Business Communication  
COM 3110  
Spring 2015  
Reference #: 17738  
Section: B51  
Tuesday, Thursday 11-12:15pm  
Glen Hubert Library 250

Florida International University, College of Architecture + The Arts  
Department of Communication Arts

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Office Hours:  
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Office: VH 209 MMC

University Drop Date: March 17 2015

TEXT

Spring 15' COM 3110 FTF - B51
Course ID: professor55191

ISBN #: 9781323001776

INSTRUCTIONS FOR MYCOMMLAB
Pearson Home: https://pearsonmylabandmastering.com/

You need to purchase access to your instructor's MyComLab section, where your course material and special FIU edition eBook are located. You can purchase an access code from the FIU Bookstore OR direct access from the publisher, Pearson.

MyComLab Instructions:
To enroll in a typical course, a student needs to have a:
• Student access code, a valid credit card, or a PayPal account—Students get an access code with a new book purchase or by buying the code separately in a student access kit/card at the campus bookstore. Students can also buy access to a course online with a credit card or PayPal account while they are enrolling.

• The student access code is nontransferable and can be used only once.

To purchase course access online

• Go to the MyLab and Mastering website and click Student in the Register area. Enter the Course ID provided by your instructor and click Continue. After verifying your course information, enter your username and password, and click Sign In. If you don’t have a Pearson account, click Create an account. Complete the Create an Account page. Helpful hints display to guide you. Read and accept the license agreement. Click Create Account. Select the button for the access level you want. Select whether you want to pay with a credit card or use PayPal and enter payment information. Click Review to review your order details. If you need to change anything, click the Change link. Click Make Payment to submit your order. Click Go to Your Course to access your online course.

Register and Enroll in a New Subject

• Go to the MyLab and Mastering website and click Student in the Register area. Enter the course ID you received from your instructor for your new course, and click Continue. Follow the instructions to either: Use a student access code, purchase access online, or request temporary access. To use a student access code: Go to the MyLab and Mastering website and click Student in the Register area. Enter the course ID provided by your instructor and click Continue. After verifying your course information, enter your username and password, and click Sign In. If you don’t have a Pearson account, click Create an account. Complete the Create an Account page. Helpful hints display to guide you. Read and accept the license agreement. Click Create Account. Click Access Code and enter your six-word access code in the boxes. Click Finish to complete your registration. Click Go to Your Course to access your online course.

To request temporary access (If a student is waiting for financial aid, 17 days of temporary course access without payment may be available).

• Go to the MyLab and Mastering website and click Student in the Register area. Enter the Course ID provided by your instructor and click Continue. After verifying your course information, enter your username and password, and click Sign In. If you don’t have a Pearson account, click Create an account. Complete the Create an Account page. Helpful hints appear to guide you. Read and accept the license agreement. Optionally, you can select the check box to help us make our products better and learn about new offers. Click Create Account. To get temporary access to your course, click the link at the bottom of the page. When a confirmation message appears, click Yes to complete your registration. You will receive a confirmation email with payment instructions. Click Go to Your Course to access your course.

For more help with registration, go to the Get Started for Students area of the MyLab and Mastering website. For instructions on registration, watch the Register for your course videos.

Recommended and additional readings.
Students will be giving readings by the follow texts throughout the course that will be made available on blackboard: Students are invited and encouraged to purchase the books.

Money Well Spent by Paul Brest and Hall Harvey
COURSE JUSTIFICATION

This class is about the unique relationship between communication and culture. More specifically, it is about what happens when people from different cultures come together to share ideas and information. Verbal and nonverbal communication patterns of different cultures will be compared to appreciate the differences and similarities.

COURSE DESCRIPTION AND LEARNING OUTCOMES

In today's global business environment, effective organizational communication—internal and external—has a significant impact on an organization's success. Reasons for the increasing importance of organizational communication are many, with workplace change front and center. Overall, the world of work has become more complex. More than ever before, knowledge, learning, and innovation are critical to an organization's sustainability. Furthermore, with employees often being widely distributed geographically communication technologies and networks are essential for the accomplishment of a company's operational strategy.

Introduction to Business Communication enables students to think critically, analytically and creatively while employing the theories of communication interaction. This course will explore:

- **Business Writing**: You will develop and/or improve your ability to use clear, concise language, to select an appropriate format, and to write the following professional business documents: memorandums, cover letters, resumes, citations, bibliographies, and reports.
- **English Language Skills**: You will develop and/or improve your ability to compose English sentences using proper punctuation, grammar, and mechanics.
- **Oral Presentation Skills**: You will develop and/or improve your ability to deliver information effectively to an audience using an appropriate PowerPoint presentation.

