RUTGERS – CAMDEN, SCHOOL OF BUSINESS

Thursday, January 21 – Thursday, May 5, 2016 (5/5/16 is team presentation)

Course: 52:135:250:40 Business Communications (Index # 07080)

Thursdays; 6:00 p.m.–8:40 p.m., CCNCR (Campus Center North Conference Room)

Lecturer: Brenda Jorett, owner/consultant, What’s Next Productions, LLC – a public relations consulting company; former broadcast journalist at WHYY-FM & KYW Newsradio

Office hours before or after class Thursdays only; by appointment

Email anytime with questions/concerns: bjorett@camden.rutgers.edu

Course Objectives: Leave academic learning and procedures at the door! This course is perhaps the most practical course you will have during your college career. Much of what you learn and take from this class will be applied in many different ways over the course of your career. **Your goal is to learn, improve and/or fine-tune your writing and presentation skills so they are ready for the professional world and can help advance your career goals** by:

- completing well-planned, thought-out and written emails, reports, letters and other written business communications such as texts
- working in teams to research, draft, write, revise and proof-read written reports and prepare and present oral presentations
- learning best practices on revising and proof-reading business communications
- preparing and learning how to best carry out an oral presentation and learning to combat fear and anxiety as you approach a presentation
- sharing and trouble-shooting real business world experiences (this is a participatory class)

Textbook-APLIA REQUIRED: **Save money- purchase the textbook bundle- please read carefully: (Students on financial aid may be required to purchase the textbook/bundle from the campus store.)**

Guffey/Loewy Bundle: Business Communication: Process and Product (with Student Premium Website Printed Access Card), 8th edition + Aplia with Student Premium Website Printed Access Card

ISBN#: 9781285484815

**DO NOT buy a used textbook- BOOK BUYER/RENTER BEWARE:** A USED textbook will NOT include the required Aplia registration card or access; so, in addition to the cost of the used textbook, you will have to purchase Aplia for $94.

The most cost-effective way is to purchase the bundle directly from publisher Cengage; a SPECIAL discounted price has been arranged for either Aplia alone (with e-textbook) or Aplia with e-book & a hardcover or loose-leaf copy. The Rutgers-Camden bookstore has the bundle (loose-leaf textbook + Aplia access which includes e-textbook)

**Follow these directions:**

1. Go to: [http://www.cengagebrain.com/course/1181498](http://www.cengagebrain.com/course/1181498)
2. Course key below needed for special online purchase price
3. Make your choice carefully;
   a. **BUNDLE is RECOMMENDED**- $117.95 (loose-leaf textbook) OR $122.57 (hard-copy textbook) + Aplia access + e-book for six (6) months;
      i. You have e-textbook access while you wait for delivery of your book; FREE shipping-takes about a week.
      ii. MANY students who have NOT purchase the actual book have regretted it; Former students who have purchased the textbook tell me they STILL use the textbook for reference on-the-job.
   b. Aplia with e-textbook (NO hardcover or loose-leaf copy): $94
4. Rutgers-Camden Barnes & Noble Bookstore: Bundle $124.30 – Loose-leaf textbook-not hardcover + APLIA access/registration card + e-book access; you also need the course key # below to register online for APLIA – [www.cengage.com](http://www.cengage.com) or [www.Aplia.com](http://www.Aplia.com)
5. **COURSE KEY needed for Aplia registration for THIS class:** 3QJM-5CCV-5MYY

When the APLIA ‘grace period’ for payment ends in three weeks from the start of class, be sure you PAY for APLIA. Use **ONLY** the special Rutgers-Camden link to receive the special price.

[http://www.cengagebrain.com/course/1181498](http://www.cengagebrain.com/course/1181498)
When you have APLIA technical problems: Your instructor cannot fix Aplia tech problems.

1. **Contact APLIA via the special trouble-shooting link** http://bit.ly/1NRdzf3
2. Response time may depend on the time of day you contact Aplia support.
3. Reach out to your instructor only if you have difficulty resolving a problem and you have already contacted APLIA.

**What is APLIA?**

Aplia: online assignment/assessment program

Aplia™ is an online learning solution that ensures you study and understand course concepts through interactive, automatically graded assignments, as well as giving you the opportunity to review grammar and writing fundamentals. Founded by a professor to enhance his own courses, Aplia provides automatically graded homework with detailed, immediate feedback on every question, and innovative teaching materials. The Aplia assignments match the language, style, and structure of your textbook, allowing you to apply what you learn in the text directly to your homework.

