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**Ohio Articulation Number (OAN)  
Course Submission Form  
2005-2006**



College/University Lorain County Community College

Course(s) Submitted(Title & Course #) AOIS 211, Business Communications for  
Ohio Articulation Number OBU005

Date October 7, 2005

Name and title of individual submitting on behalf of the college/university

Name Rosemary Schestag Title Project Manager

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Elyria, OH 44035

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Credit Hours 3 qtr \_\_\_\_\_ sem X

Lecture Hours 2

Laboratory Hours 2 (if applicable)

Pre-Requisites(s) Course work (if applicable)

Word, AOIS 131 or WordPerfect AOIS 132, or Microcomputer Applications I, CISS 121 or divisional approval

Placement Score (if applicable)

(Name of test)

(Domain) (Score)

Catalog/Course Description (Includes Course Title and Course #)

Development of written, oral and implied communication skills to produce effective business messages – letters, memoranda, reports, resumes, and oral presentations. Use of word processing software will promote the review and revision of document drafts with efficiency. Special emphasis is placed on developing proficiency in editing and proofreading, and all aspects of accuracy and presentation. Laboratory required.

### Texts/Outside Readings/Ancillary Materials

Required: Essentials of Business Communications, 6<sup>th</sup> Edition, By Mary Ellen Guffey South Western Publishing, 2004.ISBN: 0-324-19154-5

Greg Reference Manual, 10<sup>th</sup> Edition, Sabin, Glencoe

Supplementary materials will be given throughout the course.

### Course Objectives and/or Plan of Work

The student will:

- appreciate the role and importance of communication today.
- understand the role business communications play in building and maintaining good morale within a company.
- demonstrate knowledge of acceptable document formats and styles including computer graphics.
- produce effective written correspondence that is positive and considerate while applying accepted rules of English grammar.
- recognize originality of expression as a necessity to the development of a unique writing style.
- Utilize computer software packages to achieve communication objectives.
- recognize and appreciate nonverbal communication techniques.
- demonstrate the ability to communicate orally in a group or individual setting.

### Description of Assessment and/or Evaluation of Student Learning

Description:	Points:
Exam 1	100
Exam 2	100
Exam 3	100
Projects (30 pts x 14)	420
Chapter Review (15 pts)	210
<u>Current Events (10 pts x 12)</u>	<u>120</u>
Total Points:	1050

### Master Syllabi and Working Syllabi (if both are used)

\* Lorain County Community College \* Business Division \* Spring Semester 2006 \*

## **Business Communications** **AOIS 211**

**Adjunct Faculty: Katie A. Kniahynyckyj, B.A., M.B.A**

Office: BU 211

Office Hours: By appointment

Email: [katie@kakergroup.com](mailto:katie@kakergroup.com)

Class Meetings: Mondays/Wednesdays 11-12:50 p.m.

Classroom: BU 102

Credit Hours: 3 hours

Class Prerequisite: Word, AOIS 131 or WordPerfect AOIS 132, or Microcomputer Applications I, CISS 121 or divisional approval 1

Drop Date: Friday, April 14, 2006

**TEXT & READING MATERIAL:**

Required: Essentials of Business Communications, 6<sup>th</sup> Edition, By Mary Ellen Guffey  
South Western Publishing, 2004.

ISBN: 0-324-19154-5

Supplementary materials will be given throughout the course.

**COURSE CATALOG DESCRIPTION:**

Development of written, oral and implied communication skills to produce effective business messages – letters, memoranda, reports, resumes, and oral presentations. Use of word processing software will promote the review and revision of document drafts with efficiency. Special emphasis is placed on developing proficiency in editing and proofreading, and all aspects of accuracy and presentation. Laboratory required.

**ASSIGNMENTS:**

All out of class assignments must be typed, using 12 pt. font size and standard margins. All assignments must be submitted after class discussion in order to receive credit. Late assignments will only receive 50% of earned credit.

**ATTENDANCE/MAKE-UP POLICY:**

Please take this course only if you intend to be present for all class sessions and to arrive on time. Everyone should take class meetings as professional commitment. Please contact me in advance (in person or by email) if you plan to miss more than two classes during the semester. Excessive absence will result in the lowering of a student's final grade. Regular attendance will be used to the student's benefit in borderline grade cases.

**INCOMPLETE POLICY:**

No incomplete may be issued without a contract between the student and the instructor. All incomplete contracts must be signed by the student, instructor, and division director before grades are submitted. The contract will specifically define how and when the student will meet the course requirements.

**PLAGIARISM:**

Plagiarism will not be tolerated and will result in the withdrawal of the student from class for anyone involved.

