



**General Studies: English and Communications Department**  
**ENGL 203G SYLLABUS**  
**BUSINESS & PROFESSIONAL COMMUNICATION**

**Course and Instructor Information:**

Course: Business and Professional Communication  
CRN: **25854** Section: **D05** Term: **Spring 2012**  
Schedule: **MW: 6:30-7:45**  
Location: DAGC, Rm. 127 (Computer Classroom)  
Credit Hours: 3  
Method of Instruction: Lecture, web-enhanced (Use of Blackboard CE8 required)  
Instructor: **Isela Maier**  
E-mail: **maier@nmsu.edu**  
Office hours: Before class in the corridor or classroom (for brief questions) or by appointment.  
Tel: 575-882-3939 (DACC front office, leave a message)

**Transferability:** ENGL. 203G is a New Mexico General Education Common Core, English course. It is 3 credit hour course guaranteed to transfer and meet general education requirements at any public New Mexico college or university. General education courses at NMSU/DACC can be identified by the G suffix.

Find out how this course fits into your NMSU bachelor degree by consulting with your academic advisor or the academic department at NMSU that offers the degree. For more information, contact the DACC Academic Advising Center at (575) 528-7272.

**Important Dates:**

January 23	<b>First day of this course</b>
March 12	Last day to drop course with "W" grade
March 19-25	Spring Break
April 6	Spring Holiday DACC closed
April 20	Last day to withdraw
May 5-11	<b>Final Exam Week: Exam for this course: May 7, 6pm-8pm</b>

**Text and Materials Required:**

Text: *Workplace Communications* (Custom edition for DACC, Pearson Publications, Authors: Searles, Alberts, Martin, Nakayama)  
-Blackboard CE8: for emails, assignments, etc.  
-Flash drive or memory stick to save work (**\*required**)  
-Notebook, pencils, pens (blue or black).  
-Folder: To keep all course material together.

**PREREQUISITES**

Passing C or higher grade in ENGL 111G (or equivalent from another college).  
Basic English skills: grammar, punctuation, mechanics, APA format.  
Basic computer keyboarding skills (preferred: BOT 105/109).  
Familiarity with Blackboard usage (if available). Free training workshops are offered at DACC.

### **Course Rationale, Content and Objectives:**

The rationale of this course is that students who have already learned basic college composition and research skills must also be able to write appropriate documents for specific business and professional fields.

In this course you will learn the basic principles of business and professional writing. At the end of the course, you will be able to use the skills you learned in almost any field in which you may work. In particular, you will better understand how to communicate effectively through writing by learning how to

- correspond effectively through E mail messages and memos
- write business letters
- prepare, write, and present orally a team proposal
- design an instructional report in the form of a brochure

This course builds upon previous writing courses such as ENGL 111G. In it, you will develop writing and other communication skills needed for the workplace. Remember that a company and its employees are often judged by how professional and effective their correspondence and communication skills are!

### **LEARNING OUTCOMES/EXPECTED STUDENT COMPETENCIES**

- ✓ To analyze an audience and write to meet its needs.
- ✓ To organize information effectively in different types of documents such as E-mails, memos, letters, brochures, reports, and proposals.
- ✓ To edit existing writing to adapt to the needs of different audiences.
- ✓ To produce samples of various types of documents in instructor-provided formats.
- ✓ To use the Web effectively for research purposes.
- ✓ To prepare typical reports for the fields of technology or science.
- ✓ To understand persuasive tools/techniques and utilize them effectively.
- ✓ To learn to work in teams as a preparation for one's later career.
- ✓ To create a useful and persuasive team proposal.
- ✓ To practice writing documents needed for career employment.

### **EVALUATION:**

**General:** Written assignments will constitute **70%** of your grade. Assignments will include readings (which should be read before the class lecture/discussion); in-class team and individual projects from the text or Blackboard course site; practice in writing E-mails, formal business letters, a memo, a brochure, a short report, and a proposal. Attendance, class participation, quiz, midterm and oral presentation will make up the other **30%** of your grade.

### **Writing Assignments/Projects**

All written work must be computer generated and submitted in Times New Roman 12-point font with one-inch margins (unless the specifics of a type of writing demand a different format). All documents must be

done as WORD documents and preferably saved as Rich Text Format (rtf). PowerPoint presentations may be in larger or different fonts.

Grammar, punctuation, spelling, and manuscript appearance always count, as well as correct APA format for in-text citations and a final REFERENCES page for reports or proposals. Students are expected to proofread and edit all work before handing it in.

**Please SAVE ALL your work in at least two (2) places** (computer plus a flash drive or CD), since I cannot give you any credit if you accidentally delete a document or your computer is not working properly. **Save your work continually, every few minutes**, in case you delete it accidentally! If you are working on a classroom computer and forget to bring an external saving device to class, be sure to e-mail your classwork TO YOURSELF as an ATTACHMENT before leaving the class. It is the student's responsibility, whether present or absent, to obtain all material presented and to complete all course assignments. Keep a duplicate of all major essays in case the original is lost or misplaced by the instructor or student. The instructor is not responsible for lost papers.

