Instructor: Pat Posner
Class Hours: 6:00-9:00 p.m., Wednesday
Class Code: 6171
Room: Bus 103
Office Hrs: 5:00-6:00 p.m. Wed., or by appointment (Faculty Bld#1, room 115)
Phone: 245-8272, or home phone (828-6789)
E-mail: pposner@mail.kauaicc.hawaii.edu

COURSE DESCRIPTION

This course will help you master business communication skills. It is designed to polish our writing, listening, and speaking skills. You will learn proper formats for business letters, memos, and reports. Resumes, cover letters, and interviewing techniques are also covered. The course will emphasize basic writing and editing techniques and the importance of revision and proofreading. Special attention will be given to the challenges of communicating in a multi-cultural workplace and to the use of computer technology in creating and presenting business messages.

TEXT


GOALS

Upon successful completion of the course, you will be able to:

1. Recognize the relationship between strong communication skills and professional and academic success.

2. Develop clear, complete, and accurate written and spoken messages.

3. Use appropriate formats for business communications.

4. Develop an effective cover letter.

5. Approach business writing and speaking assignments with creativity and self-confidence.
ATTENDANCE

Successful completion of this course depends on class participation, so attendance is crucial. Please refer to the *Professional and Business Etiquette* handout for details of the Business Education Division’s formal attendance policies.

WRITTEN WORK

There will be 11 short letter assignments, one oral presentation and a written report required for writing intensive Business 175. All assignments must be turned in during regular class hours on the day they are due. Missing assignments will be recorded as an “F.” If you are ill, I suggest a “buddy system” in which a classmate can get your work to be turned in for you. If it is a genuine emergency, and prior arrangements have been made, a paper assignment may be turned in one class period after the due date. Plagiarism will not be tolerated. Homework assignments are due the next class period after they are assigned, and must be submitted in my file folder no later than Friday if a class period is missed. There will also be three unit tests, one Chapter 10 quiz, and a final exam. **One makeup exam** will be allowed for the semester, and must be taken within a week of the scheduled exam day. Any other missed exams will be recorded as an “F.”

CONFERENCES

I am available outside of class hours prior to class to answer any questions and to assist with assignments. Please arrange an appointment or stay after class if you have any questions.

GRADES

Your final grade will be calculated as follows:

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Participation</td>
<td>5%</td>
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<tr>
<td>Letter Assignments</td>
<td>30%</td>
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<td>Oral Report/ Written report</td>
<td>10%</td>
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<tr>
<td>Unit Tests</td>
<td>30%</td>
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<tr>
<td>Workbook exercises</td>
<td>10%</td>
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<tr>
<td>Chapter 10 Quiz</td>
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<td>Final Exam</td>
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GRADING SCALE

<table>
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<th>Percentage</th>
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<td>60-69%</td>
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<td>0-59%</td>
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CLASS SCHEDULE

NOTE: The first part of each entry describes the activity for the day; the second is the assignment for the following class period.

Wednesday 1/16  Course Overview & Class Activities
Chapter 1: Discussion & Activities
Nonverbal Communication/Active Listening
Grammar Checkup #1
Assignment: Read Chapter 1 & Complete Review Questions 6-15

Wednesday 1/23  Chapter 2: Discussion & Activities
Business Writing/Purpose/Audience/Tone
Writing Improvement exercises
Assignment: Read Chapter 2
Complete Chapter Review Questions 7-20
Study for Unit 1 Test/Grammar Mechanics Checkup 2

Wednesday 1/30  Unit 1 Test
Chapter 3: Improving Writing Techniques
Assignment: Grammar Mechanics Check-up, Advanced Review 3

Wednesday 2/6   Writing Improvement Exercises
Ethics Workshop
Assignment: Complete chapter 3 Review Questions 6-15
Grammar Mechanics Checkup-3
Wednesday 2/13  Chapter 4: Revising and Proofreading Business Messages  
Writing Improvement Exercises  
**Assignment:** Read Chapter 4 & complete Review Questions 6-15  
Study for Unit 2 Test  
Grammar Mechanics Checkup-4