**GRADING:**

Description:	Points:
Exam 1	100
Exam 2	100
Exam 3	100
Projects (30 pts x 14)	420
Chapter Review (15 pts)	210
<u>Current Events (10 pts x 12)</u>	<u>120</u>
Total Points:	1050

**SCHEDULE:**

<b>Week/Date</b>	<b>Chapter</b>	<b>Assignment</b>
<b>Week 1</b> W 1/18	Introductions, Assignment of teams	
<b>Week 2</b> M 1/23	Chapter 1: Communication Challenges: <ul style="list-style-type: none"><li>• examining the communication process</li><li>• learning to listen actively</li><li>• improving non-verbal skills</li><li>• controlling ethnocentrism/stereotyping</li><li>• communication among cross-cultural audiences</li></ul>	Current Events
W 1/25	Team Project – Working Globally/compiling a training manual for expatriates going on assignment overseas	Chapter 1 Review Questions Due
<b>Week 3</b> M 1/30	Chapter 2: Writing for Business Audiences <ul style="list-style-type: none"><li>• learning the business writing process</li><li>• analyzing/identifying purpose of writing</li><li>• selecting best communication channel</li><li>• profiling/responding to the audience</li><li>• writing for audience benefit</li></ul>	Current Events
W 2/1	Team Project – Writing Workshop	Chapter 2 Review Questions Due
<b>Week 4</b> M 2/6	Chapter 3: Improving Writing <ul style="list-style-type: none"><li>• formal research methods</li><li>• informal research methods</li><li>• organizing and outlining data</li><li>• direct/indirect pattern of writing</li><li>• writing effective sentences</li><li>• emphasis of writing through mechanics</li><li>• paragraph coherence</li><li>• composing first drafts</li><li>• discussion of ethical behavior at work/learning to write a code of ethics</li></ul>	Current Events
W 2/8	Team Project – Writing Workshop	Chapter 3 Review Questions Due
<b>Week 5</b> M 2/13	Chapter 4: Revising and Proofreading/Team Project <ul style="list-style-type: none"><li>• revision process</li><li>• business writing techniques</li><li>• process of proofreading</li></ul>	Current Events  Chapter 4 Review Questions Due

W 2/15	Exam 1 (ch.1-4)	
<b>Week 6</b> M 2/20	<p>Chapter 5: Email and Memos</p> <ul style="list-style-type: none"> <li>• composing successful business email messages</li> <li>• understanding the writing process (phase 1: analysis, anticipation, adaptation; phase 2: research, organization and composition, and phase 3: revision, proofreading and evaluation)</li> <li>• using email safely and effectively, smart email practices</li> <li>• writing plan for emails and memos</li> <li>• using action information for closing of emails</li> </ul>	Current Events
W 2/22	Team Project – Workshop and Class Discussion	Chapter 5 Review Questions Due
<b>Week 7</b> M 2/27	<p>Chapter 6: Routine Letters/Goodwill Messages</p> <ul style="list-style-type: none"> <li>• writing plans for: information or action requests, order requests, simple claim requests, information response letters, customer order responses, customer claim response</li> <li>• learning to deal with unhappy customers, deciding whether to apologize, how to retain business</li> <li>• writing letters of recommendation, thank you notes, and professional sympathy notes</li> </ul>	Current Events
W 3/1	Team Project – Letter Workshop	Chapter 6 Review Questions Due
<b>Week 8</b> M 3/6	<p>Chapter 7: Persuasive Messages</p> <ul style="list-style-type: none"> <li>• writing plan for persuasive requests</li> <li>• learning to professionally request favors and actions</li> <li>• persuading within organizations</li> <li>• creating a winning sales message/writing plan for a sales message (getting attention, building interest through emotional and rational appeal, reducing resistance, and motivating action)</li> <li>• writing online sales letters</li> <li>• resolving workplace conflicts</li> </ul>	Current Events
W 3/8	Team Project	Chapter 7 Review Questions Due

<b>Week 9</b> M 3/13 – F 3/17	<b>SPRING BREAK</b>	
<b>Week 10</b> M 3/20	<p>Chapter 8: Negative Messages/Team Project</p> <ul style="list-style-type: none"> <li>• strategies for breaking bad news</li> <li>• techniques for resolving business problems</li> <li>• using the indirect pattern of writing to prepare the reader for bad news (buffering the opening, presenting the reasons, cushioning the bad news and closing pleasantly)</li> <li>• techniques/learning how to refuse requests/refuse claims</li> <li>• writing plans for announcing bad news to customers or employees</li> <li>• when to use the direct pattern</li> <li>• ethics and the indirect strategy</li> </ul>	<p>Current Events</p> <p>Chapter 8 Review Questions Due</p>
W 3/22	Exam 2 (ch. 5-8)	
<b>Week 11</b> M 3/27	<p>Chapter 9: Informal Reports</p> <ul style="list-style-type: none"> <li>• understanding reports, functions of reports</li> <li>• organizational patterns (direct, indirect)</li> <li>• formatting and tips for letter reports</li> <li>• defining the project</li> <li>• gathering data (research)</li> <li>• learning to be objective</li> <li>• six kinds of informal reports (information reports, progress reports, justification/recommendation reports, feasibility reports, minutes of meetings, and executive summaries)</li> </ul>	Current Events
W 3/29	Team Project – Writing Workshop	Chapter 9 Review Questions Due
<b>Week 12</b> M 4/3	<p>Chapter 10: Proposals and Formal Reports</p> <ul style="list-style-type: none"> <li>• writing informal proposals</li> <li>• defining the purpose, problem and background</li> <li>• formal proposal format/preparing to write formal proposals</li> <li>• researching secondary data (print resources, electronic databases, internet, surveys, interviewing and observation research)</li> <li>• organizing and outlining data</li> <li>• organizational patterns for report findings (chronology, geography, topic/function,</li> </ul>	Current Events