**Rewrites/Late Papers:** Assignments may be rewritten only at the instructor's request. If I think that you have either misunderstood the assignment or that your errors are too many for me to grade your paper, I may ask you to rewrite it at least once before assigning a grade. Once the paper is graded, the grade is final. No exceptions. Late papers will not be accepted. If you know you will be absent, work must be submitted ahead of time. Exceptions will be rare and absences must be documented.

### **Contacts**

Write down the names, phone numbers and email addresses of three classmates. Call or write them if you need help with something to do with this class and you can't contact me.

- 1.
- 2.
- 3.

**Computer difficulties cannot be accepted as an excuse**, since students are expected to save their work regularly in two places (e.g. computer and flash drive, CD, etc). Even if a home computer crashes or does not work, public computers are available at the DACC, NMSU, or Branigan libraries, as well as in the DACC computer lab. Anyone who lives or works outside of Las Cruces should ask the instructor where nearby public libraries are located.

### **ATTENDANCE POLICY:**

Roll will be taken daily. Class and group activities are a big part of this class. Please notify the instructor of any illness or crisis which may result in absences; document your absence whenever possible. Students may be dropped after three unexcused absences; however, obligation for withdrawal from the class rests with the students.

**Withdrawal Policy:** Any student who has not attended class or submitted assignments by **February 3, 2012** may be dropped by the Instructor. Students who are unable to complete a course must withdraw by **March 12** in order to receive a W instead of an F in the course. It is the student's personal responsibility to withdraw by this date if he/she cannot attend regularly and complete the requirements.

**Financial Aid Notice:** You must attend classes to receive financial aid. If you stop attending or drop any course(s), you may be required to repay all or part of the financial aid received.

### **Tardiness**

Habitual tardiness and/or habitual early departures from class will affect your final grade. Three (3) tardies equals one (1) absence.

### **Evaluation:**

A = 90-100%    B = 80-89%    C = 70-79%    D = 60-69%

Attendance (25pts) /Participation/Group work (25pts)	50
Autobiographical assignment	25
Business Emails	25
2 Quizzes at (50pts ea.)	100
2 Business Memo (25pts ea.)	50
3 Business letters	100
Midterm Progress Report	100
Instructional Brochure	100
Job Packet	200
Proposal Packet	200
Proposal Presentation	50
	1000

<b>Point distribution:</b>
<b>A</b> = 900-1000
<b>B</b> = 800-899
<b>C</b> = 700-799
<b>D</b> = 600-699
<b>F</b> =599-below

### **Professional Ethics and Plagiarism**

**Plagiarism** is "using another person's work without acknowledgement and making it appear to be one's own"(2010-2011 *Student Handbook*, p. 55). It is a serious offense, and students will receive an F on any paper for which they have cheated or plagiarized. A student who wishes to use a quotation OR idea from another source must use the appropriate APA format for references and in-text citations.

In summary, sharing of electronic data, having others produce your work, or copying material others have produced without properly citing them can result in an "F" for the course.

Note: The same penalties apply to **cheating** within class during exams. Cheating consists of submitting someone else's work under your name and/or obtaining information from someone else during a quiz or exam. "Cheating, knowingly assisting another student in committing an act of cheating", or plagiarism all are "forms of academic dishonesty" (2010-2011 *Student Handbook*, p. 55). *Please study all of p. 55 for further details.*

**The Code of Conduct and Discipline-Related Policies and Procedures** stated in the Student Handbook will be in full force for this class. All academic and non-academic misconduct will be reported and dealt with in accordance with the DACC Student Code of Conduct.

**Academy Misconduct & Disruptive Behavior:** Any academic or non-academic misconduct will be reported to the appropriate administrative official and adjudicated in accordance with the DACC Student Code of Conduct.

**Online Misconduct Statement:** For students taking on-line courses, the DACC Student Code of Conduct is still enforceable. Communication that is threatening, sexual, and/or any other language that is unwelcome is strictly prohibited.

A reminder that all cell phones, i-Pods, Blackberries, etc. must be turned off during class. For emergencies, you may answer a call out in the corridor. Food and drinks may not be kept near the computers in case of spillage and damage to the computer system.

### **STUDENTS WITH DISABILITIES STATEMENT:**

If you have, or believe you have, a disability you may wish to self-identify. You may do so by providing documentation to the Office of Services for Students with Disabilities (SSD) located in Room 117 at the DACC Central Campus in Las Cruces (Gregg & Espina). (Phone: Voice 527-7548, TTY 527-7647). Appropriate accommodations may then be provided for you. Contact us at [ssddacc@nmsu.edu](mailto:ssddacc@nmsu.edu) with any questions. Information about SSD can be found on our webpage, <http://dacc.nmsu.edu/serv/dss/>. If you have a condition which may affect your ability to exit the premises in an emergency or which may cause an emergency during class, you are encouraged to discuss this in confidence with the instructor and/or the Specialist, Services for Students with Disabilities.

