

# COURSE SYLLABUS

**COURSE TITLE:** POFT 2312.501 Business Correspondence and Communication  
Mon/Wed 9:00-10:15 A.M.  
RM PC121

**SEMESTER/YEAR:** Fall 2017

**INSTRUCTOR:** Kasandra Lane

**Email:** klane@southplainscollege.edu

**OFFICE HOURS:** by appointment only

## COURSE

**DESCRIPTION:** This course provides skill development in practical applications which will emphasize the improvement of writing skills necessary for effective business communications.

## COURSE

**GOALS:** At the successful completion of this class, students will be able to:

- ✚ Apply appropriate communications theory in the writing of business letters and short reports
- ✚ Should be more at ease and knowledgeable about the job-hunting process.
- ✚ He/she will participate in mock interviews
- ✚ Guest speakers from various experts in the professional field.

## I. TEXT

Essentials of Business Communication – 10th Edition by Guffey & Loewy  
ISBN: 978-1-285-85891-3

## II. ATTENDANCY POLICY

**Everything** begins with attendance. When you are absent you cannot participate, listen to classmates, or review for exams. Education is worthwhile, but an expensive investment in yourself; so get your money's worth and show up! Punctual and regular class attendance is required of all students attending South Plains College. There are NO excused absences. It is the student's responsibility to do the work missed within a reasonable period of time as determined by the instructor. The student will be withdrawn from the course after the 4th absence. Two "tardies" equal one absence; class starts promptly at the scheduled class time.

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## V. GUIDELINES FOR STUDENT CONDUCT

1. Please do not bring cell phones to class, or if you must, turn them off before the start of class. If this becomes an issue you will be asked to leave the class.
2. Be respectful of others.
3. Contribute to classroom discussions without monopolizing the conversation. Give everyone a chance to participate.
4. Swearing in the classroom will not be tolerated. Stretch your vocabulary by using proper language to express yourself.
5. Examples of behavior that will not be tolerated include reading newspapers, surfing the web, listening to iPods or similar devices, working on assignments for other classes, napping, talking with neighbors, coming to class excessively or consistently late, leaving before class is over and without prior notice, text messaging or other behavior that distracts you, other students, or the instructor from the complete focus and attention of the class.
6. The instructor reserves the right to dismiss students from class for any of the above listed activities and, if necessary, issue a reduction of up to five points in the student's overall final grade average
7. Please review your SPC Student Guide, especially the sections on classroom conduct, cheating, plagiarism, and disruptions.

## IV. EXAM POLICY

You will have **three** unit exams, they will be announced and reviewed prior to being given in class. There are **NO** make-up exams. ALL students **MUST** take the final examination.

## V. GRADING POLICY

| Requirement   | Percent of Grade |
|---|------------------|
| Letters/Other Writing Assignments   | 20%              |
| Exams   | 30%              |
| Chapter Exercises   | 10%              |
| Class Notebook (Will include chapter exercises, letters, reviews/tests, articles on communication.) | 30%              |
| Mock Interviews/Resume/Cover Letter   | 10%              |

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

**Assignment Information:**

Reading the chapters as assigned in preparation for class discussion and participation is essential. Some exercises at the end of each chapter are assigned to help in the understanding of the material covered. These exercises may be handwritten or typed.

- ✚ Letters and other written assignments will be assigned throughout the semester to help illustrate a type of communication that we have studied. These will help increase your notebook grade.
- ✚ Articles on the communication process should also be included in the notebook. This will help improve your notebook grade.
- ✚ You will be given 3 exams. They will cover the material that we go over in class.
- ✚ You will be given chapter exercises to help make sure you have complete understanding of the course material.
- ✚ During the course we will work on your resume and cover letter. These will be built and reworked multiple times until you feel confident with your finished product. You will then use these materials in a mock interview session held at the end of the course.
- ✚ Throughout the semester we will be adding to our class notebook. It is your responsibility to purchase a 3 Ring Binder and dividers for this project. This notebook will help you learn the importance of keeping up with important material and organizing it in a manner that will help you and those around you.

**VI. ACADEMIC INTEGRITY**

It is the aim of the faculty of South Plains College to foster a spirit of complete honesty and a high standard of integrity. The attempt of any student to present as his or her own any work which he or she has not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offender liable to serious consequences, possibly suspension. Students should refer to the SPC General Catalog policy regarding consequences for cheating and plagiarism

**VII. SMOKING POLICY**

LISD policy prohibits smoking outside the building at all times. South Plains College is a tenant of LISD at the Advanced Technology Center; therefore, we must follow LISD policy when it comes to this matter. Thank you

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### VIII. CAMPUS GUIDELINES - CHILDREN ON CAMPUS

Many of the students attending classes at South Plains College are also parents who value the opportunity to participate in higher education. Sometimes students are faced with the decision of whether to remain at home with their children, bring children with them to class, or be absent from class. The following guidelines address concerns for the safety of children on campus and provide for an environment conducive to learning:

1. Students are not allowed to bring children to class and will be asked to leave in the interest of providing an environment conducive for **all** students enrolled in the class. Students are responsible for adherence to the attendance requirements set forth by the instructor in the course syllabus.
2. **Children may not be left unattended.** In order to provide for the safety of children on campus, parents or other guardians are responsible for supervising children while utilizing services or conducting business on campus.
3. **Disruptive children will not be allowed to interfere with college business.** Parents or other guardians are responsible for supervising and controlling the behavior of children they have brought on campus.

