



SUNY Korea, College of Business SYLLABUS

Course: BUS 301 Business Communications
Semester: Fall 2021
Class Time: Wednesdays 9:00 am – 11:50 pm
Location: TBA

Instructor: Tae Lee

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Cell Phone: 010-8586-5337

Office Hours: On Zoom, by appointment only; In-person meetings are available only when the class meets in-person on campus.

COURSE DESCRIPTION (from the Fall 2021 Undergraduate Bulletin)

The purpose of BUS 301 – Business Communications is to provide Stony Brook College of Business undergraduates with a conceptual framework and specific tools for communicating in complex environments and accomplishing strategic academic and professional business goals. This core course provides writing, oral, and collaborative skills necessary for future business courses, internships, and professional positions.

Prerequisites: *Business major, U3 or U4 standing, and T102*

STUDENT LEARNING OUTCOMES

Students will demonstrate the ability to communicate effectively and efficiently:

Writing:

- Conduct research that includes the use of electronic library resources and the Internet; use the results of that research to complete written and oral reports
- Produce well-written documents demonstrating proper structure, language, and mechanics
- Write business documents such as proposals and memos using an appropriate business style and a mature, confident voice
- Write resumes and cover letters that are grammatically correct and use appropriate tone and style for business.

Speaking / Communication:

- Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages
- Deliver effective presentations for the intended audience using appropriate media, visuals, verbal language, and non-verbal cues
- Evaluate oral presentations of others according to specific criteria
- Provide feedback, accept feedback, and use feedback to improve communication skills
- Develop effective interpersonal communication skills by actively participating in team-based projects in a competent, cooperative and constructive manner
- Answer questions persuasive and logically for a job interview

REQUIRED TEXTS & OTHER COURSE MATERIALS

1. **Required:** Cardon, P. W. (2020). *Business communication: Developing leaders for a networked world, 4th Ed.* New York: McGraw-Hill. ISBN# 978-1-260-08834-2
2. **Recommended:** American Psychological Association (2010). *Publication manual of the American Psychological Association (Seventh Edition)*. Washington, DC: Author or access to the website: <https://apastyle.apa.org/>
3. **Blackboard:** All other course materials will be available in Blackboard. All assignments are to be submitted via Blackboard; no paper submissions will be accepted. It is your responsibility to check Blackboard regularly.
4. Make sure you have access to Adobe Acrobat Reader as well as Microsoft Word, PowerPoint, and Google docs
5. You should have something to write with and something to write on to take notes during class discussions and lectures.
6. In-class materials will not be provided for you on Blackboard or KakaoTalk

GRADING REQUIREMENTS AND POLICY

Grading Policy:

This class is subject to absolute grading. However, this does not mean that you are automatically entitled to an A for doing basic work. You will receive the grade you earn. Effort and progress demonstrated throughout the semester will be taken into consideration when determining your final grade. Attendance and class participation are vital to your grade. Only students who do exceptionally well in all areas will receive an A+.

The following letter grades equate with the following percentages:

Letter Grade	%	Letter Grade	%	Letter Grade	%	Letter Grade	%	Letter Grade	%
A+	97-100	B+	87-89	C+ =	77-79	D+	67-69	F	59 or below
A	93-96	B	83-86	C =	73-76	D	63-66		
A-	90-92	B-	80-82	C- =	70-72	D-	60-62		

Grades are an important way for you to understand both what you're doing well and what you can improve this semester. If you have any questions about your grades after having carefully considered my comments on your work, please ask me.

Grading Requirements:

Students will be assessed on written assignments and oral presentations. The coursework will be divided into the following major sections.

CATEGORY	DESCRIPTION
Professionalism & Work Ethics (10%)	According to a survey by NACE (National Association of Colleges and Employers), 97.5% of companies that hire college graduates identified professionalism/work ethic as either "absolutely essential" or "essential" for a new college hire's success (Virginia Tech, 2020). You will practice showing your professionalism and work ethics by carrying yourself professionally throughout this course. This means be prepared for class, complete the readings before class, work with others, communicate positively, and be attentive to others. * Coming to class will not give you extra credit, but missing class too often will be penalized

