

# RUTGERS - CAMDEN

Spring 2018  
1/17-4/30

**Course:** 52:135:250:01 *Business Communications* (Index #06160)  
Mon and Wed 8:00-9:20 to BSB 335 (Business and Science Building)

**Text:** Guffey, M. E., *Business Communication: Process & Product*, 9th. Edition  
Bundle (ISBN: 978-1-337-09568-6)

**Professor:** Patricia Kline Office hours by appointment : Office #856.225.6800  
E-mail: pkline@camden.rutgers.edu

## **Course Objectives:**

- To introduce the student to the art of communicating successfully in a team environment
- To provide the student with "hands-on" experience composing clear, concise, and meaningful business memoranda, letters, written reports, oral presentations, and other forms of business-related written/oral communications
- To provide you with opportunities for learning and practicing speaking and delivering presentations- with coaching and feedback - in a public setting, as well as listening skills

## **Teaching "Style":**

Instructor-facilitated class discussion wherein instructor borrows from personal work experience to lend credence and "give life" to selected textbook exercises and examples of business communications. Students are expected to contribute to these discussions by sharing information gained from assigned readings/exercises. Where appropriate, students are requested to bring copies of business-related communications to class (with prior approval as necessary) for purposes of class discussion.

Keep in mind that this class is not a passive learning experience. You will be actively involved in class-size discussions, work group activities, a team-generated research project, and an oral presentation to the class. Accordingly, you must prepare yourself for each session by reviewing/doing all assigned work *before* coming to class. Moreover, *your attendance at each session is critical* because you are an integral and vital part of your team. Accordingly, attendance will be taken and factored into your final grade computation.

## **On-Going Homework Assignment:**

1. **MindTap** assignments are to be completed and submitted on-line on or before the date(s) they are due. **No** late submissions will be accepted.  
(follow registration instructions page 2).

**Evaluative Technique:** Quiz #1: 10%; Quiz #2: 10%; Presentation: 20%; Participation: 20%; MindTap: 20%; other assignments 20%

**Grading Methodology:** [100-90 = A; 89-85 = B+; 84-80 = B; 79-75 = C+; 74-70=C; 69-65=D; Less than 65=F]

# How to access your MindTap course

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## Business Communication Spring 2018 8:00

**Instructor :** Patricia Kline

**Start Date :** 01/17/2018

### What is MindTap?

MindTap empowers you to produce your best work – consistently.

MindTap is designed to help you master the material. Interactive videos, animations, and activities create a learning path designed by your instructor to guide you through the course and focus on what's important. Get started today!

### Registration

1. Connect to <https://studentdashboard.cengagebrain.com/#/course-confirmation/MTPPSB1PH2XK/initial-course-confirmation>
2. Follow the prompts to register your MindTap course

### Payment

After registering for your course, you will need to pay for access using one of the options below:

**Online:** You can pay online using a credit or debit card, or PayPal.

### Microsite:

<http://www.cengagebrain.com/course/2357699>

**Bookstore:** You may be able to purchase access to MindTap at your bookstore. Check with the bookstore to find out what they offer for your course.

**Free Trial:** If you are unable to pay at the start of the semester you may choose to access MindTap until 11:59 PM on 01/31/2018 during your free trial. After the free trial ends you will be required to pay for access.

Please note: At the end of the free trial period, your course access will be suspended until your payment has been made. All your scores and course activity will be saved and will be available to you after you pay for access.

Already registered an access code? Bought MindTap at your bookstore or online? Now use the course link from your instructor to register for the class:

<https://studentdashboard.cengagebrain.com/#/course-confirmation/MTPPSB1PH2XK/initial-course-confirmation>

### System Check

To check whether your computer meets the requirements for using MindTap, go to

<http://ng.cengage.com/static/browsercheck/index.html>

Please Note: the System Check is also accessible in the drop down box next to your name located in the upper right corner of your MindTap page.