Wednesday 2/20  Unit 2 Test  
Chapter 5: Discussion & Activities  
Complete Memo #1/Peer-editing  
**Assignment:** Read Chapter 5/Review Questions 6-15  
Complete Memo #2/Grammar Mechanics Checkup-5

Wednesday 2/27  Chapter 6: Routine Letters/Lecture & Activities  
Routine Request Letter #1/Peer-editing  
Writing Improvement Exercises  
**Assignment:** Read Chapter 6/Chapter Review Questions 6-15  
Grammar Mechanics Checkup-6  
Complete Routine Request letter #2  
Complete Routine Response letter

Wednesday 3/6  Chapter 7: Negative news/Discussion & Activities  
Writing Improvement Exercises  
Negative news letter #1/Peer-editing  
**Assignment:** Read Chapter 7  
Grammar/ Mechanics Checkup-7/Review 7  
Complete Negative News letter #2  
Complete Chapter Review Questions 6-15

Wednesday 3/13  Chapter 8: Persuasive Letters/Discussion & Activities  
Grammar/Mechanics Checkup-8/Advanced 8  
Persuasive Letter #1/ Peer-editing  
**Assignment:** Read Chapter 8 & Chapter Review Questions 7-25  
Complete Persuasive Letter #2

Wednesday 3/20  Chapter 9: Goodwill Messages  
Grammar Mechanics Checkup 9/Advanced Review 9  
**Assignment:** Read Chapter 9 & complete Chapter Review Questions 6-15  
Study for Unit 3/4 Test (Chapters 5-9)

Wednesday 3/27  Spring Break
Wednesday 4/3  Unit 3/4 Test  
Chapter 10: Informal Reports/Lecture & Class Activities  
Grammar Mechanics Checkup-10/Advanced Review 10  
**Assignment:** Read Chapter 10 & complete Chapter Review  
Questions 6-15/ informal oral and written report assignment  
Set-up and conduct your interview for informal report  

**NOTE:**  We will not cover Chapter 11  

Wednesday 4/10  Chapter 12: Oral Presentations/Telephone Communication  
Grammar/Mechanics Checkup-12  
Advanced Grammar Review 12  
**Assignment:** Read Chapter 12 & complete Chapter Review 6-15  
Collect classified job advertisements (bring to class)  
Bring resume and personal employment history to class  

Wednesday 4/17  Chapter 13: Job Search/Cover Letter/resume Workshop  
Cover Letter #1/Peer-editing  
**Assignment:** Read Chapter 13 & complete Cover Letter #2 (for 5/8)  
Prepare Informal Reports  
Study for Chapter 10 quiz  

Wednesday 4/24  Informal Oral Reports (Written reports due)  
Chapter 10 Quiz  
**Assignment:** Complete revision of one formal letter (your choice)  

Wednesday 5/1  Chapter 14: Introduction to Interviewing  
**Assignment:** Prepare for final exam  
Prepare interview questions/answers  

Wednesday 5/8  Interview Workshop  
Final Exam review  

Wednesday 5/15  Final Exam  

**GOOD LUCK AND WELCOME TO THE CLASS!**
PAPER AND TEST DUE DATES

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<tr>
<th>Date</th>
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<tr>
<td>1/30</td>
<td>Unit 1 Test</td>
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<td>2/20</td>
<td>Unit 2 Test</td>
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<td>Memo #1 (in class)</td>
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<td>Memo #2</td>
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<td>Routine Request Letter #1 (in class)</td>
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<td>Routing Request Letter #2</td>
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<td>Routine Response Letter</td>
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<td>Negative News Letter #1 (in class)</td>
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<td>Persuasive Letter #1 (in class)</td>
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<td>Persuasive Letter #2</td>
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<td>Unit 3/4 Test</td>
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<td>Cover Letter #1 (in class)</td>
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<td>Chapter 10 Quiz</td>
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<td>Informal oral and written reports due</td>
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<td>Revision Letter</td>
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<td>5/8</td>
<td>Cover Letter #2</td>
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<td>5/15</td>
<td>Final Exam (5:45 p.m.-7:45 p.m.)</td>
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Note*  All assignments done outside of class must be typed.