Communication Style Analysis Memo (10%)	The first step in becoming a good communicator is to be aware of your own communication style. Research communication style and identify the communication skills you need to succeed in the workplace. Take various communication tests online such as the DISC personality test or the communication style test (use these key words to find various tests). Identify your communication strengths and weaknesses. Use the results to compare your communication style with your own opinion or experience. Your memo must include a summary of the quiz results, opinions of what others say about you – such as your friends or family, and a personal reflection (your overall impression / opinion of your communication style) with a communication strategy about what you need to improve and how you intend on doing this. Memo should be in a memo format (2-3 pages, single spaced, APA citation style)
Elevator Pitch (5%)	After you analyze your communication style and write your memo, you should have a clear idea of what kind of communicator you are. In a short presentation, give an elevator pitch to the class for your dream job. Please give a 3-minute informative presentation to the class and tell us why your dream company should hire you. No slides for this presentation.
Product Pitch Presentation (5%)	For this presentation, you will choose your favorite product, one that you cannot live without or one that you recently discovered. Tell the class the features of the product and the benefits of using the product. Your presentation is 3-minutes, 1 slide advertisement and a maximum of 5 words on the slide. Your presentation should include the 3 persuasive strategies you learned in class (ethos, pathos, logos).
Resume & Cover Letter (10%)	<ul style="list-style-type: none"> ● Job Description with company and industry analysis (2-3 pages) ● Write a cover letter responding to the job description (1 page) ● Create a resume that includes your education, extracurricular activities and work experience (1 page)
Online Resume (LinkedIn) (10%)	<ul style="list-style-type: none"> ● Create a LinkedIn Account and connect with me. ● 3 personal connection requests ● A profile summary ● 2 articles with a short summary and commentary
Mock Interviews (15%)	<ul style="list-style-type: none"> ● You will conduct 1 mock interview and participate in 2 mock interviews – these mock interviews will be conducted on Zoom with students from other universities (job description, interview questions, rubric, feedback memo)
Business Analysis Presentation & Proposal (20%)	In groups, you will research and propose an idea to improve the communication of any business. After analyzing a real business, you will identify the strengths and weaknesses. Then you will propose how this business can improve its communication among employees, customers, and/or communities. During the semester, you will be encouraged to contact businesses to ask questions to gain insight from actual employees. You must also do some research about the company and industry. Your goal is to find the strengths and weaknesses of this business and propose ideas to help improve the communication, applying the concepts discussed in class. You will work as a team in and out of class. You will hold meetings and submit meeting minutes.
Homework / Assignments (15%)	<ul style="list-style-type: none"> ● Textbook exercises and quizzes ● Self & Peer Reviews for presentations ● Ad analysis

COURSE GUIDELINES AND POLICIES

Learning:

You have two main roles in this class – an oral performer and an audience member. You will be listening more than you will be speaking. While doing so, you have the opportunity to learn from your classmates and their speeches. Be sure to take this opportunity to listen critically to your peers' speeches, pay attention to their delivery, ask questions during the Q&A session, take mental notes about what works, what needs improvement, and take risks by applying that to your own oral performances. This is not a difficult class, but it will require that you invest in your effort and time. You get out of it what you put into it. You are responsible for your own learning!

Attendance & Participation:

Attendance will be taken at the beginning of each class. If you are not present with your cameras turned on at the time attendance is taken, you will be marked absent. If you arrive late for class, it is your responsibility to contact me at the end of class to ask for a late mark; otherwise, you will be marked absent.

- Late = coming in to class after I call attendance
- 3 Lates = 1 absence
- 20+ minutes late = 1 absence
- Every hour of class = 1 absence
- 1 absence = Minus 1 point from your final score

Only the following will be considered as an excused absence: military service, death of a family member, medical emergency, or university-sponsored event. Absences due to menstrual symptoms and/or career-related reasons will not be accepted. If you expect to miss class for any reason, please notify me by KakaoTalk as soon as you become aware of the possibility. Please note that notifying me is a courtesy; it does not excuse you from the absence. You are responsible for finding out what was covered and assigned in class. Be sure to check Blackboard, our class KakaoTalk chatroom, and ask your classmates. Do not send me a private KakaoTalk message asking what you missed in class.

Your positive attitude, participation, and preparation is essential in this course. Prior to each class, you are expected to check the class website. You should be present and on time for every class, with your cameras on.

Moreover, in breakout rooms on Zoom, you should be prepared to ask questions and share your ideas with your peers. Be willing to offer constructive criticism to your classmates' writing. At the same time, be open to accepting critical feedback from your peers and from me. All class participation should be conducted in English. Being present, yet not actively participating (i.e. asking questions, discussing, sharing, etc.) will result in a lowered attendance / participation point score. I determine your participation score at the end of the semester.

