



**Effective Business Communication
BUS 305-01
3 credits
SPRING 2022**

**This course will be conducted face-to-face every Monday
See **Additional Information** for details about moving to online if necessary**

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Office Hours: Mon: 11:00–12:00

Tues: 11:30 – 1:30

Wed and Thurs. 10:00 – 1:30

Preferred Communication: Text and/or email (will try to respond within 36 hours)

Class Location: Mod 6

Class Meeting Times: Monday 2:00 - 4:30

Textbook: *Business and Professional Communication* 4 ed. Quintanilla & Wahl

ISBN 978-1-5063-6959-4

Access the Instructor and Student Companion Site here: edge.sagepub.com/quintanilla4e

Tools: Flash/jump drive

Lab Fee:

Study Time Outside of Class for Face-to-Face Courses

For every credit hour spent in a class, a student is expected to spend two hours (2) outside of class studying the course materials.

ADDITIONAL INFORMATION

Given the current, ever-changing challenges related to COVID-19 pandemic, all homework assignments are designed to be completed/submitted online via email, **if it becomes necessary to move from in-person classes to strictly online classes**. This will require students to have access to a computer or laptop, Zoom and the internet. Since we are currently NOT under restrictions preventing in person classes, **all homework is due in hard copy form at the beginning of the class on the day the assignment is due.**

Mission Statement

Navajo Technical University's mission is to provide University readiness programs, certificates, associate, baccalaureate, and graduate degrees. Students, faculty, and staff will provide value to the Diné community through research, community engagement, service learning, and activities designed to foster cultural and environmental preservation and sustainable economic development. The University is committed to a high

quality, student-oriented, hands-on-learning environment based on the Diné cultural principles: *Nitsáhákees, Nahátá, Íina, Siihasin*.

Course Description

This course is designed to investigate the role of communication in professional life. Attention is given to interviewing, workplace culture, interpersonal and team communication, technology, professional presentations, leadership, and work–life balance. Students will learn practical skills via presentations, research, résumés, interviews, meetings, and professional writing grounded in communication and business theory.

Course Objectives/Outcomes

Upon successful completion of the course, students should be able to do the following:

1. Identify the key terms and major theories relevant to business and professional communication
2. Create a résumé to enhance individual career and/or educational marketability
3. Use effective interviewing skills and techniques
4. Integrate communication and research skills to create a professional presentation
5. Produce effective business and professional writing (reports and memos) samples
6. Apply theory to effectively communicate as both a team member and as a leader

Grading Plan

Weekly homework assignments: For every chapter (1 – 14) the homework assignment is to complete the end-of-chapter review and discussion questions. Homework will be assigned every week and is DUE the following week. Homework should be submitted in hardcopy format at the beginning of class. If allowed by the instructor, homework can be sent via email **BEFORE** class time on the day it is due if prior approval of the instructor is granted. The homework will also serve as a study guide for the mid-term exam as well as helping you to apply the chapter information in other homework assignments. **ALL HOMEWORK IS TO BE TYPED USING 12 POINT FONT AND DOUBLE SPACED.**

In-class activities (10 pts. each): There will be in-class activities related to the reading/homework assignments and lecture for each class session. These activities **CANNOT** be made up and are part of your participation grade. The activities were created to allow you to practice and apply ideas and information covered in the reading, homework and lectures.

Mid-term exam (100 pts): The mid-term exam will be over Chapters 1 – 5 and will take place during or prior to regularly scheduled mid-terms; the specific date will be discussed and determined by the class and the instructor. Information about what to expect on the exam will be covered in class the week prior to the exam.

Professional memo (15 pts): Students will write a professional memo related to their career pursuits. Specific instructions about the requirements for this assignment will be explained in class and in a written handout provided the week before the memo is due.

Professional business letter (20 pts): Students will write a professional business letter in the form of a interview follow-up thank-you letter. Requirements and instructions for this assignment will be explained in detail in class and in a written handout provided the week before the letter is due.

Research paper (50 pts): Students will write a 3 – 5 page research paper in APA format with a minimum of 5 references about the assigned topic. The topic for this paper along with specific instructions will be explained in lecture as well as in a written handout provided two weeks before the paper is due. Students unfamiliar with

using APA style are encouraged to use internet resources for direction in the use of this style, visit with one of our campus professors about use of APA, and/or request tutoring help through our Student Success Center. One example of internet resources is apastyle.apa.org although there are many other available via Google search.

