

**OBT 265T Business Communication
CRN 55580 section 501
Monday and Wednesday
10:30 a.m. to 11:45 a.m.**

Instructor: Cindy Chavez

Office: Business Technology Room B-126

Office hours: Mon and Wed 1:30-4pm

Phone/voicemail: 925-8706

E-Mail address: c2chavez@unm.edu

COURSE DESCRIPTION:

Students will learn the basic Business Communication principle strategies for effective written and oral communication in diverse office environments. Students will also develop the ability to analyze communication problems, organize ideas logically, and express ideas correctly and persuasively when composing business letters, memorandums, reports and oral presentations. Correct and forceful English will be emphasized. Pre-requisites: OBT 110T & CS150 or equivalent.

Class format: This is a face to face class and we meet twice a week on Monday and Wednesday. BlackBoard will be used for submitting assignments, discussions and emailing students. Assignments or discussions. I will not accept assignments that are emailed to me.

Students are expected to read the assigned chapters before beginning their assignments and taking quizzes.

Writing Assignments:

Letters, memos, reports, etc., must be prepared on a computer and be in MAILABLE form. "Mailable" form means correct grammar and punctuation, proper format and error free. Assignments will be evaluated on content, proper format, grammar/mechanics and returned to the student. Assignments are due on the due date and should be submitted through the assignment tab in Blackboard Learn. If not submitted on the due date it will be considered LATE.

Quizzes and exams will be given to test students' knowledge and application of skills.

These quizzes will be based on the readings and a good way to study for the midterm and final exam as well as helping you with your written assignments. Quizzes will be available through Blackboard Learn and will be taken online. Midterm and Final will also be taken on line through the Assessment tab.

Required Materials:

Text: *Essentials of Business Communication*, by Mary Ellen Guffey 9th Edition. Publisher: Thomson/South-Western, 2010 & 2013[©] ISBN: 978-1-111-82122-7

Library Usage:

There will be many occasions to use the Library—consulting reference material; researching assigned topics; and reading periodicals for enjoyment and information.

Computer Lab Usage:

Students are encouraged to use the computer labs to word process their writing assignments. Students should also take advantage of using the Internet for researching assigned topics.

Attendance Policy:

Attendance is taken each class meeting. Missing more than 4 absence throughout the semester can affect a student's grade.

Grading Policy:

The final grade is based on the following criteria:

Letters and Resume 15-30
Quizzes 25
Portfolio 50
Business Report 20
Presentation 10
Mid Term 100
Final Assessment 100

The following percentages will be used to assign final grades:

100- 93 = A 92 - 90 = A- 89 - 87 = B+ 86 - 83 = B
82 - 80 = B- 79 - 77 = C+ 76 - 73 = C 72 - 70 = C-
69 - 67 = D+ 66 - 63 = D 62 - 60 = D- Below = F

Course Outcomes:

- Given a writing assignment the student should be able to analyze the audience and write to meet their informational needs.
- Given a job advertisement from a local newspaper the student should be able to create a resume.
- Given a job advertisement from a local newspaper compose a letter of application.
- Student should be able to create a persuasion letter based on the information outlined in the textbook.
- Student should be able to write a recommendation letter.
- Student should be able to create a business report based on information outlined in the text book.
- Students should be able to write a bad news-letter using information outlined in the textbook.

Dropping/withdrawing from a course without a grade

Check the schedule for the last date to drop a Course without a grade.

If you drop a course after the deadline, a grade of W is issued.

Withdrawal from Class

Please refer to the Class Schedule for deadlines for dropping a class. However, if you encounter problems towards the end of the semester after the deadline, please talk to me about dropping the class. I would rather drop you than award you an "F" – a grade of "F" takes a long time for your GPA to recover.

Academic Dishonesty and Plagiarism Policy: Academic dishonesty includes cheating, fabricating or falsifying information or sources, improper collaboration, submitting the same paper for different classes without permission, and plagiarism. Plagiarism occurs when writers deliberately or unintentionally use another person's language, ideas, or materials and present them as their own without properly acknowledging and citing the source. In this class, plagiarism refers to you using all or part of another student's classwork, homework, or final project as your own.