Technology Requirements:

This course will meet face-to-face during the odd weeks and online via Zoom during the even weeks. A Zoom meeting ID for this course will be uploaded to the Blackboard prior to the first Zoom class meeting, which we will use for the remainder of the semester. **Please note that students will be required to turn on their cameras during class time. If you do not want to turn your cameras on, please register for another section of the course without this requirement.**

All classes will be recorded by Zoom. The Zoom recording links will be provided on Blackboard for only the oral performances for you to use for self/peer evaluation and reflection. Watching the videos, however, do not replace your real-time attendance.

By enrolling in this class, you are consenting to the following: 1) keeping your cameras turned on during Zoom classes, 2) being recorded on Zoom 3) the potential anonymous use of your presentations, in part or whole, for educational purposes only.

The following technology will be utilized in this course this semester. Please be sure to have access to these technologies on your computer prior to this course:

COMMUNICATON	RESOURCES	ASSIGNMENTS
• ZOOM	• Google Docs	• MS Word
• Blackboard	• Adobe PDF Reader	• MS PowerPoint
• KakaoTalk	• E-book (McGraw Hill)	

Blackboard:

You can access class information on-line at <http://blackboard.sunysb.edu>. If you have used Stony Brook's Blackboard system previously, your login information (Username and Password) has not changed. If you are having trouble logging into Blackboard, you will need to log into [SOLAR](#) to verify your **Net ID username & set your Net ID Security Question and Password**. For more information, visit: <http://clientsupport.stonybrook.edu/>

KakaoTalk:

The main communication outside of class will be carried out through KakaoTalk. Therefore, make sure you have a KakaoTalk ID on your cell phone and/or computer. Our class KakaoTalk chatroom is the place where I will post messages about assignments, and where you can informally ask questions about the course. Students are encouraged to actively use KakaoTalk to communicate with each other as well as with me. If you have questions that your classmates could benefit from, please post via our class chatroom; if you have a question regarding your own assignment, please send me a private message. Once you are invited to the chatroom, you should not leave until the final grades have been posted at the end of the semester.

Deadlines / Late Assignments / Missed Presentations:

Late assignments will be penalized. Absence is not an excuse. Unless arrangements have been made with me well in advance, all assignment deadlines (both online and in-class) apply. All assignments must be completed and submitted at or before their due dates. Failure to complete/submit work by the due date will result in point deductions. This includes uploading assignments on Blackboard AND submitting hard copies of assignments. Doing one and not the other will result in minus points. **I will not accept late assignments via e-mail.** All assignments MUST be posted to Blackboard by the due date and handed in on the day of your presentation to receive credit.

You must perform all assigned presentations in order to earn a passing grade for this course. If you must miss a presentation for reasons such as extreme cases of sickness that precludes you

from coming into contact with others or requires hospitalization, or death in your immediate family, please contact me before class and we will discuss the situation and necessary documents. Otherwise, if you are absent when it is your turn to deliver a speech or presentation, you will receive a “zero”.

Consultations:

You are strongly encouraged to make an appointment with me to discuss any assignments or concepts you do not understand. Be sure to come with a specific question or focus to discuss. Also, do not wait until the day before your assignment is due to ask for help.

Submission Guidelines:

- Submit copies of all assignments to the appropriate Blackboard submissions folder by the due date.
- Submit a hard copy of your slide decks with a Reference list at the end of your slides, on the day of your presentation
- Do NOT submit assignments to my e-mail unless otherwise requested.
- All assignments must be typed (Arial, 12-point font) in English; Reference lists must be in APA style; PowerPoints should be printed 2 slides per page, vertically (1st slide on top of page, 2nd slide on the bottom); your name, student number, and assignment title should be on the first slide.
- All assignments submitted onto Blackboard must be in the Microsoft Word and PPT formats. Submissions by Hangul word processing will NOT be accepted. PDF submissions are acceptable.
- Please title your files as follows: (your name_assignment type) Ex: **Seoin-product pitch-slide deck.pptx**.
- Use the appropriate business style format required for each assignment.

Academic Integrity:

Plagiarism is the use of the ideas or words of another without giving credit to the source. All of the writing and the ideas in your speeches must either be your own or must be attributed to their source. Students are expected to immediately and properly cite any source, published or unpublished, when any ideas, words, or information being used were taken from that source. This includes quotes and paraphrases in your essays as well as all materials available on the Internet. Copying speeches off the Internet, asking your friend or relative to write your speech for you, or using other sources without documenting them are examples of plagiarism. (It is quite easy for instructors to discover whether a student has done this.) Turning in plagiarized work will result in a zero for the assignment.

Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at <http://www.stonybrook.edu/uaa/academicjudiciary/>

Academic Dishonesty:

The College of Business regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the College of Business permit cheating of any kind. Many activities constitute academic dishonesty. The following list is not inclusive, only suggestive:

- Cheating on exams or assignments by the use of books, electronic devices, notes, or other aids when these are not permitted, or by copying from another student. Collusion: two or more students helping one another on an exam or assignment when it is not permitted.
- Ringers: taking an exam for someone else, or permitting someone else to take one's exam. Submitting the same paper in more than one course without permission of the instructors.
- Plagiarizing: copying someone else's writing or paraphrasing it too closely, even if it constitutes only some of your written assignment.
- Submitting the same paper in more than one course without approval of the instructors.
- Falsifying documents or records related to credit, grades, status (e.g., adds and drops, P/NC grading), or other academic matters.
- Altering an exam or paper after it has been graded in order to request a grade change.
- Stealing, concealing, destroying, or inappropriately modifying classroom or other instructional material, such as posted exams, library materials, laboratory supplies, or computer programs.

Student Accessibility Support Services (SASC)

If you have a physical, psychological, medical or learning disability that may impact your course work, please contact Student Accessibility Support Center, ECC (Educational Communications Center) Building, Room 128, (631) 632-6748. They will determine with you what accommodations, if any, are necessary and appropriate. All information and documentation is confidential.

Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Student Accessibility Support Center. For procedures and information go to the following website: <https://ehs.stonybrook.edu/programs/fire-safety/emergency-evacuation/evacuation-guide-people-physical-disabilities>

Critical Incident Management:

Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of University Community Standards any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and the School of Medicine are required to follow their school-specific procedures. Further information about most academic matters can be found in the Undergraduate Bulletin, the Undergraduate Class Schedule, and the Faculty-Employee Handbook.

COVID 19 Guidelines:

Below is a shortlist of guidelines you are expected to follow due to COVID19. For a more detailed list visit the university homepage.

Health Condition, Temperature & Attendance

1. Each student is advised to check their health condition and temperature at their home or dormitory before coming to the classroom.
2. Each student should check his/her temperature at the entrance of the classroom.
3. If a student has a fever (37.5°C or higher) or respiratory symptoms, he or she should go back to home or dormitory and report it to the instructor via email.
4. Students who have fever or respiratory symptoms (coughs, difficulty breathing, etc.) during the class should immediately notify the instructor of the incident and move to the designated classroom for COVID-19.
5. For students who have left the class due to suspected symptoms or who are unable to attend the class due to the COVID-19 symptoms, they should not get any disadvantage in attendance score due to the absence of the class.

Hand Sanitizers, Masks, & Seating

1. Hand sanitizers are available throughout the building, so please disinfect your hands frequently.
2. Masks should be worn at all times while on campus. Students should not take off their masks outside of the classroom.
3. Students who do not wear masks will be asked to leave the classroom immediately.
4. Students should use only designated seats in order to maintain the distance between individuals. If seat movement or temperature check is required, please cooperate.
5. After entering the room, make sure to have as much distance as possible between individuals.
6. The distance between students should be maintained during group discussions and intermission.

CLASS SCHEDULE

This is a very TENTATIVE schedule subject to change depending on the needs of the students and class size. A more detailed schedule will be provided on the first day of class.

Week	Date	Topics Covered
1	Sept 1	Welcome
2	Sept 8	Establishing Credibility; Principles of Interpersonal Communication
3	Sept 15	Email and Other Traditional Tools for Business Communication; Routine Business Messages; Persuasive Messages
4	Sept 22	CHUSOK HOLIDAY – NO CLASS Communication Style Analysis Memo due
5	Sept 29	Job Interview Skills & Elevator Pitches Job Description with Company and Industry analysis due
6	Oct 6	Elevator Pitches – Oral Performance
7	Oct 13	Resume & Cover Letters & LinkedIn Self & Peer evaluations due
8	Oct 20	Mock Interviews – Tentative ** schedule will depend on number of students and schedules.
9	Oct 27	Communication Styles: Team Communication and Difficult Conversations; Communicating Across Cultures
10	Nov 3	Product Pitch Presentations Ad Analysis Due
11	Nov 10	Research and Business Proposals Project
12	Nov 17	Effective meetings – agendas and meeting minutes
13	Nov 24	Writing Tips – Global and Local Revisions
14	Dec 1	Final Presentations
15	Dec 8	Final Presentations
Final Exam	Dec 15	Final Written Proposal Due