

Syllabus for ENG 332 Communication for Business and Management

Spring 2020

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Meeting : By appointment (phone OR Zoom)

Course Description

The purpose of this course is to improve your business communication skills so that you will be able to successfully navigate your careers in industry, government, nonprofits, and other professional organizations. In this course we will discuss the importance of business communication practices that help you succeed in today's challenging digital-age workplace. We will focus primarily on writing and speaking activities by breaking them down into tasks required at the workplace. We will learn strategies to analyze problems, conduct research and organize information to create knowledge that can help in resolving those problems. You are encouraged to draw upon your own work experience, professional goals, and major fields of study as you complete course material and assignments. This will further contextualize your skills as you develop clear, concise communication practices applicable to wide variety of fields.

Course goals

- Learn to communicate effectively in professional environments by understanding and responding to the critical elements that shape communication situations, such as audience, purpose, and genre.
- Be able to collaborate with others with different experiences, knowledge and skills, in order to accomplish common goals.
- Be able to provide critique and incorporate constructive feedback.

Learning outcomes

- Students will be able to write documents that address purposes, audiences, and conventions of professional contexts
- Students will be able to recognize and construct effective arguments for a variety of audiences and to adapt these to the formats and conventions of professional documents and genres.
- Students will be able to apply principles of document design and incorporate visual elements in order to meet the needs of different professional audiences.

- Students will be able to construct presentations appropriate for professional audiences and to apply the principles of effective oral communication.
- Students will be able to communicate effectively using electronic media appropriate to their professional fields.
- Students will be able to participate effectively in the writing process by planning, drafting, reviewing, revising, and critiquing professional documents.
- Students will be able to collaborate effectively in teams to create, review, and revise documents.
- Students will be able to analyze and justify the persuasive strategies and professional conventions they use in their own writing.
- Students will be able to describe ethical implications of communication situations in professional contexts.
- Students will be able to locate, analyze, and use information appropriate for selected professional documents and communication tasks.

Evaluation of learning outcomes

- **Communication in the Workplace Investigation Report (10 points/5% of total grade)**
In this assignment you will first send an email to a working professional, conduct an interview with them and develop a report based on the interview findings. Use this assignment as an opportunity to practice your networking skills, make a good impression, and gather valuable information on communication in the workplace.
- **Proposal part I (25 points/12.5% of total grade)**
Write a grant proposal to request funding for your research project. In part I, you will provide details about the organization that you are working for, the goals of your project and purpose of the project. You also need to document the selected data gathering method and your analyses of the data.
- **Proposal part II (25 points/12.5% of total grade)**
In part II, you will write the recommendations in the proposed project and a conclusion.
- **Presentation (20 points/10% of total grade)**
With your group, record a presentation of your proposal. Make sure that every member on the team gets a chance to share their contribution. Record the presentation using screen recording software (Zoom)
- **Cover letter (20 points/10% of total grade)**
After looking at job descriptions of the variations of positions that you can apply it, write a cover letter to be attached with the Resumé. The cover letter must convey your background information, your motivation and qualities that make you a good fit for the job.
- **Resumé/CV (30 points/15% of total grade)**
Build your Resumé if applying to a corporate position after graduation OR Build your CV if applying to a graduate program. Cover your educational background, work experience, skills, projects completed, and other sections necessary for an effective Resumé/CV.

- **Portfolio (25 points/12.5% of total grade)**
Create an online portfolio using portfolio software like Adobe InDesign or website designing tool like Wix, Wordpress, etc. The portfolio must include your Resumè/CV, cover letter, proposal, proposal presentation (video file) and links to your professional social media accounts. You can also include links to other online projects that you may have done in the past (optional).
- **4 Quiz (20 points/10% of total grade)**
Each week, there will be a quiz based on the readings for that week. Make sure to answer the quiz only after you have completed reading the given material.
- **Discussions (25 points/12.5% of total grade)**
For the weeks which have the discussion submission, you need to post on the moodle forum. The post must be at least 300 words and not more than 600. You can respond to each others posts (optional). Discussions will count towards the participation grade for this class.

Grading

A cumulative of 200 points is possible for this course, adding up all the different types of assignments. Assignments will be graded and given points via Moodle. Grading follows the Professional Writing Program's rubric standards stated [here](#). At the end of the semester, these points will be added together to compute the final grades as shown in the table below. A grade of 119 or below will result in an F.

