[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjU_f-crNTSAhXi24MKHWtXAn8QjRwIBw&url=http://www.scoop.it/t/business-communication-2-0-social-media-and-electronic-communication&psig=AFQjCNEqovezmLvNfbCBu0hQcOK3n9wIHA&ust=1489524174960333)

**Business Communication Syllabus** \*2018 - 2019 \*

**Teacher:** Mrs. Frahm

**Phone:** 208-482-6074 ext. 225

**E-mail:** frahmp@cossaschools.org

**Room:** 107

**Office Hours:** 7:30 a.m. – 3:30 p.m.

**Course Description:** This is an introductory course in human communication. We’ll learn about basic communication theories and explore different types of communication, such as interpersonal, non-verbal, small group, and public communication. You’ll have opportunities to develop and apply communication skills by completing exercises and assessments, participating in group interactions, and delivering presentations.

Together, we’ll work on developing effective critical thinking, problem solving, and decision making skills. These skills are essential for success as a communicator. Wherever possible, we’ll connect class discussions and activities to the communication venues that most affect you—the workplace, your home, and your community. The classroom format will combine discussions, presentations, and small group activities.

**Textbook/Materials:** Fundamentals of Business Communication by Sherry Roberts and online resources

**CLASS INFORMATION AND EXPECTATIONS**

* *Arrive to class on time*
* *Be prepared with supplies, coursework*
* *Show respect for others*
* *Ask questions!*
* *Utilize resources and time efficiently and properly*
* *Listen carefully and follow directions*
* *Engage and work hard in class*
* ***Use of cell phones or iPods are encouraged in the development of marketing concepts.***

**Attendance:** There is no such thing as an “excused” absence. Although there may be times when it is physically impossible to be present in class, this is a “reason”, not an “excuse”. Every day is important! Your success in this course is directly related to how often you are present. If you are absent, it is your responsibility to get the work and notes that you missed. If you are on campus during any portion of the school day, any scheduled quizzes or tests must be taken. It is your responsibility to come see me if you arrive late to school or leave early and miss my class period.

**Tests and Quizzes**: Students will be notified in advance of quizzes and tests. All tests and quizzes are available for review in the assignments completed basket.

**Course Outline:**

|  |  |
| --- | --- |
| **Week 1 – Chapter 1 Understanding the Communication Process** | **Pages** |
| Section 1.1 pages 20 - 30 | 22 |
| Section 1.2 pages 30 - 36 | 30 |
| Checkpoints | 23, 28, 30, 33, 36 |
| Workbook – Parts 1 & 2 | 5 |
| **Week 1 – Ch. 2 Communicating in a Global Society** |  |
| Section 2.1 pages 40 - 45 | 40 |
| Section 2.2 pages 46 - 52 | 46 |
| Checkpoints | 41, 45, 48, 50, 52 |
| Workbook – Parts 1 & 2 | 13 |
| **Week 2 – Ch. 3 Using Technology to Communicate** | **56** |
| Section 3.1 pages 56 - 63 | 56 |
| Section 3.2 pages 63 - 69 | 63 |
| Checkpoints | 81 |
| Workbook – Parts 1 & 2 | 21 |
| **Week 2 – Ch. 4 Communicating and Working in Teams** | **74** |
| Section 4.1 pages 74 - 79 | 74 |
| Section 4.2 pages 80 – 84 | 80 |
| Checkpoints | 62, 63,64, 65, 66, 67, 69 |
| Workbook – parts 1 & 2 | 27 |
| **Week 3 – Chapter 5 Improving Grammar Skills** | 88 |
| Section 5.1 pages 88 - 97 | 88 |
| Section 5.2 pages 97 - 108 | 97 |
| Section 5.3 pages 108 - 114 | 108 |
| Checkpoints | 121 |
| Workbook – part 1 chapter review & part 2 grammar review | 33 |
| **Week 3 – Chapter 6 Improving Grammar Mechanics** | 118 |
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| **Week 4 – Chapter 7 Writing as a process** | 146 |
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| **Week 4 – Chapter 8 Writing Style** | 172 |
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| **Week 5 – Chapter 9 Formatting letters, memos, and E-mails** | 192 |
| Formatting | 193 |
| Formatting Letters | 196 |
| Formatting Memos | 205 |
| Formatting E-Mails | 208 |
| **Week 6 – Chapter 10 Writing Effective Business Communication** | 218 |
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| **Week 6 – Chapter 11 Speaking Informally** | 252 |
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| **Week 7 – Chapter 12 Giving Presentations** | 266 |
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| **Week 8 – Ch. 13 Using Digital Media** | 288 |
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| **Week 8 – Ch. 14 Listening with a Purpose** | 318 |
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| **Week 9 – Ch. 15 Reading with a purpose** | 342 |
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| **Final Test** |  |

Unit 1 – Communicating for Success

Unit 2 – Grammar Basics for Successful Communication

Unit 3 – Writing for Successful Communication

Unit 4 – Speaking for Successful Communication

Unit 5 – Listening and Reading for Successful Communication

**Grading:** Students earn their grades by actively participating in class and completing class work, quizzes, projects, participation, tests and end of quarter exams. Assignments that are submitted without a name will receive a grade of zero on the assignment.

40% Participation in class, projects

40% Classroom assignments

20% Test and quizzes

**COSSA District grade scale:**

97-100 A+

94-97 A

90-93 A-

87-89 B+

84-86 B

80-83 B-

77-79 C+

74-76 C

70-73 C-

67-69 D+

64-66 D

60-63 D-

59 or below F

**\*\* Note: Mrs. Frahm retains the right to make changes, additions, and deletions to the course \*\* throughout the course. Students will be made aware of any changes.**

Dear Students and Parents,

Please sign and return this portion of the page by **Monday, January 14th, 2019**. If you have any questions, please feel free to contact me by email and I will promptly respond.

Thank you,

Mrs. Frahm

Mrs. Frahm,

We have read and understand the course syllabus for the Business Communication course.

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Student Name (Print) Student Signature Date

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Parent/Guardian Name (Print) Parent/Guardian Signature Date