

# GEB 2214: Business Communications



**TERM: FALL 2023**

## **INSTRUCTOR**

**Professor:** Kiriaki Koymarianos M.B.A. College of Business ECampus

**Phone Number:** (727) 244-2680

**Office:** By Appointment Only

**Instructor Webpage:** [Kiriaki Koymarianos Faculty Web Page](#)

**Email Info:** ALL email correspondence pertaining to this course **MUST** go through **D2L**. To access the professor **select "All Faculty"** in the "To:" tab. *This will send your message to the faculty associated with the course ONLY (not to SPC's entire faculty).* If you have questions on how to send emails within ANGEL please contact the **SPC Technical Support at (727) 341- HELP.**

## **ACADEMIC DEPARTMENT**

**Dean Name:** Dr. Emmanuel Hernandez-Agosto – Dean, College of Business

**Office Location:** Seminole Campus

**Office Phone Number:** 727-712-5407

**Email:** Hernandez.emmanuel@spcollege.edu

**Academic Chair Name:** Michael Ewell, MS

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**Office Phone Number:** 727-791-2610

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## **Websites**

[College of Business Facebook Page](#)

[College of Business Programs](#)

## **Course Description**

In this course, students will develop the effective written and oral communications skills needed to function effectively in a business environment. Emphasis will be placed on communicating professionally in written correspondence, electronic communications, job applications and interviews, and business presentations and reports. It is recommended that the student possess office application and communication skills before attempting this course. This course has substantial writing and presentation requirements. 47 contact hours.

## **Course Objectives**

By the end of this course, you should be able to:

- apply the foundational skills of written business communications, including the fundamentals of effective writing, basic patterns of business letters, and strategic responses in specific circumstances.
- compose business communications utilizing current technology, software and office applications.
- effectively employ persuasive techniques in composing sales letters and presentations.
  
- practice effective job application and interviewing skills.
- prepare an engaging and well-organized business report.
- produce a full range of effective business documents using proper and professional form.
- apply the critical communication skills necessary for effective and professional business interactions in the workplace.
- demonstrate effective speaking techniques in an oral presentation.

## **Prerequisites**

There are no prerequisite courses for enrollment in this course. Basic SPCollege rules of student admissions and course enrollment do apply. If you have questions regarding matters of enrollment please speak with your Academic Advisor or contact a Student Support Center at the campus nearest you for assistance and guidance.

## **TECHNICAL SUPPORT**

**If you experience technical issues with your computer or ANGEL contact the Help Desk. Professors are generally unable to assist with issues of a technical nature.**

**Do not contact the help desk for questions concerning assignments or to request a drop box be opened to submit an assignment.**

**SPC Technical Help Desk**  
(727) 341-4357 (HELP)  
[onlinehelp@spcollege.edu](mailto:onlinehelp@spcollege.edu)

**For issues with the required MindTap software you must contact the software company for assistance (check your software packet for info) or go to the website for student support [www.interpretive.com](http://www.interpretive.com). Additionally there is an online guide for [First Time Student Users](#).**

## **Textbook & Software Requirements**

Students in this course are required to obtain a copy of the textbook and software listed below. These materials are offered for purchase through the [SPC bookstore website](#), and should be made available to you in used copy, new copy, eBook, digital rental or buy-by-chapter options.

**SPC has a NEW BOOKSTORE VENDOR - Barnes & Noble College**

<http://spcollege.bncollege.com>

**CHOOSE the textbook option or format that is most suitable for you.**

**The SIMULATION SOFTWARE is only available in online format and requires an access code to participate.**

This course is part of the **First Day Inclusive Access Program**. First Day is a partnership between Barnes & Noble College, SPC and the Publisher to bring your course materials to you through MyCourses at the lowest price in the marketplace, on the first day of class.

You have the option to opt-out of the program within the **first week of class** if you want to purchase your materials elsewhere. Opting out of the program is likely to cause you to pay a higher rate.

***SPC will bill your student account at the discounted price after the opt-out deadline passes.***

If you are using a 3<sup>rd</sup> party vendor for your course materials and are Chapter 31, Vocational Rehabilitation, Dual Enrollment, etc. we will bill the 3<sup>rd</sup> party vendor for you.