### VIII. AMERICANS WITH DISABILITIES ACT STATEMENT

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) & Lubbock Center 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

## TENATIVE SCHEDULE

|                          |  |
|--------------------------|--|
| 1<br>Monday<br>Aug 28    | <b><u>Introduction to POFT 2312.501 Business Correspondence and Communication</u></b><br><br>Go over syllabus and tentative schedule |
| 2<br>Wednesday<br>Aug 30 | <b><u>Part 1</u></b><br><br>Complete Ch. 1: Communicating in the Digital Age Workplace   |
| 3<br>Monday<br>Sept 4    | <b><u>LABOR DAY HOLIDAY</u></b><br><b><u>NO CLASS</u></b>  |
| 4<br>Wednesday<br>Sept 6 | <b><u>Continue Part 1</u></b><br>Complete Ch. 2 Business Messages  |
| 5<br>Monday<br>Sept 11   | <b><u>Continue Part 1</u></b><br><br>Begin Ch. 3 Organizing and Drafting   |
| 6<br>Wednesday           | <b><u>Continue Part 1</u></b>  |

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|----------------------|---|
| Sept 13              | Complete Ch. 3 Organizing and Drafting  |
| 7                    | <b><u>Complete Part 1</u></b>   |
| Monday<br>Sept 18    | Complete Ch. 4 Revising Business Messages<br>Review Ch. 1-4                             |
| 8                    | <b><u>Part 1 Complete</u></b>   |
| Wednesday<br>Sept 20 | Unit Test Ch. 1-4   |
| 9                    | <b><u>Part 2</u></b>  |
| Monday<br>Sept 25    | Begin Ch. 5 Short Workplace Messages and Digital Media                                  |
| 10                   | <b><u>Continue Part 2</u></b>   |
| Wednesday<br>Sept 27 | Complete Ch. 5  |
| 11                   | <b><u>Continue Part 2</u></b>   |
| Monday<br>Oct 2      | Complete Ch. 6 Positive Messages  |
| 12                   | <b><u>Continue Part 2</u></b>   |
| Wednesday<br>Oct 4   | Complete Ch. 7 Negative Messages  |
| 13                   | <b><u>Complete Part 2</u></b>   |
| Monday<br>Oct 9      | Complete Ch. 8 Persuasive Messages<br>Review Ch 5-8                                     |
| 14                   | <b><u>Complete Part 2</u></b>   |
| Wednesday<br>Oct 11  | Unit Exam Ch. 5-8   |
| 15                   | <b><u>Part 3</u></b>  |
| Monday<br>Oct 16     | Begin Ch. 11 Professionalism at Work: Business Etiquette, Ethics, Teamwork and Meetings |
| 15                   | <b><u>Continue Part 3</u></b>   |
| Wednesday<br>Oct 18  | Complete Ch. 11   |
| 16                   | <b><u>Continue Part 3</u></b>   |
| Monday<br>Oct 23     | Begin Ch. 13 The Job Search and Resumes in the Digital Age                              |
| 17                   | <b><u>Continue Part 3</u></b>   |
| Wednesday<br>Oct 25  | Complete Ch. 13 The Job Search and Resumes in the Digital Age                           |
| 18                   | <b><u>Continue Part 3</u></b>   |
| Monday<br>Oct 30     | Begin Ch. 14 Interviewing and Following Up  |
| 19                   | <b><u>Continue Part 3</u></b>   |
| Wednesday<br>Nov 1   | Complete Ch. 14<br>Review Ch. 11,13-14  |

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|---------------------------|---|
| 20<br>Monday<br>Nov 6     | <b><u>Complete Part 3</u></b><br><br>Unit Exam Ch. 11,13-14       |
| 21<br>Wednesday<br>Nov 8  | <b><u>Part 4</u></b><br><br>Speaker                               |
| 22<br>Monday<br>Nov 13    | <b><u>Continue Part 4</u></b><br><br>Speaker                      |
| 23<br>Wednesday<br>Nov 15 | <b><u>Continue Part 4</u></b><br><br>Mock Interview – Preparation |
| 24<br>Monday<br>Nov 20    | <b><u>Continue Part 4</u></b><br><br>Mock Interview – Preparation |
| 25<br>Wednesday<br>Nov 22 | <b><u>Thanksgiving Holiday</u></b>                                |
| 26<br>Monday<br>Nov 27    | <b><u>Continue Part 4</u></b><br><br>Mock Interview – Part 1      |
| 27<br>Wednesday<br>Nov 29 | <b><u>Continue Part 4</u></b><br><br>Mock Interview – Part 2      |
| 28<br>Monday<br>Dec 4     | <b><u>Continue Part 4</u></b><br><br>Mock Interview – Part 3      |
| 29<br>Wednesday<br>Dec 6  | <b><u>Continue Part 4</u></b><br><br>Mock Interview – Part 4      |
| 30<br>FINAL-              | <b><u>Final Exam</u></b><br><b><u>To be determined...</u></b>     |