A		B		C		D	
194 - 200	A+	174 - 179	B+	154 - 159	C+	134 - 139	D+
186 - 193	A	166 - 173	B	146 - 153	C	126 - 133	D
180 - 185	A-	160 - 165	B-	140 - 145	C-	120 - 125	D-

Readings

- Guffey, M. E., & Loewy, D. (2010). *Essentials of business communication*. Mason, OH: South-Western/Cengage Learning. 9th or 10th edition.
Paperback on Amazon - used: \$19; new: \$50
Ebook on Amazon - \$80
(Required readings from the book will be made available in PDF format on moodle)

Course materials

- The class schedule, assignment descriptions, announcements and grades for the class will be shared on Moodle.

- All the reading materials (including excerpts from “Essentials of business communication” will be made available as PDFs or website links on Moodle.
 - Technology used
 - Laptop/Desktop* for readings and assignments
 - Software for presentation recording (Quicktime, Zoom, etc.)
- * You can borrow technology from the libraries in case you have trouble getting your own.

Course policies

Accessibility

I will do my best to accommodate any reasonable request from students with verifiable disabilities. In order to take advantage of available accommodations offered by the University and the department, students must register with Disability Services for Students at 1900 Student Health Center, Campus Box 7509, 515-7653. While I am happy to help with your needs, it is your responsibility to notify the Disability Services and me of any problems. Please notify us as early as possible in the semester for the most efficient and adequate help. If you have trouble at any point in class, don't hesitate to reach out immediately.

Inclusivity

I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, etc.) To help accomplish this:

- In an effort to affirm and respect the identities of transgender students in the classroom and beyond, please contact me if you wish to be referred to using a name and/or pronouns other than what is listed in the student directory.
- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you. Remember that you can also submit anonymous feedback (which will lead to me making a general announcement to the class, if necessary to address your concerns). If you prefer to speak with someone outside of the course, you can contact the Office for Institutional Equity and Diversity.
- I am still in the process of learning about diverse perspectives and identities. If something was said in class (by anyone) that made you feel uncomfortable, please do not hesitate to reach out to me.

Communication guidelines

Email is the best way to contact me. You can email me at nsjalind@ncsu.edu. I do not respond to students at any other address. I will try to answer student email within 24 hours on weekdays and within 48 hours on weekends and holidays. You can connect through Twitter on [@nupoorwriting](https://twitter.com/nupoorwriting). I may not respond to other social media requests until the end of the semester. I will be available to meet during my office hours and by appointment outside of those.

Academic integrity

The Departments of English and Communication are committed to upholding the University's honor code. To read the University policy on academic integrity please see the [Code of Student Conduct](#). The University and the Depts. of English and Communication assume all students are familiar with these standards and procedures. If you have any questions about academic dishonor or doubts about what constitutes a violation please contact me.

Absences and Late policy

I expect that you complete all the assigned work in this online class by the end of Sunday of every week. One late submission will be accepted. More than one late submission will result in one point being deducted for every day after the deadline that the work is submitted. With a delay of two weeks or more will result in loss of all the points for that assignment.

Backups

Most of your work will use technologies that let you save data on the cloud. However, save backups of your notes and all your work for this class. Recommended storage places are Google Docs and Google Drive. Printed backups can also be useful. Do not discard any files, notes, or other work until the semester is over and you have received your final grade. Be sure that you maintain backups so that you can continue your work when you encounter computer problems.

Other Resources

Career Development Center for everything from choosing a career to interviewing to researching jobs. To learn more, visit <http://careers.ncsu.edu/>

Counseling Center for if you ever get overwhelmed, need to talk to someone confidentially, or just want to learn some great stress management techniques. To learn more, visit <http://counseling.dasa.ncsu.edu/>

NCSU Libraries for researching, studying, reserving conference rooms, and so much more. If you can't find what you're looking for on their web page, use the "Chat Now" feature, and they will respond and point you in the right direction. Visit <http://www.lib.ncsu.edu/>

Lynda.com for learning basic and advanced software skills (such as Microsoft Office!). The library has a subscription but it's only accessible from specific workstations at the library. To learn more about how to use lynda.com, visit <http://www.lib.ncsu.edu/faq/faq.php?id=558>

Writing and Speaking Center for undergraduates to receive tutoring and review services. To learn more or schedule an appointment, visit <http://tutorial.dasa.ncsu.edu/writing-speaking/wsts/>

Purdue Online Writing Lab (OWL) is a (non-NCSU) comprehensive site offering "Free Writing Help and Teaching Resources. Open 24/7." It features extensive information for students and instructors on over 200 topics including writing process, rhetoric and argument, paragraphing, documentation (and plagiarism) and grammar. <https://owl.english.purdue.edu/>

Khan Academy is a non-NCSU, free site that contains short video lessons (~5-15 minutes) on a wide variety of educational topics. In particular, the introduction to grammar series may be

helpful. You can pick the topic that you need help with, anything from nouns to prepositions to conjunctions and punctuation. <https://www.khanacademy.org/humanities/grammar>