



BUS-310 (section 004)
Business Discourse for the 21st Century Professional
Spring 2020 Thu. 3-5:50PM Broome Library Rm. #2330



Welcome!

Everyone needs to see clearly to be effective. That's what this course is designed to help you provide, clearer communication as you strive to lead and succeed in organizational life.

Instructor: Alan E. Nelson, EdD

c. 805.822.7999

e. alan.nelson@csuci.edu

li. <https://www.linkedin.com/in/alan-e-nelson-edd-77067270/>

o. Sage Hall, Rm. #2038 (Wed. 4-5:30PM & Thu. 1:30-2:30pm, after class or by appointment; recommend texting to confirm meeting before showing up, in case someone else is before you) (If you would like to schedule a live, ZOOM conference with me, send an email with 2 date/time options.)



NOTE: This syllabus is a learning/teaching agreement between the instructor and students. Please read it well and refer to it often, as you'll be responsible to complete the assignments listed. If changes are made, they'll be updated and the most current version will be on the Canvas course site.

Course Description:

Advances in communications and information technologies in the 21st century impact how business conversations are carried on in the professional world. Contemporary business discourse makes written and oral communications a necessity on various platforms, to carry out daily tasks and provide informative, analytic, and persuasive content to support decision-making. This course is designed to help current and future professionals explore and practice face-to-face and online communications. The objective is to convey technical, analytical, and business-related information in written or oral formats that best fit the appropriate medium. The bottom line is that this class will improve your speaking and written skills, to make you more effective in your career.

Student Learning Outcomes:

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

- Distinguish and implement critical characteristics of advanced effective business communication, both written and verbal.
- Plan and create impactful internal and external business documents, such as letters, emails, reports, and presentations.
- Convey analytical results relevant to organizational decision-making in written and oral reports.
- Determine the appropriate voice and style for various professional communication platforms.
- Differentiate purposes and audiences in business writing.
- Use correct writing mechanics in written work.
- Effectively revise written work.
- Design and deliver professional oral presentations.



In Business 310, we will cover the principal forms of business writing (emails, cover letters, proposals, PowerPoint presentations, and analytical reports), constructing sentences, coherent paragraphs, and structurally sound documents. You will learn to employ business rhetoric and skill in using the strategies for persuading readers and listeners. You'll craft written, visual, and oral messages in a workshop environment that will provide valuable feedback for strengthening skills. Short assignments will include exercises, thought development, and business proposals. Welcome to Biz Com!

Course Requirements:

All work and assigned readings must be completed to pass this course. Your performance is also graded on your level of participation in reading discussions, writing exercises, providing insightful workshop responses, and preparing for workshops and oral presentations. The reason for the number and variety of assignments is to provide practice with feedback, to help you improve your com skills. The exams focus on the readings and lectures, to increase accountability.

Grade Weights

- Video Speech 10%
- Live Presentation – 10% Oral/Visual
- Brand Me – 10%
- The Report – 10%
- The Pitch – 25% Written report and presentation with visuals
- Midterm Quiz – 7.5% Multiple choice & essay
- Final Quiz – 7.5% Multiple choice & essay
- Participation – 20% Attendance, engagement, value to others



Projects (65%): *Don't let these intimidate you. We'll be doing several mini-assignments to give you practice, leading up to these larger ticket items. Think of them as 5 opportunities to develop your communication skills and express what you've learned about speaking and writing. Each will be explained in more detail, along with individual rubrics (guides listing criteria for grading).*

Speaking:

Video Speech (10%): A 2- to 3-minute speech video recording; reviewed by Prof N, a couple of your colleagues and you. Sometimes we learn a lot by seeing ourselves. Plus, you don't have to

worry about a live audience.

Live Presentation (10%): A 4- to 6-minute presentation in class on an assigned topic, including the use of PowerPoint slides. This combo helps you get used to speaking while using visual graphics, making sure they enhance and don't distract from your message.

Writing:

Brand Me (10%): A written assignment consisting of 2-3 pages of content, plus a logo/graphic, explaining your personal brand. This explains your strengths, skills, passion and vision for your career. You'll revise this after receiving feedback before submitting your final version.

The Report (10%): A written assignment consisting of 3- to 4-pages, summarizing a case study. The purpose is for you to analyze a situation and provide a written response that summarizes, problem-solves and recommends.

Writing & Speaking:

The Pitch (25%): A written assignment consisting of 3-5 pages, proposing a program idea that includes a brief budget (financial chart/graphic) and a 3- to 5-minute presentation in class with visuals. This is a single combo project that lets you present what you write about, emphasizing persuasion. It's the largest project as it represents your final work of the semester.

