



## SUNY Korea, College of Business

### SYLLABUS

**Course:** BUS 301 Business Communications

**Semester:** Fall 2020

**Instructor:** Tae Lee

**Instructor Contact Information:** [tae.lee@sunykorea.ac.kr](mailto:tae.lee@sunykorea.ac.kr)

**Office Hours:** On Zoom, by appointment only

**Meeting Time:** Wednesdays 2:00 – 4:50 pm

**Location:** B203

#### **COURSE DESCRIPTION (from the Fall 2020 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.

## REQUIRED TEXTS & OTHER COURSE MATERIALS

1. Recommended: 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. 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.
3. Make sure you have access to Adobe Acrobat Reader as well as Microsoft Word and PowerPoint
4. You should have something to write with and something to write on to take notes during class discussions and lectures.
5. In-class materials will not be provided for you on YSCEC 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+. **\*\* Do NOT beg for a higher grade at the end of the semester. It is not only disreputable, but also illegal under the graft law.**

The following letter grades equate with the following percentages:

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	

The grades I assign to your work are a measure of how successfully you have completed an assigned task. Grades are not a measure of your worth as a person or your potential as a student. They are also not a reward for the effort you have made toward completing an assignment. At their best, grades are one 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.

I do not curve grades, which means it is possible for everyone to earn an A in the course. I do not round course scores to fewer than two decimal places; a course score of 86.99 is a B and will not be rounded to a B+. Please use the Excel spreadsheet posted on Blackboard to keep track of your scores and to calculate your final grade.

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

Professionalism & Work Ethics (10%)	Professionalism/work ethic topped the list with 97.5% of respondents identifying it as either “absolutely essential” or “essential” for a new college hire’s success. 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. * <i>Coming to class will not give you extra credit, but missing class too often will be penalized</i>
Personal Communication Style Memo (10%)	The first step in becoming a good communicator is to be aware of your own communication style. What kind of communicator are you? What are your communication strengths and weaknesses? Take various communication tests online such as the DISC personality test or the communication style test (use these key words to find various tests). 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 your need to improve and how you intend on doing this. Memo should be in a memo format (2-3 pages, single spaced)
Personal Communication Style Presentation (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, share your communication style with the class. Please give a 90 sec informative presentation to the class and tell us what to expect from you when we are working with you in groups or hanging out with you after class. No slides for this presentation. Warning: Just telling us the test results is a boring presentation and will earn you a C-.
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 why you love it and why they should buy it too! Your presentation is 90 seconds, 1 slide with 1 original image (your own photo) 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"> <li>• Job Description from a company that is currently hiring</li> <li>• Write a cover letter responding to the job description</li> <li>• Create a resume that includes your education, extracurricular activities and work experience.</li> </ul>
Online Resume (LinkedIn) (10%)	<ul style="list-style-type: none"> <li>• Create a LinkedIn Account and connect with me.</li> <li>• You must send 3 personal connection request, which means you need to revise the generic message and write a personal request to connect.</li> <li>• You are required to have a profile photo, a headline, a profile summary, list of education, list of work experience, and list of skills (you can add other information)</li> <li>• Post 2 articles related to your field of interest to establish your credibility</li> </ul>
Business Analysis Presentation & Proposal (30%)	In groups, you will research and propose an idea to improve the communication of any business. After analyzing the communication of a 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.
Self / Peer Evaluations & Reflections 20%	Your evaluations will be based on a rubric that I will provide on Blackboard which you are responsible for filling out and uploading to the Blackboard submissions folder. Your score on peer evaluations will be based on the extent to which you provided useful and meaningful feedback. Your evaluations will be anonymous, so feel free to be candid yet constructive. You will evaluate approximately 3 peers per oral performance. In addition to evaluating your peers, you will assess and reflect on your own performances. You will also complete self/team evaluation for your group project. Again, honesty and reflection is emphasized. A final course reflection will wrap up our semester in which you take to look back upon the semester and contemplate about what you’ve learned and gained.

## 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.

**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/>

**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:

- ZOOM
- YSCEC
- KakaoTalk
- Google Docs
- Microsoft Word
- Adobe PDF Reader
- PowerPoint

**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 when the evidence is provided. Otherwise, if you are absent when it is your turn to deliver a speech, 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 Works Cited sheet of any references, 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; Works Cited sheets must be in APA style; PowerPoints should be printed 2 slides per page, vertically (1<sup>st</sup> slide on top of page, 2<sup>nd</sup> 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.

## 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	Class	Topics Covered
1	B203	Welcome
2	Zoom	Establishing Credibility; Principles of Interpersonal Communication
3	B203	Communication Styles: Team Communication and Difficult Conversations; Communicating Across Cultures
4	Zoom	Creating Effective Business Messages; Improving Readability with Style and Design; Presentation tips and visual aid
5	B203	Personal Communication Style Presentations
6	NO CLASS	CHUSOK HOLIDAY – NO CLASS *Self & Peer evaluations due

7	B203	Email and Other Traditional Tools for Business Communication; Routine Business Messages; Persuasive Messages
8	Zoom	Product Pitch Presentations
9	B203	Research and Business Proposals
10	Zoom	Effective meetings – agendas and meeting minutes
11	B203	Employment Communications: Resumes & Cover Letters
12	Zoom	Linkedin
13	B203	Peer review workshop
14	Zoom	Resumes & Cover Letters – Conferences with Instructor
15	B203	Final Presentations