**On-Going Online Homework Assignments:**

- **Aplia** assignments are completed & graded online and are due **on or before the due dates.** You have the advantage of being able to work ahead of schedule in Aplia – though assignments correlate with textbook chapters. Take advantage of that – READ ahead-WORK ahead! WITH RARE EXCEPTIONS, there will be NO APLIA DEADLINE EXTENSIONS.

- **Aplia deadlines:** It is your responsibility to keep up with the Aplia and textbook reading assignments; Aplia assignments are geared to the chapter that is being studied. DO NOT expect to sit down at 11:30 p.m. on the APLIA deadline day indicated and get your Aplia assignments done; Aplia will shut you down at the 11:45 p.m. deadline. Also - do NOT walk away from your computer while you are in the middle of doing an Aplia assignment – you risk losing your work. You may submit your work or log out of Aplia and return to the assignment as long as the due date/time has not passed.

- **APLIA WebEx training for students:** to help you get acquainted with Aplia, Aplia offers 30-minute WebEx training. You will receive an overview of how to create your account and complete assignments in addition to learning other useful tips. Find out about session times and register: www.cengage.com/training/students/aplia

**Note on Aplia grades:** each assignment shows a “raw” score and an “assignment” score; the “assignment average score” earned will determine your Aplia average for the semester which is figured into your final grade as listed below. **(In-class tests given online in Aplia will be excluded from your Aplia homework average. Test/long-form answers will be graded subjectively and recorded by the instructor.)**

**Teaching Style and Student Participation:**

While the course is instructor-facilitated, both the instructor and students share business and other real-world experiences in relation to the course material. Students are required to contribute to these discussions by sharing information gained from assigned readings/exercises as well as from business experiences.

**BEFORE** each class, **read the assigned textbook chapter** and understand the “Critical Thinking” questions indicated on the syllabus to be able to participate in class discussions. **

Where appropriate, students can use real-world business-related communications to class (with prior approval as necessary) for purposes of class discussion.

This class is **not a passive learning experience.** You will be actively involved in class discussions, team activities, a team-generated project and individual oral presentations. Accordingly, prepare for each class by reviewing/doing all assigned work **before** coming to class. Your attendance at each session is critical; if you are not in class, you cannot participate or communicate. **Attendance will be taken and factored into your final grade.**

**Course Work is FRONTLOADED:** Textbook, online homework and writing/presentation assignments (in-class and home) come regularly during the first weeks of this class. This material will help you do the best possible work on your tests, project and presentations.
Writing/presentation assignments (in-class and home) **NOT Aplia**: **submit WORD documents ONLY.**

Since this is a business communications class, much of the focus is on the written word. Expect about eight (8) writing and/or presentation assignments; some assignments may be completed in class individually or in teams. **For each COMPLETED writing/presentation assignment, you will earn at least one (1) point which will be added to your test score total.** Writing/presentation assignments are individually critiqued by me where possible to enhance your progress and improvement. Follow assignment instructions; upload/submit assignments in the proper ASSIGNMENT listing in the Business Communications SAKAI site. If you have any doubt whether you were successful in uploading your assignment, attach your assignment to an email and send it to me (bjorett@camden.rutgers.edu).

**Writing/oral presentation assignment points** – these points are granted for completed assignments submitted on time; no extensions. These points are added to your test grade total to a maximum total score of 300. For example, if your test scores total 275 and you completed six (6) writing/oral assignments for six (6) points total, your test score total will increase to 281.

*There are hard deadlines for writing/presentation assignments; you are given enough time to meet these deadlines; no extensions will be granted and these assignments may NOT be made up. APLIA extensions may be granted at the instructor’s discretion.*

**Special note - I am not your mother:** Time management and organizational skills are key in this class. Check the class Sakai page, syllabus and Aplia for assignments due, updates and other class-related announcements. **You will receive emails from me** through Sakai pertaining to any announcements or updates to the class schedule and assignments; the email address you have supplied to Rutgers-Camden is the email where you will receive these notifications.

**Class Attendance Required:** IF you must miss class, you are required to send me a BRIEF, appropriate email with an appropriate subject line (bjorett@camden.rutgers.edu) no later than 4 p.m. the day of class. If no email is sent, you are unexcused. You will be excused only for illness or extreme situations.

Absences: Two or more excused or unexcused absences can be the difference of one-half letter grade in your final grade. If you are not in class – you cannot participate.