***What if I already purchased a Cengage Unlimited subscription?***

If you are only taking one course using Cengage, then staying **opted-in** in the **First Day Inclusive Access Program** is the best value. If you are taking more than one course using Cengage, you may consider **opting out** of the First Day program and purchasing Cengage Unlimited from the Bookstore or Cengage directly at [www.cengage.com/unlimited](http://www.cengage.com/unlimited). Cengage Unlimited is a subscription that includes all Cengage digital materials for one price - \$119.99 per semester. [Click here to see more information about Cengage Unlimited.](#)

If you decide to opt-out of the First Day Program to take advantage of Cengage Unlimited, the ISBN for Cengage Unlimited is as follows:

- Business MindTap® V2.0, 1 term (6 months) Printed Access Card
- Cengage Unlimited ISBN: 978-0-357-71497-3

If you decide to opt out of the First Day Program to purchase your materials elsewhere, the standard opt-out ISBN Information for Business MindTap is as follows:

- Standard opt-out ISBN: 978-0-357-71497-3

[www.spcollege.edu/textbooks](http://www.spcollege.edu/textbooks)

<https://spcollege.libguides.com/home/>

Successful completion of this course is dependent on course materials and access to a computer and the Internet.

If you do not have the necessary technology or textbook both are available at SPCollege campuses. **Please contact your instructor in WEEK 1 to discuss campus options.**

**IMPORTANT NOTE: Textbook and technical difficulties are not valid excuses for extensions or missed assignments. This is an 8 WEEK format class that affords little time for addressing delays due to these types of difficulties. Insuring access to these items for the duration of the course is the student's responsibility.**

**TEXTBOOK:**

Essentials of Business Communication – 12 e Edition

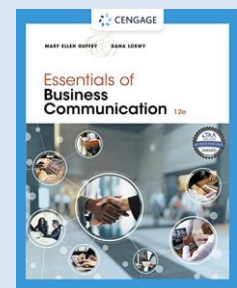
**Authors:** Mary Ellen Guffey & Dana Loewy

**Publisher:** Cengage Learning

**ISBN #** 978-0-357-71497-3

<http://www.cengagebrain.com>

PURCHASE hardcopy, eBook, rent or buy only chapters



An updated version of Microsoft Word and Office is required.

**\*\*\*MS Works cannot be used for submissions\*\*\***

## Tentative Course Schedule

Below is an outline of the content and activities for each week of the course. This is intended to serve as a guideline and is subject to change. Students are required to check the Announcements page of the course, emails from the professor, and the course calendar to stay current with all assignments.

Week #	Topics	Assignments
1	Module #1: <b>Chapter 1: Thriving in a Digital, Social, and Mobile Workplace</b> <b>Chapter 2: Planning Business Messages</b>	Weekly Assignments & <b>Week One ATTENDANCE Assignments</b>
2	Module #2: <b>Chapter 3: Organizing and Drafting Business Messages</b> <b>Chapter 4: Revising Business Messages</b>	Weekly Assignments & <b>Week Two ATTENDANCE Assignments</b>
3	Module #3: <b>Chapter 5 : Short Workplace Messages and Digital Media</b> <b>Chapter 6: Positive and Neutral Messages</b>	Weekly Assignments
4	Module #4: <b>Chapter 7: Bad-News Messages</b> <b>Chapter 08: Persuasive Messages</b>	Weekly Assignments & <b>Mid Term Exam (Chapters 1-8)</b>
5	Module #5: <b>Chapter 9: Informal Reports</b> <b>Chapter 10: Proposals and Formal Reports</b>	Weekly Assignments
6	Module #6: <b>Chapter 11: Professionalism at Work: Business Etiquette, Teamwork, and Meetings</b> <b>Chapter 12: Business Presentations</b>	Weekly Assignments
7	Module #7: <b>Chapter 13: The Job Search, Résumés, and Cover Messages</b>	Weekly Assignments
8	Module #8: <b>Chapter 14: Interviewing and Following Up</b>	Weekly Assignments & <b>Final Exam (Chapters 9-14)</b>

## ASSIGNMENTS

**Assignments are due by 11:55 PM on Sunday evenings.  
UNLESS OTHERWISE NOTED by the Instructor**

**[SPC servers monitor official time. Please do your best to not wait until the last minute to submit assignments!](#)**

### **Late Submissions & Extensions for Assignments & Quizzes**

In general late submissions are not permitted. If you have extenuating circumstances that prevent you from meeting a deadline, completing a project, taking a quiz, or participating in the

class, please contact the instructor to make alternative arrangements. The granting of alternative arrangements **is at the discretion of the instructor.**

Active communication is the key to overcoming any hurdles you may encounter during the term. **A penalty may or may not be assigned**, at the discretion of the faculty member for any late submissions. **All requests for extensions must be made in writing (via email) and supporting documentation may be required for extensions to be granted.**

## Exams

There will be a **Midterm (Exam #1)** and **Final (Exam #2)** in this course – both will be administered online through the course. Details and reminders pertaining to the exam will be posted prior to exam weeks. Although students will have the entire exam week to complete the exam it will be a timed exam and there will only be one opportunity to access and complete the exam. Students should only attempt the exam when they have read the material and adequately prepared for the test. Exams are an individual activity and should be completed without the aid of the Internet, textbook or other resource materials.