INSTRUCTOR EXPECTATIONS AND POLICIES

**Attendance**: Attendance is mandatory, and will count for 100 points of your total grade. (Each class is worth approx. 3 points). Attendance will be taken during the first five minutes.

**Tardiness**: Tardiness will not be tolerated. As in the workplace, you will be expected to arrive on time and be prepared. Two tardies equal one absence. (Leaving class early is counted the same as a tardy.)

**Late Work**: Your instructor requires that assignments be handed in on time so that work may be returned in a timely fashion. As timing in the corporate world is an important part of communication, LATE PAPERS WILL BE GIVEN 50 PERCENT CREDIT. Late work must be submitted within a week from the assigned date.

**Plagiarizing**: Plagiarizing is a serious academic offense. If you are caught plagiarizing an assignment, you will receive a 0 for the assignment and an official FIU written notice. Refer to the section on
plagiarism in the FIU Student Handbook.

**ACADEMIC INTEGRITY**

This syllabus is a contract of understanding between professor and student. If the assignments and grading system are not acceptable, then the student needs to negotiate a change by midnight Sunday on the second week of class or accept the rules as written.

**CODE OF ACADEMIC INTEGRITY**

This [Code of Academic Integrity](#) was adopted by the Student Government Association on November 28, 2001 and reflects the values articulated in the Student Code of Standards. Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning.

Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of Florida International University.

As a student of this university:

- I will be honest in my academic endeavors.
- I will not represent someone else's work as my own.
- I will not cheat, nor will I aid in another's cheating.

All students are deemed by the university to understand that if they are found responsible for academic misconduct, they will be subject to the Code of Academic Integrity's procedures and sanctions, as outlined in the FIU Student Handbook. Students have the right to due process in all disciplinary situations. For additional information concerning student rights and responsibilities, please contact FIU's [Office of Student Conduct and Conflict Resolution](#).

Note: Intensive auditing of the course will be conducted to prevent academic misconduct.

**WRITING ASSIGNMENTS’ MINIMUM GRADE POLICY, TURNITIN.COM, AND GRADEMARK**

All written assignments must be submitted to Turnitin.com by the posted deadline. Assignments submitted by any other means or after the deadline will not be accepted and evaluated without proper supporting documentation.

The first week of this course you will be required to register with Turnitin.com. The Class ID and Password will be provided to you. If you have difficulties creating your Turnitin.com account, please review the following video:


Once your assignment has been uploaded successfully to Turnitin.com, you will receive a confirmation receipt. Please keep this confirmation number for future reference. Within a few hours your assignment will be assigned an originality/similarity percentage. For further information as to how the similarity/originality percentage is calculated and why it is important, please review the following video:

[http://www.turnitin.com/static/videos/or_vid.html](http://www.turnitin.com/static/videos/or_vid.html)

The written comments on your assignment are accessible using the GradeMark function within Turnitin. If you do not know how to access the written comments using the GradeMark function, please review pages 15-16 of the Turnitin.com Student Manual:

ADDITIONAL RESOURCES

The Center for Excellence in Writing is available to assist you with your business writing skills. The Center is located in the Green Library, Room 125. (Biscayne Bay Campus - Library, 1st Floor). The website for the Center is: w3.fiu.edu/writing center

You are REQUIRED to visit the Communication Arts Studio prior to delivering your group proposal presentation. The Communication Arts Studio, with locations at MMC in VH 230 and at BBC in HL 155, will provide coaching and feedback to help you polish your delivery skills and videotape your speeches for self-evaluation and review before you present in class. The website for the CommArts Studio is: http://communicate.fiu.edu. You should go to this website to make appointments WELL IN ADVANCE of this group presentation. If you wait too long and the Studio is booked, you are out of luck. I will receive a list of the dates each student uses the Studio from the studio coordinators.

FIU LIBRARY SUPPORT

The FIU library provides a number of services to distance learning students. For example:

- Students can request a chat session in Blackboard/WebCT for an explanation on how to access library resources.
- Students can request detailed instructions on how to access library resources.
- One-on-One assistance from the Distance Learning Librarian.

For further information, contact Sarah Hammill, Distance Learning Librarian, via email at hammills@fiu.edu or call 305-919-5604. You can visit the FIU Library at: http://library.fiu.edu/

RELIGIOUS HOLIDAYS

The University's policy on religious holy days as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request to be excused from an online class to observe a religious holy day of his or her faith.