Oral presentation w/PowerPoint (100 pts): For your **FINAL**, each student will develop a 10 minute oral presentation, including a PowerPoint slide show, on a topic related to communication excellence in the business and professional context as it applies to their personal career goals. Students will be expected to submit a hard copy of their PowerPoint slides along with a written outline of their presentation. Suggestions for topics as well as specific requirements for this assignment will be discussed in lecture and students will receive a written handout about the assignment prior to the due date. **The due date for this assignment is Monday, May 3, 2021.**

Grade point values:

14 homework assignments	350 pts. (25 pts. each)
14 in-class activities	140 pts. (10 pts. each)
One mid-term exam	100 pts.
One professional memo	20 pts.
One professional business letter	30 pts.
One research paper	50 pts.
One oral presentation w/PPT	100 pts.
<u>Attendance and participation</u>	<u>160 pts. (10 pts. each class)</u>
TOTAL POINTS POSSIBLE	950 pts.

Grading: There are 950 points possible in this course. Subjective factors such as participation, attendance and overall improvement will be used to make decisions in borderline cases. The final letter grade equivalence is as follows:

Grading Scale:

100 – 90	(950 – 855)	A
89 – 80	(854 – 760)	B
79 – 70	(759 – 665)	C
69 – 60	(664 – 570)	D
59 – 0	(569 – below)	F

Course Policies

Participation

A major portion of the learning process consists of your active participation in class and the observation of others. Keeping up with the assigned reading and homework will allow you to be able to contribute to class discussions as well as to participate more fully in the in-class activities and groups. Participation is also part of your grade so plan ahead so you will be prepared for class and ready to participate.

Tardiness

As a courtesy to your fellow classmates, as well as your instructor, you are expected to arrive to class on time each day. Attendance will be taken at the *beginning* of class. It is YOUR responsibility to make sure you are marked “present” if you arrive for class late. Habitual tardiness will become an absence so three (3) tardies will be counted a one (1) absence.

Additional classroom policies

Please turn off your cell phones (or they will be confiscated during class time after one (1) warning (this includes texting as well as receiving/making calls). Also, save your batteries by shutting down ALL music devices prior to the start of class. **Turn in all your homework ON TIME—late work is unacceptable and make-up work will only be allowed in extreme situations and at the discretion of the instructor.**

Attendance Policy

The nature of this class causes your attendance to be most crucial. *Each day of class is worth ten (10) attendance points; conversely, each day absent costs you ten (10) points!* Since we are only meeting once a week, homework assignments must be submitted every week during (or before) our class session. In addition, given the challenges from the pandemic situation, communication with your instructor is absolutely required regarding absences. **If you miss 3 in-person sessions and have NOT communicated with the instructor about those absences, you will be dropped from the class.**

Absence from class, regardless of the reason, does not relieve the student of his/her responsibility to complete all course work by the required deadlines. Furthermore, it is the student’s responsibility to obtain notes, handouts, and any other information covered when absent from class and to arrange to make up any in-class assignments or tests if permitted by the instructor. Incomplete or missing assignments will necessarily affect the student's grades. Instructors will report excessive and/or unexplained absences to the academic counselor for investigation and potential intervention.

Academic Integrity

Integrity (honesty) is expected of every student in all academic work. The guiding principle of academic integrity is that a student’s submitted work must be the student’s own. Students who engage in academic dishonesty diminish their education and bring discredit to the University community. Avoid situations likely to compromise academic integrity such as: cheating, facilitating academic dishonesty, and plagiarism; modifying academic work to obtain additional credit in the same class unless approved in advance by the instructor, failure to observe rules of academic integrity established by the instructor.

Diné Philosophy of Education

The Diné Philosophy of Education (DPE) is incorporated into every class for students to become aware of and to understand the significance of the four Diné philosophical elements, including its affiliation with the four directions, four sacred mountains, the four set of thought processes and so forth: *Nitsáhákees*, *Nahát’á*, *Íina* and *Siih Hasin* which are essential and relevant to self-identity, respect and wisdom to achieve career goals successfully.

Students with Disabilities

The Navajo Technical University and the Business Department are committed to serving all enrolled students in a non-discriminatory and accommodating manner. Any student who feels he/she may need an accommodation based on the impact of disability, or needs special accommodations should inform NTU in accordance with the procedures of the subsection entitled “Students with Disabilities” under Section 7: Student Support Programs, NTU Student Handbook. In addition, students who need an accommodation should contact the Special Needs Counselor, Virginia Edgewater, in the SUB or by phone at 786-4138.