Exams (15%): *If you keep up with your readings and class lectures, there's no need to sweat these. They're like a dipstick to measure your level of learning in a more objective manner. They'll be done in class, will not be comprehensive and will primarily focus on readings and class lectures.*

Midterm (10%): Multiple choice and essay

Final (10%): Multiple choice and essay

Participation (20%): *In essence, the value you bring as a team member of our organization (class).*

Consider this course as an opportunity to practice skills crucial to your success in the business world. This will include half a dozen mini-assignments (i.e. impromptu speeches, LinkedIn, team report, bio). It is also based on punctuality, attendance, and the amount of energy you bring to the class. As in the business world, your insights are crucial in creating meaningful dialogue with your classmates and aiding your understanding of the material. Arrive at class prepared to discuss your thoughts on the readings with your colleagues. I cold call. Your success is linked to your willingness to engage the reading materials. This is a screen-free zone. I'm assuming you'll be a manager, so think of yourself as a boss. Who wants team members surfing the web, texting or checking out stuff on Amazon during staff meetings? Be punctual, present, polite and positive, the 4-Ps of doing well in this area of your grade.

Here's how I go about grading participation. I begin with an 8 (out of 10) for adequate participation. This is the person who misses 2 or less classes, is engaged and not disruptive, and finishes the mini-assignments. An 8.5 is equivalent to strong; a 9 is for very strong; a 9.5 for exceptional and 10 is reserved for the 2 or 3 who help create a positive learning climate due to their energy and above-and-beyond qualities. You can figure out the sub-8 scores in an inverse manner.

General Grading:

94-100% A, 90-93% A-, 88-89, B+, 83-87% B, 80-82% B-, 78-79, C+, 73-77 C, 70-72 C-

Please read "Managing Grade Expectations" so you realize that this course is not solely based on a percent basis, but also how you do among your peers. This is to avoid grade inflation at CSUCI and reflect more of a real life situation where you both compete and work with peers.

Required Materials:



Business Communication Skills for Managers by Lumen Learning

This text, covering themes of written and verbal communication, is provided at a significantly reduced price for CSUCI students, through Lumen Learning. The includes a pdf of the text, along with online resources to enhance competency. Assignments will be assigned from the text and as needed, other resources. **The cost is**

only \$25 and needs to be paid by the student, online, after taking the first assignment's "practice quiz." The CI bookstore may have hardcopies of the text available for an additional charge.

There will be several other articles assigned, included in the Extra Reading Folder on Canvas.

A Word from your Prof:

Although sufficiently academic to check the appropriate boxes, the essence of this course is to make you a more effective communicator, primarily in organizational contexts. Unfortunately, if you're unable to communicate well, people will not appreciate the hard work you've invested in your classes and years of formal education. Right or wrong, people judge our IQ and ideas, based on our ability to communicate. How you convey yourself to others often determines if you get a job, promotion and raise. While every course you've taken thus far is hopefully applicable for what you do upon graduation, none surpasses the practical benefits of this one. You'll be learning how to write, speak and interact with others better in a variety of situations. Thus, it's primarily a hands-on class, not long lectures. Get ready to be coached on how to bring out the best you. My goal is to make this course the most impacting of your college experience. Hold onto your hat, you're in for an exciting ride. -Prof Nelson

Changes My Occur:



This is the second semester of running this course at CSUCI, so it's still a work in progress. That means this syllabus is dynamic and may morph as we evolve as a class. Most (over 90%) of the content will remain the same. The most recent version will live on Canvas and I'll strive to let you know when a new one has been loaded and the extent of the changes. I'm working with the instructors of the other BUS-310 sections so we can offer similar experiences.

Projected Course Schedule:

Red font - assignments due; Green font - readings; Blue font - skill focus

Date	Topics/Lab Themes*	Prep / Assignment(s) Due
Week 1 Jan. 30	(*PowerPoint slide decks typically available on Canvas, 24-hours before class) Greeting / networking (bring your breath mints); 1 st impressions are lasting ones	Write & bring Bio Assignment if you've not emailed it to Prof N (see Canvas) Read: Syllabus