Lateness/Early departure: Arriving to class late or leaving early is disruptive to the class and instructor. Lateness or leaving early will be noted and subtracted from your attendance/participation.

Attendance is mandatory for the entire team project presentation night listed on the syllabus (or when that date is announced in advance) and announced in class. Mark your calendar accordingly as soon as you know that date.

**How You Earn Your Grade:**

- 30% - Three (3) tests (10% each- NOT averaged) + writing/presentation assignment points*
- 15% - Aplia average; overall score
- 10% - Team business plan/proposal (written)
- 15% - Team project oral presentation – this is an individual grade
- 15% - Final writing assignment (mandatory) - Must attend class on announced date in order to receive grade and comments on this final assignment
- 15% - Participation/attendance

* Writing/oral presentation assignment points – these points are granted for completed assignments submitted on time; no extensions. These points are added to your test grade total to a maximum total score of 300. For example, if your test scores total 275 and you completed six (6) writing/oral assignments for six (6) points total, your test score total will increase to 281.

**Grading Methodology:** [100-90 = A; 89-86 = B+; 85-80 = B; etc.] NOTE: ‘Warnings’ are issued to all students around mid-term. This is a requirement of Rutgers University and School of Business.
**The following schedule is subject to change:**

| DATE          | GUFFEY 8th edition CHAPTER | TOPIC/Chapter Title (read BEFORE class) | Critical Thinking – Guffey for class discussion | Aplia Homework - check APLIA online for up-to-date schedule of assignments + due dates  
Read chapters-then complete assignments | Writing/Oral Assignment  
(See Sakai assignments for details – NO extensions; do NOT work ahead) |
|---------------|-----------------------------|----------------------------------------|-----------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| Thurs., Jan 21|                             | **Introduction and overview of Business communications class + sign up for APLIA;**  
FIRST writing assignment: WHO are you? (See Sakai-assignments)  
If time allows: your 30-second introduction (explained in class) |                                                                             |                                                                                      |                                                                                  |
| Thurs., Jan 28| 1                           | Effective & Ethical Communication @ Work | #1,3                                                                                      | • Intro. To Aplia  
• Grammar Tutorial  
• Writing Tutorial                                                                 |                                                                                |
|               | 2                           | Professionalism: Team, Meeting, Listening, Nonverbal & Etiquette Skills | #3,4                                                                                      | • Developing Team, Listening, Etiquette Skills                                     |                                                                                  |
| Thurs., Feb 4 | 3                           | Intercultural Communication PLUS guest speaker - 7pm Global business communications | #1,6                                                                                      | • Communicating/Cultures                                                           | Volunteers deliver short presentation #1 Business ‘How To’ 
(See Sakai-assignments) |
|               |                             |                                        |                                                                                            |                                                                                      |                                                                                  |
| Thurs., Feb 11| 4                           | Planning Business Messages             | #2,4                                                                                      | • Planning Business Messages  
• Communicating/Workplace  
• Organizing & Writing Business Messages                                                                 | Volunteers deliver short presentation #1 Business ‘How To’  
In-class team Assignment #2                                                   |
|               | 5                           | Organizing & Writing Business Messages | #2,4                                                                                      |                                                                                      | Writing Assignment #3 (related to chapter 4 or 5)                                 |                                                                                  |
### Thurs., Feb. 18

<table>
<thead>
<tr>
<th>6</th>
<th>Revising Business Messages</th>
<th>#1,3</th>
<th>Revising Business Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Team Business Plan project - due April 21</strong></td>
<td></td>
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</tbody>
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**FINAL opportunity:** Volunteers deliver short presentation #1 Business ‘How To’

In-class team Writing Assignment #3 – Editing

Presentation: What makes you a good team player? All will present **Feb. 25**

### Thurs., Feb. 25

**Test 1 online/at home:**

Saturday, Feb. 27, 4 p.m. - Due March 1, 4 p.m. Chapters 3-6

Class meets this night only - Robeson Library – computer lab – lower level

(Mandatory) Presentation: What makes you a good team player? **Team Business Plan project - due April 21**

Project details provided in class & uploaded to Sakai/Resources

Form teams in class.

**Grade warnings distributed individually as warranted based on attendance & class performance; everyone receives a ‘warning’ notification even if you are doing well.**

### Thurs., March 3

**Test 2 – online in APLIA**

Chapters 7 and 8

Opens in APLIA Saturday, March 5 11:45 p.m. - DUE Tues, March 8, 11:45 p.m.