Netiquette (in e-mails):

- Please include an informative subject line. This is very helpful when viewing many emails. A subject of "Question" isn't helpful, but a subject of "Have question about today's homework" is much better.
- Do not use text-style typing. If u want 2 b treated like a pro, write line 1.
- Do not send all cap messages .ALL CAPITAL LETTERS APPEARS TO BE SCREAMING AT THE PERSON YOU ARE WRITING TO! This can be taken as an offensive message, when it in fact is not meant to be negative.

Computer Policies: Good computer skills and practices are very important. Please be sure to save a copy of your files on another device/location (e.g. back up your data on a USB drive or “jump drive”) beyond your personal computer. When using the computers on campus, you must adhere to all policies set forth by the University of New Mexico at Valencia Campus and in fact as part of this course, you have signed an agreement that states you will follow the policies.

Computer crashes are not excuse to not complete assignments. As a student enrolled in a computer class you must have a backup plan in the event your computer crashes or the Internet goes down. Planning ahead will keep you from failing.

Students with Disabilities: UNM Valencia's Equal Access Services provide academic support to students with disabilities. If you need alternative formats for completing coursework, you should contact this service immediately to ensure your success; the staff can help meet your needs in a timely manner. Once you have been tested and have had an appointment with Equal Access, you are responsible for getting all documented forms to your instructors as soon as possible. Please call (505) 925-8560 for more information, or visit: <http://www.unm.edu/~vcadvise/equalaccess.htm>

Instructors cannot accommodate any special needs without the proper authorization from UNM Valencia Campus Accessibility Services telling them how to proceed and what to do to help you best. Once we receive your paperwork, we will help you in all ways specified. Pursuant to the American with Disabilities Act (ADA), instructors accommodate documented special needs, and we encourage students to discuss their concerns with their instructors.

Incomplete Grade Policy

If you have completed 85% of the semester (attendance and homework) and are experiencing obstacles to completing the semester, make an appointment to talk with me about receiving an incomplete. If we agree on an incomplete, you must have the remaining assignments as agreed upon completed by the end of the next semester. PLEASENOTE – it is your responsibility to complete the assignments in a timely manner. If not completed, your INC automatically turns into an F.

Spring 2016

Week	Readings	Assignments
1	Chapter 1 Communication Skills as Career Filters pg., 2	Complete discussions Quiz 1
2	Chapter 2 Planning Business Messages pg. 36	Complete quiz 2 Complete chapter review questions pg. 50-51
3	Chapter 3 composing Business messages pg., 58	Complete quiz 3 Complete discussion questions
4	Chapter 4 Revising Business messages pg. 82	Complete quiz 4 Complete discussion questions pg. 97
5	Chapter 5 Electronic Messages and Digital Media	Complete quiz 5 Assignment TBA
6	Chapter 6 Positive Messages pg., 142	Complete quiz 6
7	Chapter 7 Negative Messages pg., 178	Complete quiz 7 Assignment TBA
8	Chapter 8 Persuasive Messages pg., 212	Complete quiz 8 Assignment TBA
9	Informal Reports pg., 246	Complete quiz 9 Assignment TBA
10	Chapter 10 Proposals pg., 278	Complete quiz 10 Assignment TBA
11	Chapter 11 Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings pg., 330	Complete quiz 11 Assignment TBA
12	Chapter 12 Business Presentations pg., 329	Complete quiz 12 Assignment TBA
13	Chapter 13 The Job Search, Resumes, and Cover letters pg., 404	Complete quiz 13 Cover letter and resume
14	Chapter 13 The Job Search, Resumes, and Cover letters pg., 404	Complete quiz 14 Cover letter and resume
15	Chapter 14 Interviewing and Following Up pg., 450	Assignment TBA
16	Chapter 14 Interviewing and Following Up pg., 450	Assignment TBA
17	Final Week no classes	