## Gradebook Guidelines

Module #	1	2	3	4	5	6	7	8	Total
Weekly Assignments	35	35	45	55	55	55	45	30	355
Exams			100				100		200
<b>Total Points</b>									<b>555</b>

Total Points	Letter Grade	Percentage Approx	Grade Point
535-482	A	90 - 100%	4.0
481-428	B	80 - 89%	3.0
427-375	C	70 - 79%	2.0
374-321	D	60 - 69%	1.0
320-000	F	0 - 59%	0.0
	W	Withdrawal - system generated	N/A
	WF	Withdrawal Failure - system generated	0
	X	Audit	N/A
	I	Incomplete	N/A

Please keep in mind that the grading of your individual assignments and projects is in part a subjective process. You will receive/lose points for complete/incomplete of assignments **BE SURE TO RESPOND TO ALL PARTS** of an assignment to maximize points received.

**SUCCESS in this course is not measured and evaluated only by the number of points received BUT ALSO by how engaged students are in the entrepreneurial process and how well they strive to apply the concepts and skills being developed in the course.**

**Effort counts in this class – so put the time into your assignments and you will achieve success in the class!!!**

**The following areas are ALSO considered and reviewed for quality, quantity & content:**

<b>Content, Focus, Use of Text/Research</b>	<b>Analysis and Critical Thinking</b>	<b>Writing Style, Grammar, APA Format (when assigned)</b>
<b>50%</b>	<b>30%</b>	<b>20%</b>
Responses successfully answer the entire assignment and all questions; thoroughly uses the text and other literature.	Responses exhibit strong higher-order critical thinking and analysis (e.g., evaluation).	Sentences are clear, concise, and direct; tone is appropriate. Grammatical skills are strong with almost minimal errors. Correct use of APA format and professional layout and style utilized.

## **ATTENDANCE POLICY**


It is important that students log into their course during the first two weeks of class AND actively participate to insure they do not get dropped from the class.

Merely logging into your course during the first two weeks does **NOT** constitute participation.

**ACTIVE PARTICIPATION FOR THIS COURSE WILL BE MEASURED BY SUBMITTING YOUR WEEKLY ASSIGNMENTS DUE BY THE ESTABLISHED DEADLINES.**

**REMINDER: THIS IS AN 8WEEK COURSE AND IT MOVES AT A RELATIVELY ACCELERATED PACE. IF YOU ARE NOT COMFORTABLE WITH THE PACE OF THE COURSE PLEASE CONTACT YOUR INSTRUCTOR OR YOUR ACADEMIC ADVISOR FOR GUIDANCE.**

** DROPPING THE COURSE WITHOUT FINANCIAL CONSEQUENCE MUST BE DONE BY FRIDAY OF WEEK #1**

** DROPPING THE COURSE WITHOUT GPA & TRANSCRIPT CONSEQUENCE MUST BE DONE BY THE DATE INDICATED ON THE [SPC ACADEMIC CALENDAR](#).**

Instructors will verify that students are in attendance at least once each week during the first two weeks of class. Students classified as “No Show” for both of the first two weeks will be administratively withdrawn.

Immediately following the 60% point of the term, instructors will verify which students are actively participating in class. Students classified as not meeting the criteria for active class participation will be administratively withdrawn with a “WF”. Students will be able to withdraw

themselves at any time during the term. However, requests submitted after the 60% deadline will result in a "WF".

If some event interferes with submitting your course work, notify your instructor before assignments are due. No late assignments will be accepted if you fail to notify and confirm arrangements with your instructor.

Students who register after the session has begun will be responsible for any assignments or material already covered.

## SPC Tutoring & Resources

We offer many different types of [tutoring for ALL SPCollege students](#) at all campuses. Additionally, we have writing support and library research support services. If you feel you would benefit from additional assistance, do not hesitate to contact your SSS (Student Support Services) Office, your Academic Advisor or your professor.

