

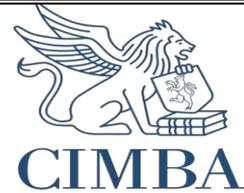
036:016 Business and Professional Communication

CIMBA Program, Paderno del Grappa, Italy – Spring 2015

Professor: Dr. Charlene Bunnell

Office: CIMBA faculty offices – PIO Building, Instituti Filippin

Email: charlenebunnell@gmail.com or cbunnell@wcupa.edu



1. Course Description

From UI General Catalogue: “Introduction to business and professional communication at individual and corporate levels; individual-level topics cover organizational communication, business vocabulary, speaking and writing, professionalism and interviewing; corporate-level topics focus on marketing, advertising, public relations, corporate communications, crisis communication management, business and communication plans, proposals; guest speakers from for-profit and not-for-profit organizations.”

From CIMBA: “Basic concepts of skills of communication in workplace settings; interviewing, formal presentations, speeches, teambuilding, managing difference.”

2. Goals & Learning Outcomes:

By the end of the course, students will

- Have working knowledge and practice of various professional written and oral communication genres and their conventions; examples of such documents:
 - Routine and custom correspondence (letters, memos, and e-mail messages)
 - Job application materials
 - Visuals (charts, tables, graphs)
 - Instructional/Explanatory and promotional documents involving creative design
 - Formal research reports and proposals
 - Presentations (oral, slides)
- Recognize the interconnectivity of purpose, audience, and content to execute communication tasks;
- Construct text and visuals for print, oral, and electronic formats;
- Prepare competent explanatory, persuasive, and informative documents;
- Use grammatically correct prose with effective diction and syntax appropriate to topic, genre, and audience in formal and informal communication tasks;
- Contribute personal and professional skills to produce team-based projects.

3. Texts:

- *Excellence in Business Communication*. Thill and Bovée. 6th International ed. Pearson Publishers. ISBN: 0-13-127321-3
- *A Pocket Style Manual*. Hacker and Sommers. 6th ed. Bedford-St. Martin’s. ISBN: 978-0-312-54254-2
- Supplemental: handouts and web materials as needed.

4. Course Policies:

- **Academic Integrity:** Plagiarism is submitting someone else's idea or work as your own, intentionally or unintentionally, without proper acknowledgment of sources. All sources must be documented according to a standard style (e.g., MLA, APA, CM). Incorrect acknowledgment or failure to cite sources will result in a zero grade for that project. (See the link to UI’s detailed policy below.)

- **Grading System:** The point and/or percentage equivalents for letter grades are A (95); A- (92); B+ (88); B (85); B- (82); C+ (78); C (75); C- (72); D+ (68); D (65); D- (62); F (ranges from 0 to 59). However, be aware that the University of Iowa's College of Liberal Arts & Sciences requires that professors adhere to the following recommended grade distribution for upper-level courses:

	A	B	C	D	F	Average
Intermediate courses	18%	36%	39%	5%	2%	2.63
Advanced courses	22%	38%	36%	3%	1%	2.77

Also, you may find two grades for your assignments: the first reflects content and genre organization; the second, presentation, or the prose style, correctness, and formatting. The overall grade is an average of the two. Presentation, or in marketing terms "packaging," is important and makes the first impression on the audience; nevertheless, the best packaging is worthless if its contents do not deliver what is needed or wanted.

- **Attendance/Participation:** Attendance policy for this course follows CIMBA guidelines:

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- 1st absence will result in a loss of a 1/3 of a letter grade in that class
- 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- 3rd (cumulative) absence will result in a dismissal from the program

Absences due to illness require a message from the CIMBA Undergraduate Office Staff and/or the Istituti Filipino medical staff. If sick and cannot attend class, you must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence. If you miss a class, follow CIMBA guidelines, keep to the course schedule, and understand that you will be responsible for that day's material.

- **Writing:** This course focuses on communication in professional settings, specifically written communications. As such, it is a skills-based rather than a discipline-specific course in a content area. Improving skills requires practice – and more practice; in other words, learning by doing.

"Doing" is not simply writing a letter for an assignment; it is a process that entails reading the textbook and studying the examples, completing exercises for practice and discussion, outlining/brainstorming initial ideas, revising/editing drafts in peer-review workshops, & conferencing with me as needed. Following the process results in a significantly better product than does taking short cuts.

Although we will review writing techniques for the various communication genres covered in the class, you are expected to be able to develop a focus (thesis or control statement) suitable to the assignment, to construct effective paragraphs or sections and sentences, and to have sound grammatical and usage skills. Layouts and formatting for business documents are often quite different from academic essays, so we will review requirements and options for the various genres we study.

- **Classroom Environment:** Most of us learn best in a comfortable, collaborative environment with

common courtesy and respect to everyone. Disrespect or harassment of any type will NOT be tolerated; see <http://www.clas.uiowa.edu/faculty/teaching/policies.shtml> for UI's stated policies. Be professional and courteous during presentations and lectures. If you bring your laptop or other device to take notes or use for a workshop, use it for coursework and not social media. In other words, while physically in class, be mentally in class as well. All accommodations for students with learning differences are made; please let me know what is needed.