DISABILITY NOTICE

I understand that there is Office of Disability Services available to me should I need it. It is my responsibility to contact them to process my request to have my needs met. I need to follow their procedures as to proper notification to the instructor.

FLORIDA INTERNATIONAL UNIVERSITY

STUDENT CODE STANDARDS

A University is a learning community following a tradition more than 1,000 years old. Florida International University is such a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. As a member of this community:

- I will respect the tradition of academic inquiry, the University’s rules of conduct, and its mission.
- I will respect the opinions and differences of all members of the FIU community.
- I will practice civility and demonstrate conduct that reflects the values of the institution.
I will be diligent and honest in my personal and academic endeavors.

The FIU Student Handbook outlines the Student Code of Conduct regarding students with disruptive behavior: [www.fiu.edu/~sccr/docs/disruptive_brochure.doc](http://www.fiu.edu/~sccr/docs/disruptive_brochure.doc)

**POLICY FOR ASSIGNING AN INCOMPLETE “I” GRADE**

An incomplete grade is a temporary symbol given for work not completed because of serious interruption not caused by the student's own negligence. An incomplete must be made up as quickly as possible but no later than two consecutive semesters after the initial taking of the course or it will automatically default to an "F" or the grade that the student earned in the course. There is no extension of the two semester deadline. The student must not register again for the course to make up the incomplete. Students who have incomplete grades on their records must remove the incomplete by the end of the fourth week of the term in which they plan to graduate. Failure to do so will result in a cancellation of graduation.

Incompletes are awarded only if the student has completed most of the course work. If a student misses a significant portion of the course work, he/she should drop the course. If the drop period has ended, the student may petition for a withdrawal—this requires the student to un-enroll in all of their courses for that semester.

Incompletes are not to be used because a student took on too many credits and they cannot complete everything that is now required of them.

In such cases where the course instructor determines that it appropriate to award a student a grade of "I" (incomplete) the following steps must be followed.

Using an Official University Form the course instructor will report the following:

1. The grade earned by the student to date
2. The missing work and the percentage of the final grade it represents (this requires the details of the specific missing assignment)
3. The date the instructor expects the missing work to be submitted or in the case of an examination made up
4. The justification for awarding the grade of "I"
5. Have the student sign the form
6. Submit this form to the Department Chair and Dean and maintain a copy for instructor records and provide a copy for the student
7. Upon satisfying the requirements for a grade the instructor will sign off on the form and attach it to the change of grade form she or he will submit.

**The Theme of the course**

Research on student writing indicates that student have a difficult time understanding and appreciating the “rhetorical context” of many assignments that are assigned during the course of his or her academic career. Which means students have a difficult time understanding the situation, the audience and the occasion that creates the need for
communication (speaking and writing). Business communication makes this even more difficult because students have little experience in a context of a business and professional life, little experience with meaningful, real world team work, and they seldom understand or appreciate the audience of a particular piece of business writing!

In this class, all students will use a philanthropy project as the context for all class writing and assignments! The class has been gifted and charged with the responsibility to give away 10,000 dollars to an organization that is either a non-profit or for-profit that will benefit south dade and south Florida in an impactful way!! Class discussion and lectures will further explain this exciting project!

**DESCRIPTION OF INDIVIDUAL ASSIGNMENTS**

**Class Participation** 100 points (every day students will do class activities for a total of 100 points. These activities are designed as active learning strategies to learn and master business and professional communication.

**Business Writing Skills Assignments:**
Students will produce three original business letters in the course. The letters will be 1) an employment cover letter (100 points), 2) A Bad News letter (100), and 3) Persuasive Letter (100 points) Students will also draft 4) Two professional memorandums (50 points each) and a 5) create a short report (100 points)!

**Oral Presentation skills assignments:** 100 points each to develop effective public communication and public speaking skills students will do two presentations in the semester. One presentation will be a five minute informative speech on a possible project for community philanthropy. The second speech will be a group presentation with 4-5 people on the final group philanthropy project.

**Language Skills Assignments:** 100 total for all quizzes Students will take six language and grammar quizzes during the semester.

