

Business and Technology Division
5230 West Highway 98
Panama City, FL 32401



Course Syllabus
Business Communications, OST 2335
Summer 2013

- Instructor:** Kim Allan, Assistant Professor
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Business Division Office: (850) 872-3838 or 1 (800) 311-3685
FAX: (850) 873-3553
- Office Hours:** By appointment
Email is the best means of communication.
- College Web Site:** <http://www.gulfcoast.edu>
- Credit Hours:** 3.0 semester hours
- Pre-requisite:** ENC1101 (English Composition I) completed with a minimum grade of a "C".
- Textbook:** Essentials of Business Communications 9th edition, Mary Ellen Guffy, South-Western, 2013. ISBN: 1-133-19036-7
- Other Supplies:** Each student will be provided a GCSC email account with which to communicate with the instructor. By the first day of class you will need to make sure that you have logged into Angel to verify that you have a valid Angel account. Your instructor will give you an email assignment to correspond with them, establishing email communication.
- Catalog Description:** This course focuses on the general principles of effective communications and applies them to specific types of writing: the business letter and the memorandum. Students study the mechanics of writing and methods of writing effectively. Current grammar usage is addressed.

Course Objectives:

Course Evaluation will be based on the following objectives:

1. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.
2. Gaining factual knowledge (terminology, classifications, methods, trends)
3. Developing skill in expressing oneself orally or in writing.

Learning Outcomes:

1. Compose business correspondence and related documents through a case study and/or on an exam.
2. Prepare, outline, and deliver a short oral presentation through a case study assignment and/or on an exam.
3. Participate in group discussion as a member and as a leader through discussion board.
4. Research and interpret information retrieved from print and electronic resources through a case study assignment and/or on an exam.
5. Demonstrate knowledge of appropriate spelling, grammar, punctuation, and word choice through a case study assignment and/or on an exam.
6. Select the appropriate medium for transmitting information through a case study assignment and/or on an exam.
7. Compose an electronic message using appropriate format and composition through a case study assignment and/or on an exam.
8. Prepare and use technology enhanced materials to support an oral presentation through a case study assignment and/or on an exam.

Method of Instruction:

On-line communication and interactive participation by the student in the resolution of problems and exercises.

Grading:

Assignments	50%	A = 90 – 100%
Exams	<u>50%</u>	B = 80 - 89%
Total	100%	C = 70 - 79%
		D = 60 - 69%
		F = 0 - 59%

Policy on Make-up Exams:

Students must take exams as scheduled. Missed exams due to an unexcused absence will result in a grade of “0” for that exam. Please let your instructor know about any extenuating circumstances (**prior** to missing an exam if possible) for a determination about make-up exams. All make-up exams **MUST** be completed prior to the beginning of the next class period.

Course Requirements:

Class assignments are due by the assigned date/time deadlines. Late assignments will **NOT** be accepted. Each student is expected to do his/her own work. Helping one another is allowed, in fact, helping one another is encouraged. However, direct copying of assignments is cheating. Every student is expected to enter his or her own individual keystrokes.

It is the student's responsibility to get class assignments from a fellow student or the instructor for unattended classes.

College Attendance Policy:

Students are expected to attend all classes for which they are registered. It is the student's responsibility to communicate with his or her instructor regarding any absences. Failure to do so in a timely manner may put the student at risk of academic penalty. **The instructor will NOT process withdrawals.** In the instance of a student who has stopped attending but who does not initiate a withdrawal, your instructor will indicate the grade earned and the date of last academic-related activity on the final grade roster. Academic-related activity includes physical class attendance, submission of assignments, taking exams, participation in on-line discussions or direct contact with the instructor regarding course subject matter. Note: logging into ANGEL is not sufficient to qualify as academic-related activity.

American Disability Act:

Any student who feels she or he may need an accommodation based on the impact of a disability should contact the Office of Disability Support Services at 850-872-3834 or in the Student Union East room 59. The Office of Disability Support Services will coordinate reasonable accommodations for all students with documented disabilities.

Pay4Print:

Beginning with the fall semester 2011, students will now be given a specific dollar amount in their personal pay4print account for every class that has a printing fee associated with the class. The course print fee will show up in the student's "FREE BALANCE" for printing. The student will be able to print to any lab or library printer any time they are on campus; they will not be restricted to a specific class period. Any printing done by the student on campus will automatically be deducted from their "FREE BALANCE" until the amount is depleted. Once depleted, any further printing will be deducted from the student's "REAL BALANCE". The "REAL BALANCE" is the actual cash a student has deposited into their pay4print account. Labs will no longer have blanket free printing during class. Once the "FREE BALANCE" is used up, the student is responsible for any additional printing fees.

Cell Phones:

The use of cell phones is strictly prohibited. Cell phones must be silenced upon entering the classroom. In case of emergency call, please exit the room so as not to disrupt others.

PIN:

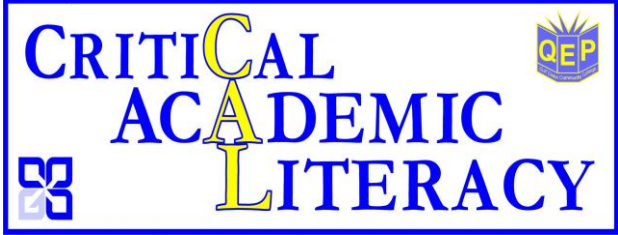
Each student must have a PIN (personal identification number) to receive their grades at the end of the semester. These may be obtained by filling out a request for a PIN and submitting it to Admissions and Records.

Only one PIN is necessary for accessing grades or registering for courses.

Notes:

Your instructor is here to help you. If you are having difficulty with the class assignments, please contact your instructor during office hours.

Considerable time outside of class will be required to complete course assignments. You should allow an average of 2 hours outside of class for every 1 hour in class to complete assignments. If you do not have access to a computer off campus, computers are available for student use in rooms BS 103, BS 105, BS 106, BS 204, TC 202, and TC 205. There is no charge for the use of these rooms. Open lab schedules will be posted on each room door. The Library also has computers available for student use.

	<p style="text-align: center;">QEP Vision Statement</p> <p>We believe that teaching Critical Academic Literacy (CAL) strategies will improve student learning. Students will construct knowledge as they develop their analysis, synthesis, and evaluation skills. CAL strategies must be taught explicitly through direct classroom instruction and be reinforced through consistent practice.</p>
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