Please check MindTap daily for announcements and changes

DATE	CHAPTER	TOPIC	PROPOSED ACTIVITIES	
			Critical Thinking Review in class	MindTap Assignments Due
1/17		Introduction to the course		Intro to MindTap Grammar Tutorial and Writing Tutorial 1/29 BY 11:00 PM
1/22	1	Business Communication in the Digital Age	#2&4	
1/24	2	Developing Team, Listening & Etiquette Skills	#4	Chapters 1,2 1/29 by 11:00PM
1/29	3	Intercultural Communications	#2	
1/31	4	Planning Business Messages	#2	Chapters 3,4 2/05 By 11:00PM
2/5	5	Organizing and Drafting Business Messages	#4&5	
2/7	6	Revising Business Messages	#4	Chapters 5,6 2/12 by 11:00PM
2/12	7	Short Workplace Messages and Digital Media	#3	
2/14	8	Positive Messages	#1&4	Chapters 7,8 2/21 by 11:00PM
2/19		<b>Quiz #1 Chapters 1-6</b>		
2/21	9	Negative Messages	#3	Chapters 9, 2/26 by 11:00PM

2/26	TBD			
2/28	10	Persuasive and Sales Messages		
3/5	TBD			
3/7	13	Proposals, Business Plans and Formal Business Reports	#3	Chapter, 10 3/5 by 11:00PM
3/19	TBD			Chapter 13 3/19 by 11:00PM
3/21	11	Reporting in the Digital-Age Workplace	#1&3	Chapter 11 3/26 by 11:00PM
3/26	12	Informal Business Reports	#3	
3/28	14	Business Presentations	#4	Chapters 12, 14 4/2 by 11:00PM
4/2	TBD			
4/4		<b>Quiz #2 Chapters 7 - 14</b>		
4/9 & 4/11	15 16	The Job Search and Résumés in the Digital Age  Interviewing and follow up	(15) #1 (16) #3&4	Chapters 15,16 4/16 by 11:00PM
4/16	TBD			
4/18-30	See oral and written presentation rubric	Presentations Papers		

## ADMINISTRATION

### SYLLABUS UPDATES AND OTHER COURSE COMMUNICATION

All changes and announcements will be made in class at least once. If you anticipate being absent from class, find a classmate who can pick up handouts etc. for you, as you are responsible for keeping up with this course. ***All handouts are available in the SAKAI site for this course. There are no excuses for not having class material.***

### ACADEMIC INTEGRITY

Policy found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Principles of academic integrity require that every Rutgers University student:

- properly acknowledge and cite all use of the ideas, results, or words of others
- properly acknowledge all contributors to a given piece of work
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to insure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

**If there are questions on how to comply, please contact me immediately.**

## STUDENT CODE OF CONDUCT

Policy found at <http://studentconduct.rutgers.edu/university-code-of-student-conduct>

Violations of the Student Code of Conduct are considered serious infractions of student behavior and subject to penalties relative to the level of the matter. Students may not disturb normal classroom procedures by distracting or disruptive behavior. Examples of disruptive behavior include, but are not limited to, the following:

- Repeatedly leaving and entering the classroom without authorization
- Answering cellular phone or allowing pager to beep
- Making loud or distracting noises
- Repeatedly speaking without being recognized, interrupting the instructor or other students, or otherwise acting in disregard of the instructor's requests
- Resorting to physical threats or violence directed toward the instructor or other students.\*

Violations of the code should be reported to the Dean of Students office [deanofstu-dents@camden.rutgers.edu](mailto:deanofstu-dents@camden.rutgers.edu) or 856-225-6050.

If the violation is immediate and a potential threat is a concern, call the Rutgers-Camden police at 856-225-6111

### CELL PHONES:

Students are required to *turn off* their cell phones while they are in class, unless there is an emergency.

### EXAM MAKE-UP POLICY

If, for a university approved reason, you cannot take an exam at the scheduled time you must give the professor written notice at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after a missed exam. Make-up exams for non-university approved reasons are not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

### LAST DAY TO DROP WITH A "W"

**Tuesday, January 23** - last day to withdraw from this class **without a "W"** (this can be done through We-bReg)

**Monday, April 2** – Last day to withdraw from one or all classes **with a "W"**. (This can be done through WebReg) For more information, see the registrar's website

<http://registrar.camden.rutgers.edu/>

## STUDENTS WITH DISABILITIES

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation:

[https://ods.rutgers.edu/students/documentation-guidelines.](https://ods.rutgers.edu/students/documentation-guidelines)

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at:

[https://ods.rutgers.edu/students/registration-form.](https://ods.rutgers.edu/students/registration-form)

Ajeenah Nuriddin-Little (856) 225-2722

Rutgers-Camden Disability Services:

Rutgers-Camden Learning Center

Armitage Hall, Room 240

311 North Fifth Street, Camden, NJ 08102-1405 Web page: <https://learn.camden.rutgers.edu/disability-services>

E-mail: [Ajeenah.nuriddin-little@camden.rutgers.edu](mailto:Ajeenah.nuriddin-little@camden.rutgers.edu)