	<p>compare/contrast, journalism pattern, value/size, importance, simple/complex and best case/worst case scenario)</p> <ul style="list-style-type: none"> <li>• illustrating data through graphics</li> <li>• matching graphs to your objectives (tables, bar charts, line charts, pie charts, flow charts)</li> <li>• using computer to create charts</li> <li>• presenting the final report</li> <li>• the importance of the executive summary</li> <li>• assessing the quality of web documents</li> </ul>		
W 4/5	Team Project – Writing Workshop	Chapter 10 Review Questions Due	
<b>Week 13</b> M 4/10	<p>Chapter 11: Communicating</p> <ul style="list-style-type: none"> <li>• improving workplace communication</li> <li>• using voice as a communication tool</li> <li>• promoting positive workplace relations</li> <li>• learning how to offer constructive criticism on the job</li> <li>• responding professionally to workplace criticism</li> <li>• resolving workplace conflicts</li> <li>• polishing professional telephone and voice mail skills</li> <li>• being productive on the phone (leaving concise yet accurate voice-mails)</li> <li>• using cell phones for business</li> <li>• planning and participating in productive business meetings (deciding whether a meeting is necessary, selecting participants, distributing an agenda, moving the meeting along, handling dysfunctional group members)</li> </ul>	Current Events	
W 4/12	Team Project	Chapter 11 Review Questions Due	
<b>Week 14</b> M 4/17	<p>Chapter 12: Oral Presentations</p> <ul style="list-style-type: none"> <li>• deciding what you want to accomplish for an oral presentation</li> <li>• understanding your audience (friendly, neutral, uninterested, or hostile)</li> <li>• organizing your content for a powerful impact</li> <li>• capturing attention in intro</li> <li>• techniques for gaining and keeping audience</li> </ul>	Current Events	

	<p>attention</p> <ul style="list-style-type: none"> <li>• organizing body and summarizing conclusion</li> <li>• how the best speakers build audience rapport</li> <li>• using effective imagery</li> <li>• planning visual aids, handouts, and electronic presentations</li> <li>• non-verbal messages (appearance, facial expressions)</li> <li>• types of visual aids and effective use of (computer slides, overhead projector, flipcharts, dry erase boards, video monitors, props and handouts)</li> <li>• adding multimedia and other effects</li> <li>• polishing your delivery method</li> <li>• techniques for conquering stage fright</li> <li>• adapting to international and cross-cultural audiences</li> </ul>		
W 4/19	Oral Presentations	Chapter 12 Review Questions Due	
<b>Week 15</b> M 4/24	Oral Presentations		
W 4/26	<p>Chapter 13/14: The Job Search, Resumes</p> <ul style="list-style-type: none"> <li>• choosing a career path</li> <li>• evaluating your qualifications</li> <li>• using traditional and electronic job search techniques</li> <li>• choosing a resume style (chronological, functional or combination of the two)</li> <li>• effective development of resume</li> <li>• using action verbs to strengthen resume</li> <li>• making your resume computer friendly</li> <li>• writing a persuasive job application letter</li> <li>• succeeding in various kinds of interviews</li> <li>• digging for company information</li> <li>• preparing and practicing for interviews</li> <li>• sending positive non-verbal messages</li> <li>• interview questions and selected answers</li> <li>• interview actions to avoid</li> <li>• questions for you to ask employer</li> <li>• follow-up letters and other employment docs</li> <li>• talking money/negotiating a salary</li> </ul>		
<b>Week 16</b> M 5/1	Resume Workshops		

W 5/3	Resume/Interviewing Workshops	Chapter 13 & 14 Review Questions Due
<b>Week 17</b> M 5/8	Last Class/Review for Final	
W 5/10	NO CLASS - Reading Day	
<b>Final</b> 5/15 11- 12:50 p.m.	<b>Final (ch. 9-14)</b>	

**\*The instructor has the right to change the syllabus at any time, and will notify students of the change as soon as possible.**

Additional Documentatio

OAN	LCCC	BGSU	KSU	U, Akron	U. Toledo
OBU 005	AOIS 211	N/E	ITAP 26638	3300:275	BMGT 1500

This information is from the Equivalency Guide in CAS.

