anxiety • Nonverbal Elements • Types of Persuasive Presentations • Elements of Persuasion • Monroe's Motivated Sequence 	<p><u>Readings:</u> Chapter 12, 13, & 14</p> <p><u>Quiz 3:</u> Chapters 9-14</p> <p><u>Assignment:</u> Prepare a 5-minute Informative Presentation for delivery in class on Feb. 12 or 14.</p> <p><u>Assignment Due:</u> Informative Presentation topic by beginning of class.</p>
	Feb 12	<p><u>Focus: Oral Presentations</u></p>	<p><u>Assignment Due:</u> Informative Presentations.</p> <p>Evaluation of Classmates' Presentations.</p>
10	Feb 14	<p><u>Focus: Oral Presentations</u></p>	<p><u>Assignment Due:</u> Informative Presentations.</p> <p>Evaluation of Classmates' Presentations.</p> <p><u>Assignment:</u> Find a job and job description; prepare a resume; and bring them to class. Due at beginning of Session 11.</p>
11	Feb 19	<p><u>Focus: The Job Search: Researching Jobs & Résumés</u></p> <ul style="list-style-type: none"> • Researching jobs • Job descriptions • North Park University résumé format <p><u>Activity:</u> Work with résumés</p>	<p><u>Readings:</u> Articles & Handouts on Moodle</p> <p><u>Assignment:</u> Prepare to be interviewed for a job. Interviews take place Feb. 27-Mar. 5.</p> <p><u>Assignment:</u> Write a letter applying for the job. Due at the</p>

<u>Session</u>	<u>Date</u>	<u>Focus/Topic/Activity</u>	<u>Readings & Assignments</u>
			beginning of Session 12.
12	Feb 21	<u>Focus: The Job Search: Cover Letter</u> <ul style="list-style-type: none"> • Cover letters • Interviewing 	<u>Readings:</u> Articles on Moodle <u>Assignment Due:</u> Write a cover letter applying for the job/internship using the North Park format. Email to Dr. Hirsch And bring a copy to class. <u>Assignment:</u> Final Copy of Job Description, Resume, and Application Letter. Email to Dr. Bob by midnight on Jan. 22.
13	Feb 26	<u>Focus: The Job Search : Interviewing Skills</u> <ul style="list-style-type: none"> • Job Interviews 	<u>Readings:</u> Chapter 15 <u>Quiz 4:</u> Chapter 15, articles, and handouts
14	Feb 28	<u>Focus: The Job Search : Interviewing Skills</u> <ul style="list-style-type: none"> • Job Interviews • Follow-up letters 	<u>Assignment:</u> Prepare a thank you note for the person interviewing you. Give to Dr. Bob by beginning of class, Mar 5.
15	Mar 5	<u>Focus: Wrap-Up and Review</u>	
16	Mar 7	<u>Final Examination</u>	

Laptop Computer and Other Electronic Devices Use in Class

You may use laptop computer in class to take notes and support presentations. They may not be used for personal use to search the Internet (for activities unrelated to class), send and receive email messages, play games, etc., as these activities may be disturbing to the students near you and disrupt their learning. Cell phones must be shut off or placed on silent/vibrate mode and may not be used during the class to send text messages.

Entering & Leaving Class While Class is Underway

Unless it is an emergency, you shall not leave class once it has started. If you need to use the facilities, use them before class starts. Do not enter or leave the class when a student/group is making an oral presentation. Wait until the presentation is completed before entering or leaving the classroom.

Academic Honesty & Integrity

In keeping with our Christian heritage and commitment, North Park University and the School of Business & Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

1. Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using material from the Internet.
2. Copying another’s answers on an examination.
3. Deliberately allowing another student to copy one’s answers or work.
4. Signing an attendance roster for another student who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating, as well.

For further information on this subject, you may refer to the Academic Dishonesty section of the University’s online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the SBNM program office (773-244-6270). Please do so as soon as possible to ensure that such accommodations are implemented in a timely manner. For further information, please review the following website: <http://www.northpark.edu/ada>.

Use of APA Publication Manual

The School of Business and Nonprofit Management (SBNM) has adopted the *Publication Manual of the American Psychological Association* (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the *APA Manual* is to enhance student learning by:

- 1) Improving student is writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the *APA Publication Manual*, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. ***It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.*** Information on APA style is posted on Blackboard.

References

IDES Center (2009, September 15). Student rating of instruction [A focus on learning]. Retrieved from <http://www.theideacenter.org/node/5>