**Please let us keep the lines of communication open!**

ORAL PRESENTATION RUBRIC (undergraduate and MBA)				
CRITERION	BELOW EXPECTATIONS (1 Point)	MEETS EXPECTATIONS (2 Points)	EXCEEDS EXPECTATIONS (3 Points)	POINTS
Preparedness	Trouble with responding to most questions even with notes at hand.	Can address most questions with correct information and some use of notes.	Fully prepared presentations with complete knowledge of material, minimal use of notes and ability to answer impromptu questions.	_____
Confidence	Lack of confidence as evidenced by excessive nervousness and/or distracting mannerisms such as shifting feet and/or bad posture.	Makes minor errors but recovers quickly from them with little or no tension displayed.	Exudes confidence when presenting. Shows command of topic and comfort in presentation.	_____
Appearance	Does not meet minimum standards for business attire.	Meets minimally acceptable dress standards.	Appropriate dress relative to quality, style, and color choice for a working professional.	_____
Eye Contact	Makes little or no eye contact.	Maintains eye contact most of the time with part of the audience.	Maintains eye contact with everyone in the audience.	_____
Volume, Pace, Enthusiasm	Noticeable amount of the following: hard to understand, monotone, erratic pace, little excitement or enthusiasm projected, mumbling, too fast, too slow, too loud, too soft.	Maintains an understandable and appropriate pace and volume. Mostly clear and natural in presentation style.	Excellent delivery. Conversational where appropriate, modulates voice and projects enthusiasm and interest.	_____
Completeness of Supporting Materials	Sloppy and/or unprofessional visual aids. May be difficult to read or interpret. Noticeable lapses in presentation content and focus on audience.	Adequate use of supporting materials with minimal inconsistencies or relevance in their use and application.	Uses resources and visual aids effectively while focusing on audience and not the visual aids themselves.	_____
Transition and Organization	No opening statement or one that is irrelevant. Choppy and uncertain switching from point to point. Questionable organization.	Offers opening statement with adequate outline of intentions. Mostly logical sequencing of material. A few minor points may be confusing.	Clear opening statement with overview and total focus. Smooth, logical and interesting transitions from point to point (and to the next speaker- if applicable).	_____
Engagement of Audience	Unprofessional in word choice and interactive style with audience.	Content and/or style are occasionally inappropriate.	Maintains a professional relationship with the audience regarding style and content of presentation.	_____
			<b>TOTAL:</b>	_____
Comments				



<b>WRITTEN COMMUNICATION RUBRIC (undergraduate)</b>				
<b>CRITERIA</b>	<b>BELOW EXPECTATIONS (1 Point)</b>	<b>MEETS EXPECTATIONS (2 Points)</b>	<b>EXCEEDS EXPECTATIONS (3 Points)</b>	<b>POINTS</b>
<b>Organization</b>	Unclear, uneven, or missing Introduction/overview of paper; Unclear or missing objectives and/or Conclusions. Uneven and ineffective overall organization.	Adequate introduction/overview and statement of objectives with minor weaknesses. Mostly organized and coherent ideas, but with possible illogical and/or unrelated aspects of the paper presentation. Adequate conclusions and summary with minor shortcomings.	Clear, effective introduction/overview of paper, clearly stated objectives; consistent and thoughtful conclusions and summary.	-----
<b>Development of Ideas</b>	Most ideas are presented without the application of theoretical concepts or other forms of documented evidence.	Support of ideas with some use of theoretical concepts, as well as mostly effective use of examples and details. May have some inconsistencies in presenting support for ideas or reasoning.	Explores ideas thoroughly; supports points with accurate application and balance of theoretical concepts and subjective and objective evidence.	-----
<b>Style &amp; Grammar</b>	Numerous errors in spelling and grammar which interfere with comprehension. Lack of editing throughout paper.	Some errors, mostly minor in nature may present. There is evidence of attempts at proofreading.	The writing is essentially error free in terms of spelling and grammar.	-----
<b>Documentation &amp; Formatting</b>	Fewer sources than required are utilized. Variety of sources is lacking. Bibliographic references are missing or not completed in acceptable style. Writing lacks necessary documentation. Formatting is consistent or absent.	Includes and integrates the number and type of sources required for the assignment. Bibliographic references are mostly correctly presented. Content within the paper is mostly cited correctly and adequately. Formatting is logical and consistent in most places in the paper.	Includes and integrates more sources and a greater variety of sources than is required. Bibliographic references are correctly presented. Content within the paper is cited correctly and adequately. Formatting is consistent and logical throughout the paper.	-----
<b>REMARKS</b>			<b>TOTAL:</b>	