**Chapter Exams** 100 total points for all quizzes. Students will take chapter exams on pearson during the semester.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93-100%</td>
<td>A</td>
</tr>
<tr>
<td>90-92%</td>
<td>A-</td>
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<tr>
<td>87-89%</td>
<td>B+</td>
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<td>83-86%</td>
<td>B</td>
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<td>80-82%</td>
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<td>77-79%</td>
<td>C+</td>
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<tr>
<td>73-76%</td>
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ALL WORK IS DUE ON THURSDAY AND EVERY PAPER NEEDS TO BE PRINTED OUT WITH THREE COPIES (ONE COPY FOR ME AND TWO COPIES FOR PEER REVIEW). TUESDAY’S WILL GENERALLY BE A DISCUSSION OF COURSE ASSIGNMENTS, PROJECT AND TEAM UPDATES, AND LECTURES. THURSDAYS WILL GENERALLY BE ORGANIZED AROUND WORKSHOP ACTIVITIES, WRITING ACTIVITIES, OR PROJECTS.

**COURSE CALENDAR (SUBJECT TO CHANGE)**

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>DUE DATES</th>
<th>MODULES</th>
<th>ASSIGNMENTS (Listed on Due Dates)</th>
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<tbody>
<tr>
<td>January 13/15</td>
<td><strong>Course Introduction and Syllabus/Chapters 1 and 2 Discussion</strong></td>
<td>Introduction to Course and major project!</td>
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<td>Types of Discourse and formats of writing/speaking in Business Communication! And, the audience centered approach to writing and speaking!</td>
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<tr>
<th>WEEK 2</th>
<th>DUE DATES</th>
<th>MODULES</th>
<th>ASSIGNMENTS (Listed on Due Dates)</th>
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<tbody>
<tr>
<td>January 20/22</td>
<td><strong>Chapter 3 Discussion/Chapter 4 Discussion</strong></td>
<td>Tuesday: workshop/lecture on audience-centered writing and speaking and the role of purpose in speech!</td>
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<td></td>
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<td>Thursday: Cover Letter and Resume Due (introduce your classmates to your skills, expertise and experiences—answer why they should pick you)</td>
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<thead>
<tr>
<th>WEEK 3</th>
<th>DUE DATES</th>
<th>MODULES</th>
<th>ASSIGNMENTS (Listed on Due Dates)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 27/29</td>
<td><strong>Chapter 5 Discussion/Chapter 6 Discussion</strong></td>
<td>Tuesday: Read: Frumption &quot;Strategic Philanthropy” chapter 1-2</td>
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<td>Thursday: Expository and informative business writing and speaking Lecture and Workshop! (types of organization, support material, and research introduction)</td>
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<tr>
<th>WEEK 4</th>
<th>DUE DATES</th>
<th>MODULES</th>
<th>ASSIGNMENTS (Listed on Due Dates)</th>
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<tr>
<td>February 3/4</td>
<td><strong>Multimedia Presentations</strong></td>
<td>Workshop on Delivery, introductions and conclusions. Please have drafts of speeches and memos ready to workshop or ideas well thought out!</td>
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</table>
| Week 5 | February 10/12 | Grammar Workshop/Chapter 7 Discussion | Tuesday: Informative Speech on the topic  
Thursday:  
Topic Interest Memo Due (write an expository memo to whole class explaining and introducing an idea you have for a project) |
|---|---|---|---|
| Week 6 | February 17/19 | Chapters 8 and 9 Discussion | Read: Collective Impact and Limits of Accountability.  
Class discussion on what makes for and determines "accountability" and what should our project rubric include? |
| Week 7 | February 24/26 | Chapter 10 Discussion/Chapter 11 Discussion | Make Project Teams!  
Read: Trojan Horse of Love  
Discuss teamwork and team in business and professional communication  
Skype interview with the Author (Susan Davis Moora) on Thursday |
| Week 8 | March 3/4 | Chapters 12 and 13 Discussion/Group Work Day (10/16) | Persuasive process lecture!!  
Project Update Memo To the Class: |
<p>| Week 9 | Spring Break | Chapter 14 | Spring Break enjoy |
| Week 10 | | | | |
| Week 11 | | | Thursday: Persuasive Letter to Community partner(s) (explaining project and asking for support) |
| | | | Thursday: Bad News Letter (I want you to write a BAD NEWS Letter from someone that you wrote to for the persuasive letter assignment that delivers bad news. I hope you don't have actual examples, but |</p>
<table>
<thead>
<tr>
<th>Week 12</th>
<th>Classwork shop on Projects!</th>
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<tbody>
<tr>
<td>Week 13</td>
<td>Introduction to Writing Business Reports!</td>
</tr>
<tr>
<td>Week 14</td>
<td>Group Proposal Presentations</td>
</tr>
</tbody>
</table>
| Week 15 | Group Proposal Presentations  
Thursday Final Report Due for each group  
**Extra Credit: Writing Portfolios due!** |
| Week 16 | Final presentations of top 5 projects!!!! |
| TBA     | }