<p>Week 2 Feb. 6</p>	<p>High Impact writing lab (bring paper and pen/pencil)</p> <p>Active Learning lecture & lab (creating messages that stick)</p> <p>Writing an effective LinkedIn profile* (assignment due Feb. 27)</p> <p>Impromptu speeches</p>	<p>Read article: Sticky Messages Read article: The 31 Best LinkedIn Profile Trips (Canvas Resources folder)</p> <p>Purchase text: Practice quiz #1 (online, use to purchase the text; no points)</p>
<p>Week 3 Feb. 13</p>	<p>Email writing; BLUF (bottom line up front) & giving feedforward)</p> <p>Lecture on Module 1</p> <p>Impromptu speeches</p> <p>Openings & Closings lab (the 2 most important parts of every speech)</p>	<p>Read: Module 1 Communicating in Business</p> <p>Read article: Making Feedback Helpful</p> <p>Read article: How to Write the Perfect Email (Canvas Resources folder)</p>
<p>Week 4 Feb. 20</p>	<p>Critical thinking (how to read a case study)</p> <p>Lecture on Module 3 (text)</p> <p>Impromptu speeches</p>	<p>Read: Module 2 Writing in Business</p> <p>Read Case Study: Army Crew Team (Canvas Resources folder/quiz)</p> <p>Due: Brand Me (submit on Canvas)</p>
<p>Week 5 Feb. 27</p>	<p>Lecture on Module 7 (text)</p> <p>Writing & speaking lab (practice, practice, practice)</p> <p>Impromptu speeches</p>	<p>Read: Module 3 Written Communication</p> <p>Submit your LinkedIn link (Canvas)</p>
<p>Week 6 Mar. 5</p>	<p>Lab on cover letter</p> <p>Interview lab</p> <p>Lecture on Module 14 (text) & Guest lecturer (secrets of the interviewer)</p>	<p>Read: Module 14 Finding a Job</p> <p>Read articles: Ninja Interview Skills and 14 Tips to Writing a Rockstar Resume (Canvas Week 6)</p> <p>Due: Brand Me final version (Canvas)</p>

Week 7 Mar. 12	Report writing lab ; reading and writing for synthesis (bring your laptop for in-class project) Lecture on Module 6 (text); designing effective reports	Read: Module 6 Reports Project 1: Video Speech deadline
Week 8 Mar. 19	Lecture on Module 7 (text) Midterm review Midterm (Bring pencil/pen.)	Read: Read: Module 7 Public Speaking Midterm quiz
Spring Break (no class)		
Week 9 Apr. 2	Nonverbal com Lecture on Module 5 (text)	Read: Module 5 Visual Media
Week 10 Apr. 9	Lecture on Module 9 (text) Live speech presentations	Read: Module 8 Developing and Delivering Business Presentations Project 2: Live speech presentations Project 3: The Report (Thomas Green case analysis)
Week 11 Apr. 16	Listening; asking great questions Lecture on Module 10 (text) Facilitating effective meetings (lab) Live speech presentations	Read: chapter Badass Meetings (Canvas Resources folder) Project 2: Live speech presentations
Week 12 Apr. 23	Handling Q&A (questions and answers) Lecture on Module 11 (text)	Read: Module 11 Communicating Different Messages Read: article Guide to Handling Questions after a Presentation

Week 13 Apr. 30	Final exam review The Pitch presentations	Project #4: The Pitch deadline (submit all materials on Canvas) The Pitch presentations
Week 14 May 7	The Pitch presentations Final quiz (bring pencil/pen)	The Pitch presentations Final quiz
Final May 14 4-6pm	Final exam reflections via Zoom	

Extra Credit: One of the best organizations to help business people improve their speaking skills is Toastmasters. You can earn extra credit by visiting a local meeting. They are very friendly and welcome guests. Wear business casual attire. I've contacted these clubs, letting them know you may be attending. Afterward, write a 1-page report of when you attended, which club, your impressions and include a cell phone pic of you and the Toastmasters banner.



Monday 7:00 p.m. - 8:15 p.m. 805-732-5603 **Location:** Padre Serra Catholic Church, San Juan Bautista Room 5205 Upland Rd Camarillo, CA 93012-9298

Wednesday 6:00 P.M. to 7:00 P.M. 805-320-3068 **Location:** Ventura County Fire Department, Training building, classroom #5 102A Durley Ave Camarillo, CA 93010-8586

Tues 7:30 pm 805-427-4986 **Location:** Camarillo Airport Bldg 102A Classroom 5 VC Fire Dept Training Facility - Near Durley on Post Street (CAMAIR) 102 Durley Ave Camarillo, CA 93010

Thurs 6:30PM 805-433-3027 **Location:** St John's Regional Medical Center Conference Room 4 or Kate's Landing 1 (garden level) 1600 N Rose Ave., Oxnard, CA 93030

2nd & 4th Wednesdays 12:00 - 1:30PM 619-368-4310 **Location:** Oxnard Chamber of Commerce 400 E Esplanade Dr. Oxnard, CA 93003

Wednesday 12:00 pm 805-313-1678 **Location:** Amgen Inc., Building 36-1-C 1 Amgen Center Dr Thousand Oaks, CA 91320-1799

Wednesday 2:05-3:00pm 805-917-0475 **Location:** Bank of America Building, 225 W Hillcrest Dr Rm 1E Thousand Oaks, CA 91360

www.Toastmasters.org