**TUTORING IS NOW AVAILABLE FOR BUSINESS CLASSES & OTHER AREAS.** Contact your HOME campus or visit the following link for details:

**SPC All Campuses:** <http://www.spcollege.edu/tutoring/>

**SEMINOLE Campus:** <http://www.spcollege.edu/se/campus/commons/index.htm>

*Remember we are here to help you. All you have to do is ask!*

## Online Communications Guidelines

### Netiquette

Interactions in an online classroom are in written form. Your comfort level with expressing ideas and feelings in writing will add to your success in an online course. The ability to write is necessary, but you also need to understand what is considered appropriate when communicating online. The word "netiquette" is short for "Internet etiquette." Rules of netiquette have grown organically with the growth of the Internet to help users act responsibly when they access or transmit information online. As a student, business person or potential entrepreneur you should be aware of the common rules of netiquette for the Web and employ a communication style that follows these guidelines. More information on this topic can be found on-line.



## Rules of Thumb

- **Be considerate, polite and professional at all times and in all modes of communication.**
- Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated via email or on discussion boards.
- Avoid posting messages in all capital letters -- it is considered SHOUTING!
- Use boldface and italics sparingly, as they can denote sarcasm.
- Keep messages short and to the point.
- Always practice proper spelling, good grammar, punctuation, and composition in course related emails. It is reflection of your student and work ethic.
- BTW - Do not write in "text code" when emailing your professor.
- Keep in mind that threaded discussions are meant to be constructive exchanges.
- Remember that your emails are all saved throughout the duration of the course and archived with SPC at the conclusion of the term.
- Be respectful and treat everyone as you would want to be treated yourself.
- If you receive an upsetting email or post "cool off" before you respond.
- Spell check!

## Academic Honesty

### Cheating on Examinations and Assignments

Academic misconduct consists of cheating of any kind with respect to examinations and assignments as well as the unauthorized possession and/or use of exams, papers, and materials. Cheating includes unauthorized use of "crib" notes, "cheat sheets", cell-phones, PDA's, I-Pods, and collusion with other students. Additionally the use of test banks, answer keys, stolen exams and instructor's manuals are expressly forbidden from usage by students at any time during this course.

- **Plagiarism:** as defined by the Little, Brown Essential Handbook for Writers, 4th edition, is the presentation of someone else's ideas or words as your own. Whether deliberate or accidental, plagiarism is a serious and often punishable offense (Aaron, 2001).
- **Deliberate plagiarism:** is copying a sentence from a source and passing it off as your own and, summarizing someone else's ideas without acknowledging your debt (ex. buying a term paper and handing it in as your own) (Aaron, 2001).
- **Accidental plagiarism:** is forgetting to place quotation marks around another author's or writer's words, omitting a source citation because you're not aware of the need for it, or carelessly copying a source when you mean to paraphrase (Aaron, 2001).

### Guidelines

"Give credit where credit is due. Inevitably, you will use other people's discoveries and concepts. Building on them creatively. But do not compromise your honor by failing to acknowledge clearly where your work ends and that of someone else begins." (USNA, 2004)

Papers will be routinely and randomly submitted to [www.turnitin.com](http://www.turnitin.com) for review. Submit only your original work with proper and adequate references and credits. Use instructor format guidelines in addition to **APA Style Manual**. If you need assistance do not hesitate to visit an SPC campus library <http://www.spcollege.edu/libraries/> or use the Cyber Librarian support service at **Ask A Librarian?** [www.askalibrarian.org](http://www.askalibrarian.org)

### **Discipline for Academic Misconduct**

The instructor has the authority to determine whether plagiarism or cheating has occurred. Appropriate action will be taken by the instructor and SPC depending upon the nature of the infraction. Review the information in the link provided to insure a clear understanding of the SPC policies and rules for academic honesty.

<http://www.spcollege.edu/academichonesty/>

## **SYLLABUS ADDENDUM**

Link for revised syllabus addendum: <http://www.spcollege.edu/webcentral/policies.htm>

*In the event that topics listed in this addendum also appear in your syllabus, please note that you should rely on the addendum information as the most current and correct information.*

### **KEY TOPICS COVERED IN THE ADDENDUM INCLUDE BUT ARE NOT LIMITED TO:**

- COLLEGE POLICY REGARDING COURSE DROP-ADD PERIOD AND AUDIT INFORMATION
- GRADING AND REPEAT COURSE POLICIES
- ATTENDANCE/ACTIVE PARTICIPATION/WITHDRAWAL POLICIES
- FEDERAL GUIDELINES RELATED TO FINANCIAL AID AND TOTAL WITHDRAWAL FROM THE COLLEGE
- ACADEMIC HONESTY
- STUDENT EXPECTATIONS
- EMERGENCY PREPAREDNESS
- CAMPUS SAFETY AND SECURITY
- [SEXUAL PREDATOR INFORMATION](#)
- SPECIAL ACCOMMODATIONS
- LIBRARY SERVICES