A brochure, "Self-Disclose, Don't Presuppose," is available in Room 117 at the DACC Central Campus in Las Cruces (Gregg & Espina). If you have general questions about the Americans with Disabilities Act (ADA), call the ADA Coordinator at 527-7545.

**Emergency Alert System (EAS)** messages can be found at <http://safety.nmsu.edu/emergency.htm> (for relevant weather or other emergencies).

### **Campus Security**

Security staff is available to all faculty and students at the various DACC locations. If you have a security matter or need an escort or a guard for safety purposes, please call Campus Security.

**Main Campus-----202-8962**

**East Mesa Campus----202-9781**

**Gadsden Campus----915-6954**

**Sunland Park Center---915-5728**

**Workforce Center-----915-6194**

Help keep DACC a safe place to learn and work.

**Security Office: 153E Main Campus, 528-7029 (M-F, 8-5)**

### **Tentative Assignment Schedule:**

This and the syllabus are your CONTRACT with DACC and your instructor or this course.

Schedule of Assignments (English 203G Business Comm.) MW 6:30-7:45  
All reading assignments are from Workplace Communications (unless otherwise noted)  
You will be given an assignment sheet for each assignment

Week 1 Jan 23, 25	Course Introduction. Review of requirements. Syllabus <b>Assignment:</b> Autobiographical writing assignment Using Blackboard Writing assignment class presentation Read: Ch. 1 - Keys to Successful Communication: Purpose, Audience and Tone
Week 2 Jan 30, Feb 1	Read: Ch. 2 – Introduction to Human Communication Discuss difference between friendly email and business email Do exercises on pages 16 & 17 <b>Assignment:</b> Write a Business E-mail, (due Feb 3 – submit through Blackboard) Read: Ch. 3 – Listening Do web activity #2, pp. 59, be ready to discuss in class
Week 3 Feb 6, 8	Read: Ch. 6 – Memos and E-mails Assignment: Write 2 Business MEMOS, (due Feb 10); complete exercises 6.9 and 6.10 Read: Ch. 5 – Communication and New Technology <b>Quiz</b> on chapter 5 (see assesment link on Blackboard)
Week 4 Feb 13, 15	Read Ch. 7 – Business Letters <b>Assignment:</b> Write Three Business letters -Sales Letter - due Feb 15 -Claim Letter - due Feb 17 -Letter to the editor: due Feb 20
Week 5 Feb 20, 22	Read: Ch. 9 Short Reports, Page Design, Formats and Types Discuss Progress Report – page 243 Begin progress report for midterm assignment
Week 6 Feb 27, 29	Peer activity for progress report Revise progress report Select teams for Proposal and Presentation assignment <b>Assignment:</b> Midterm Progress Report Booklet (due Mar 2)
Week 7 Mar 5, 7	Read Ch. 10 – Fliers, Brochures and Newsletters -citing sources and plagiarism Discuss instructional brochure assignment and guidelines
Week 8 Mar 12, 16	Begin working on brochure assignment in and out of class <b>Rough draft</b> for brochure (due Mar 16, submit to instructor)
Week 9 Mar 19, 21	Spring Break
Week 10 Mar 26, 28	Read Ch. 11 – The Job Application Process: Letter, Resume, Interview and Follow Up Bring current resume or locate and research a position and then create materials directed at applying for this position Begin creating a job packet with application letter, resume, and follow-up letter <b>Assignment:</b> Instructional Brochure (due Mar 28) Turn in hard copy and electronic version

Week 11 Apr 2, 4	Continue Ch. 11 Work on job packet You may turn in any item from your job packet for review/revision/changes before turning it in for a grade
Week 12 Apr 9, 11	Team Work: Final choice of proposal topic; division of assignments; discuss the stages of the project Library or computer research for proposal project <b>Assignment:</b> Job Packet (due Apr 11) - Application letter and Resume ONLY
Week 13 Apr 16, 18	Computer team work on proposal project (on-going) <b>Assignment:</b> Apr 16 & 18 - Begin Interview Process in class (be prepared to answer questions about the job you are applying) Assignment: Thank You letter (due Apr 21)
Week 14 Apr 23, 25	Continue working on proposal outline, due at the end of the class Read Ch. 12 – Oral Presentations, Preparation and Delivery Bring rough draft of proposal to class for team revision, editing and proofreading Create and give professional presentation – handout <b>Quiz:</b> on chapter 12 <b>Assignment:</b> Proposal Outline (due Apr 28)
Week 15 Apr 30, May 2	Team work: Revise team proposals Sign up for oral presentations Assignment: Proposal Project (due May 4)
Week 16 May 7	<b>Final exam – Monday, May 7, 6pm-8pm</b> Assignment: Oral Presentations

This is a general calendar and is subject to change. You must be in class for specific assignment information or changes.