- **Miscellaneous:**

- **You are responsible for the assigned textbook readings** as well as any handouts. Do NOT assume you can produce quality work without the textbook, which helps you contextualize the writing situations and conventions for your assignments, details basic technical and format procedures not covered in class, provides examples, and ensures good quiz grades.
- **Preparation and participation are essential** as this is not a lecture class – we learn from each other as we work on the various documents. Please come prepared; do not hesitate to ask questions; and grant others the courtesy of your attention and feedback.
- **Several classes will be devoted to workshops and conferences** which provide critical reader feedback on your work in progress. Be prepared for them with the required drafts; they may entail group work, peer reviews or instructor-led sessions, all of which help you revise and improve the document.
- **Some assignments require documentation.** Use a standard style such as MLA (Modern Language Association), APA (American Psychological Association), or CM (Chicago Manual). ***ALL BORROWED MATERIAL MUST BE CREDITED TO ITS SOURCE, WHETHER YOU HAVE QUOTED, PARAPHRASED, OR SUMMARIZED.*** We will review citation practices for internal documentation and use of signal phrases as well as bibliography pages.
- **Saturday Classes:** Due to the extensive amount of travel time incorporated into the CIMBA Undergraduate program, we may have a Saturday class or two (not during travel times) to ensure that we have the appropriate amount of class sessions (per UI regulations). If we meet on a Saturday, the date will be announced by the CIMBA office by the end of the first or second week.
- **My availability:** I am on campus nearly every week day and on some weekends. Please see me in the faculty offices or e-mail me if you need to schedule a specific time to meet with me. NOTE: although I check e-mail regularly, I do not have internet access at the apartment.
- **Technology & computers.** If you use your computer for a presentation, check to see if you need VGA connector for the overhead projector. All MAC's and some PC Ultrabooks require one. Also, team members should check for compatible software applications for sharing and sending documents. Saving documents as RTF (rich text format) or PDF usually ensures compatibility. Finally, use flash drives to transfer large files from one computer to another as e-mailing them or even downloading from ICON may take some time.

5. Tentative Schedule & Assignments

A course schedule and the assignments will be finalized once the overall CIMBA calendar is confirmed; a handout detailing the assignments will be distributed during the first or second week of class.

Unit 1: Introduction to Business/Professional Communication & Correspondence.

(approximately classes 1-6)

This unit introduces practical and theoretical basics of communication, focusing on writing. We will review the writing process and correctness/style elements and discuss communication topics related to professional environments Also included are the most common types of writing in professional settings: letters and memos.

Required Reading: Chapters 1, 4, 5, 6, 7, 8, 9, H1 (Handbook section of textbook)

Unit 2: Application Materials; Promotional/Explanatory Documents; Layout; Visuals.

(approximately classes 6-10)

We will address application materials and interviewing practices for future job searches. Another focus of this unit is creating various layout designs and meaningful visuals as well as a promotional or explanatory document.

Required Reading: Chapters 10, 12, 15, 16, Appendix A

Unit 3: Formal Reports, Proposals, & Presentations.

(approximately classes 10-18)

You will work in teams to choose an organization to research and develop a report that profiles the organization and a proposal for it based upon the report research and a SWOT/PEST analysis. Also included is an oral slide presentation.

Required Reading: Chapters 2, 11, 12 (review), 13, 14, Appendix B

Unit 4: Organizational Communication Case Study.

(approximately classes 18-21)

For this unit, you will analyze an issue in organization communications issue, writing a descriptive report of the issue and a recommendation for resolving the situation. NOTE: Case study will be written (keybarded) during the Final Exam period (schedule TBA).

Required Reading: Chapter 3 plus handouts and your case research

% Value of Written Assignments

Correspondence

Two Routine memos (5% each; 10% total)

Problem letter (10%)

Visual Assignments & Promotional/Explanatory Document

Résumé (Pass/Fail)

Expense report (5%)

Sales report (5%)

Production/work schedule (5%)

Promotional/Explanatory document (10%)

Collaborative Project

Report w/ SWOT/PEST (15%); Proposal (10%); Oral Presentation (10%)

Organizational Communication Case (15%)

Exercises & quizzes (5% altogether)

A note about exercises: these short assignments are often completed in class although some will be homework to prepare for class.

**University of Iowa CLAS (College of Liberal Arts and Sciences)
Recommended Syllabi Insert w/ links for more information.**

Administrative Home

The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS [Student Academic Handbook](#).

Electronic Communication

University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (*Operations Manual*, [III.15.2](#). Scroll down to k.11.)

Accommodations for Disabilities

A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Academic Honesty

The College of Liberal Arts and Sciences expects all students to do their own work, as stated in the [CLAS Code of Academic Honesty](#). Instructors fail any assignment that shows evidence of plagiarism or other forms of cheating, also reporting the student's name to the College. A student reported to the College for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

CLAS Final Examination Policies

Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint

Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS [Student Academic Handbook](#).

Understanding Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI [Comprehensive Guide on Sexual Harassment](#) for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather

This section has been omitted as we're not in Iowa! However, should we experience extreme weather, follow guidelines from the CIMBA office staff.

*These CLAS policy and procedural statements have been summarized from the web pages of the

[College of Liberal Arts and Sciences](#) and The University of Iowa [Operations Manual](#). Please consult provided links for complete details of these policies.