It shows how our indicated courses are accepted by BGSU, KSU, U of Akron, and U of Toledo.

Blue font indicates that the school submitted that course as indicated OAN.

**COURSE DESCRIPTION WITH STUDENT OUTCOMES**

**LORAIN COUNTY COMMUNITY COLLEGE**

**DIVISION:** Business

**COURSE TITLE:** Business Communications  
**COURSE NUMBER:** AOIS 211

**HOURS-CREDIT:** 3

**CONTACT:** 4

**LECT:** 2

**LAB:** 2

**REC/CLINICAL:** 0

**TOTAL ILU VALUE:** 3.70

**LECTURE:** 1.0

**LAB:** .85

**REC/CLINICAL:** 0

**LECTURE SEATS:** 24

**LAB SEATS:** 24

**CLINICAL SEATS:** 0

**IS THERE A SEPARATELY SCHEDULED LAB:**

No

**IS THERE A SEPARATELY SCHEDULED CLINICAL:**

No

**FEES:** None

**SPECIAL FACILITIES:** Computer  
Lab

**FAS ACCOUNT NO.:** 02-02-100-100

**GEN. EDUCATION REQ. CHANGES:** No

**START YEAR/ SEMESTER:** Fall 1998

**TRANSFER MODULE REQ. CHANGES:** No

**PREREQUISITES:** Word, AOIS 131 or WordPerfect AOIS 132, or Microcomputer Applications I, CISS 121 or divisional approval

**COREQUISITES/CONCURRENT:** None

**CATALOG DESCRIPTION:**

Development of written, oral, and implied communication skills to produce effective business messages--letters, memoranda, reports, resumes, and oral presentations. Use of word processing software will promote the review and revision of document drafts with efficiency. Special emphasis on developing proficiency in editing and proofreading all aspects of accuracy and presentation. Laboratory required. *Prerequisites: AOIS 131 or 132, or CISS 121 or divisional approval.*

**REQUIRED TEXTBOOK(S)/MATERIAL(S):**

Essentials of Business Communications, Sixth Edition, Mary Ellen Guffey, South-Western College Publishing and Greg Reference Manual, 10<sup>th</sup> Edition, Sabin, Glencoe

**OTHER RESOURCES INCLUDING EQUIPMENT AND SOFTWARE:**

Computer Lab with access to current versions of Microsoft Word and WordPerfect.

**LIBRARY AND LEARNING RESOURCES:** *All students are expected to fully utilize periodical and reference literature available in the Library and/or via Library computer.*

**SYNOPSIS OF SUGGESTED COURSE OUTCOMES:**

The student will:

- appreciate the role and importance of communication today.
- understand the role business communications play in building and maintaining good morale within a company.
- demonstrate knowledge of acceptable document formats and styles including computer graphics.
- produce effective written correspondence that is positive and considerate while applying accepted rules of English grammar.
- recognize originality of expression as a necessity to the development of a unique writing style.
- Utilize computer software packages to achieve communication objectives.
- recognize and appreciate nonverbal communication techniques.
- demonstrate the ability to communicate orally in a group or individual setting.

**TOPICAL OUTLINE: (COMMON CORE TOPICS)**

- Laying Communication Foundations
- Developing Writing Skills
- Routine Business Messages
- Negative, Persuasive, and Special messages
- Reporting Data
- Communicating for Employment

**SUGGESTED INSTRUCTIONAL METHOD(S) AND TECHNIQUE(S):**

- Lectures
- Class, group, and individual analysis of actual correspondence
- Class, group, and instructor analysis of student correspondence
- Independent writing assignments, collaborative writing, and oral presentations

**SUGGESTED-ASSESSMENT/GRADING PROCEDURES:**

Written assignments	30%
Chapter Exercises/Portfolio	20%
Chapter Tests	30%
Oral Presentation	20%

A = 92-100  
B = 83- 91  
C = 74- 82  
D = 65- 73

**GENERAL EDUCATION REQUIREMENT:**

Meets General Education Outcomes: 1, 2, 6, 7, 9 and 10. Refer to LCCC catalog for a complete description of the eleven General Education Outcomes.

**TRANSFER MODULE REQUIREMENT CHANGES:**

No Impact

Replaces OIS 168 in Semester Conversion.

Date Revised for Semester Conversion: October 1996

Revised July, 1999; December 2000

Revised March, 2004

OBR Use

Action

Approved	
Additional Information Requested	
Rejected	
Date	