**ITEC 242: Business Communication Section Y01  
Winter 2018**

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Phone: 803-351-3170 (cell) Online course

Office Location: Carolina Coliseum Room 4002

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| **TEXT:** Shwom, B., & Snyder, L., (2015). *Business Communication: Polishing Your Professional Presence 3e*. Prentice Hall  **ISBN:** ISBN-10: 0133863301 • ISBN-13: 9780133863307 | http://www-fp.pearsonhighered.com/assets/hip/images/bigcovers/0133863301.jpg |

How the textbook will be used in this course  
You will have readings and exercises from your textbook.  I will post screen shots of the exercises from your textbook as I understand there are sometimes delays in receiving textbooks.  I will also provide Power Point slides that review and reinforce the most important concepts from the textbook readings.     
  
Course description:   
Theory and processes in written business communications; composing effective business letters and reports.

Full course description:

Business Communications is a required course for students in the College of Hospitality, Retail, and Sport Management.  In the course, students will explore the theory and processes in business communication by analyzing the principles of business communication, composing effective messages, including resumes and cover letters, and delivering presentations.  This course is taught online.  HRSM majors must complete the course with a grade of “C” or higher.  
  
Objectives:

1. Recall, interpret, and analyze the principles of business communication
2. Develop and compose effective business correspondence, including routine messages, persuasive messages, bad-news messages, social media messages, and reports
3. Develop and compose effective cover letter and resume
4. Design, deliver, and assess compelling presentations with the assistance of technology

Blackboard: All assignments that you will complete for this course will be posted in Blackboard and you will submit each assignment in Blackboard.  
  
Due dates: Assignments must be submitted by the due date as noted in Blackboard in each module.  Any assignment not turned in by the due date will be given a "0."  Assignments turned in late can earn up to half credit.  If you aim to earn a high grade in this course, turning in assignments on time is key.

Emergencies: Throughout the semester, there are students who experience emergencies.  Please understand that in this course, emergencies are defined as unforeseen and tragic issues, such as a serious illness, hospitalization, accident, or death in the family.  If something like this occurs, you may contact me as soon as possible (smoffitt@mailbox.sc.edu) so that we can document the issue and make appropriate accommodations for completing assignments.  Things that are not considered emergencies include issues such as computer problems, work schedules, car problems, etc.  You have advanced notice and reasonable time to complete all assignments for this course, and will not be granted an extension or accommodations if you do not plan accordingly.  
  
Grading and instructor feedback: All assignments will be graded within one week of the due date for the assignment.  All grades will be posted in the Blackboard grade center (see the "Gradebook" link) in the left menu of our course Blackboard page. If there is additional instructor feedback, it will be posted within each submitted assignment and can be retrieved through the Blackboard grade center as well.  
  
Retrieving grades: You may see your grades in the Blackboard grade center by clicking on the "Gradebook" link on the left hand menu of Blackboard.

Assignments and weight:

* Course assignments (average of all graded assignments that are not listed separately below including assignments like discussion board posts, textbook exercises, resume, cover letter, etc.): 55%
* SWOT report 15%
* SWOT presentation 15%
* Final exam\* 15%  
    
  Grading scale

90-100: A                    70-76: C  
87-89: B+                    67-69: D+  
80-86: B                      60-66: D  
77-79: C+                    Below 60: F

At the end of the semester, grades averaging at ".5" or above will be rounded up to the next highest point.

\*The final exam will be administered online.

Academic honesty and integrity: Your work in this course is expected to be your own.  The University's commitment to academic integrity is enshrined in the [Carolinian Creed](http://www.sa.sc.edu/creed/) and is detailed in the [Rule of Academic Responsibility](http://www.sc.edu/policies/staf625.pdf).  Information on violations of academic honesty and integrity and the University's punishments for these violations can be found in the Carolina Community Student Handbook. It is YOUR responsibility to be aware of and adhere to the [Rule of Academic Responsibility](http://www.sc.edu/policies/staf625.pdf).   
  
**Plagiarism** is the use of another writer's words or ideas in your work without giving them proper citation.  You may not use work that others have previously prepared and/or submitted as your own for this course.

Schedule: As noted previously, each module (available on the lefthand Blackboard menu) will include specific details on assignments and due dates.  Below is the general outline of our schedule for the course.   **NO ASSIGNMENTS WILL BE ACCEPTED AFTER JANUARY 20, THE FINAL DAY OF OUR CLASS.**

Course outline: below is the schedule for topics in the course; details on each assignment, including instructions and due dates, are posted in the corresponding module in Blackboard.

Before class starts:  
Review "how to get started" in Blackboard and decide if this course is right for you

Module 1: January 2-7  
syllabus review and introduction  
Chapter 1 reading/watch Chapter 1 PowerPoint (PPT) and complete related assignments  
Chapter 2 reading/PPT and related assignments  
Chapter 4 reading/PPT and related assignments  
watch SWOT analysis PPT/complete SWOT analysis

Module 2: January 8-13  
Chapter 5 reading/PPT and related assignments

Chapter 6 reading/PPT and related assignments  
Chapter 12 reading and related assignments  
review cover letter/resume PPT and related assignments   
complete SWOT analysis report

Module 3: January 14-19  
Chapter 11 reading

complete SWOT analysis PPT and related assignments

complete SWOT analysis presentation recording and related assignments

FINAL EXAM: Saturday, January 20

exam covering Chapters 01, 02, 04, 05, 06, 12

**NOTE: this course is compressed into 18 days, which means that there will be a heavy workload each week.  You should expect to be working on this course a significant number of hours each week.**

Accommodations for disabilities: Students with disabilities are encouraged to contact the Office of Student Disability Services if they have not previously done so.  The contact information is as follows:  
  
1523 Green Street  
LeConte Room 112 A  
Columbia, SC 29208  
Phone: 803-777-6142  
Fax: 803-777-6741  
Web: <http://www.sa.sc.edu/sds/>  
Email: [sasds@mailbox.sc.edu](mailto:sasds@mailbox.sc.edu)  
  
Additionally, students with disabilities should discuss accommodations with me before or during the first week of class.

Inconsistencies or errors in Blackboard for this course: This course has been prepared with every intention to be clear, consistent and without error within the Blackboard set up.  Please know, however, that if you see any errors or unclear postings in this course, your feedback is welcome and encouraged.    
  
You may note any errors, inconsistencies or unclear postings in the discussion board for this course (located in the left hand menu) or send that information to me directly at smoffitt@mailbox.sc.edu .  My goal is to make this course easy for you to understand and navigate, and I will gladly update Blackboard as needed to assist students in their understanding or completion of this course.