



CHIPOLA COLLEGE

COURSE SYLLABUS

COURSE TITLE:

Advanced Business Communications

COURSE NUMBER:

GEB 3213

COURSE DESCRIPTION:

This course emphasizes the basics of business writing while reviewing the various kinds of written business correspondence. Students are expected to integrate business decision making and analytical thinking skills into the content. Students must be able to determine solutions to problem-based exercises. 3 semester hours credit.

PREREQUISITES:

ENC 1102

NAME(S) OF INSTRUCTOR(S):

Melissa Houston

DATE OF LATEST REVISION:

August 2009

REQUIRED TEXTBOOKS:

Contemporary Business Communications, 7th Edition, Ober, Houghton Mifflin Co. Cengage, ISBN-13: 978-0-618-99048-1.

GRADING POLICIES:

The standing of a student in each course is expressed by one of the following letters and corresponding grading system:

A – 100 – 93

B – 92 – 83

C – 82 – 70

D – 69 – 60

F – 59 or less

See your First Day Handout for individual instructor practices.

The Chipola Catalog provides specific information regarding other outcomes from the grading system. A student's Grade Point Average is derived from the grading system/quality point scale.

COURSE OBJECTIVES/STUDENT LEARNING OUTCOMES:

MAJOR LEARNING OUTCOMES

Upon completion of the Business Writing course, BAS students should be prepared to:

1. Recognize how business writing affects business outcomes.
2. Implement effective team work strategies.
3. Understand the environment in which business messages are sent and the issues facing business correspondence relative to ethics and intercultural relations.
4. Prepare and deliver effective media and technology based presentations.
5. Develop professional quality documents in specific writing formats such as; the resume, inter office reports, proposals, memos and press releases.
6. Use and consider the strengths and weakness inherent to electronic media specific to the telephone, the fax machine, and e-mail.
7. Integrate concepts from other courses.

Syllabus Addendum:

Weekly Online discussion Participation	80 points
Final Paper: Business Communication Problem/Solution	280 points
Discussion Questions/ End of Chapter Work	240 points
Final Exam	400 points
Total Points Possible:	1000 points

Homework is due each week by Sunday 11:59pm Each is to be typed in proper MLA format.

Type the questions and then the answers for each. 12 Chapters

Online Discussions are to be 3 x weekly during the week: 3 must be completed by Sunday at 11:59pm

Final Paper is due week 7 included is power point or keynote presentation of your paper. Sunday 11:59pm MLA format 15 pages, not including cover page, table of contents, appendix or works cited page. Word count must be included, size 12 font, times roman and 1 inch margins.

Final exam will be available any time the last week of class

Final Exam review will be posted week 7 for review.

Instructor : Melissa J Houston

Available via email: melissahouston@rocketmail.com

407.435.9761 call, email or text me. Email goes to my Blackberry.