<table>
<thead>
<tr>
<th>7</th>
<th>Short Messages &amp; Digital Media</th>
<th>#1,5</th>
<th>Electronic Messages &amp; Digital Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Positive Letters/Messages</td>
<td>#2, 3, 4, 5</td>
<td>Positive Messages/Memos</td>
</tr>
</tbody>
</table>

Writing assignment

*Thank you*

**Team project (written proposal) due April 21**

### Thurs., March 10

<table>
<thead>
<tr>
<th>11</th>
<th>Reporting in the Digital-Age Workplace</th>
<th>#1,2,3,4</th>
<th>Reporting in the Digital-Age Workplace</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Informal Business Reports</td>
<td>#1,2,3,4</td>
<td>Informal Business Reports</td>
</tr>
<tr>
<td>13</td>
<td>Proposals &amp; Formal Reports</td>
<td></td>
<td>Proposals &amp; Formal Reports</td>
</tr>
</tbody>
</table>

**Team project (written proposal) due April 21**

### Rutgers Spring Break March 12-20
<table>
<thead>
<tr>
<th>Date</th>
<th>Chapters</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thurs., March 24</td>
<td>9-10</td>
<td>Test #3 Chapters 9-10 in APLIA Open Sat, March 26; DUE Tuesday, March 29</td>
</tr>
<tr>
<td>Thurs., March 31</td>
<td>15-16</td>
<td>Mandarin Final writing assignment details given – Due Tues., April 19</td>
</tr>
<tr>
<td>Thurs., April 7</td>
<td></td>
<td>A written draft of your team's project can be reviewed in-class only. Please have one hard-copy printed and ready for review. (15-minutes per team, if needed.)</td>
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<tr>
<td>Thurs., April 14</td>
<td>14</td>
<td>Guest speaker: TBA Topic: Confidence in your presentation skills</td>
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**Negative Messages**

- Persuasive and Marketing Messages
- (Team Work Time)
- Mandatory Final writing assignment details given – Due Tues., April 19

**Team project (written proposal) due April 21**

**Negative Messages**

- Persuasive & Sales Messages

Note - chapters 15-16 are for your information: career, resume, cover letter guidance; you are not tested on this material. Aplia assignments are due for these chapters.

**Team project (written proposal) due April 21**

**Mandatory Final writing assignment – Due Tues., April 19**
Miscellaneous Information:
The following items are explicitly stated so everyone knows up front what my policies are and there is no confusion. Other points relate to university information for reference.

- Since this class does not cover basic writing skills, students who need one-on-one assistance can receive – at no charge – tutoring through the Rutgers Camden Learning Center (RCLC); information and online appointments available: [http://learn.camden.rutgers.edu/](http://learn.camden.rutgers.edu/)

- **Location:**
  231 Armitage Hall (The RCLC is inside of the Center for Learning and Student Success which is to the right as you face the second floor elevators.)

- **Hours of Operation** (please check the RCLC Web page to confirm hours)
  Monday-Friday 8:30am - 7pm (Evening Tutoring from 7pm to 9pm, M-Th, is also held at the Towers Residence Hall by appointment)

TUTORING - Starts Monday, January 25
ACADEMIC COACHING - Starts Tuesday, January 19
WRITING ASSISTANCE - Starts Monday, January 25
LAST DAY OF TUTORING - Friday, May 6

- As future business professionals, you are expected to conduct yourself with professional courtesy to your classmates and to your instructor. Rutgers classroom behavior policies can be found at: [http://www.rci.rutgers.edu/~polcomp/judaff/docs/UCSC.pdf](http://www.rci.rutgers.edu/~polcomp/judaff/docs/UCSC.pdf)

- E-mail Contact: The registrar’s office has an e-mail address on file for you (typically the "____@camden.rutgers.edu" that has been set up for you as a student here). This is the address that is automatically supplied to each instructor from which you take a course. If you would rather receive course-related e-mail at a different address you have two options: (1) you can set it up so that your Rutgers e-mail automatically forwards to another account, or (2) you can change the e-mail account listed in the registrar’s records, by going to [http://www.acs.rutgers.edu/directory](http://www.acs.rutgers.edu/directory) and using the on-line change form. Whatever email you are using as your contact information for this class, check your email daily. The excuse, “I didn’t check my email,” will not be accepted.

**Classroom Etiquette:** We are in a ‘smart’ classroom and we use computers/internet for class material. You are encouraged to leave your personal business outside the classroom which means texting, messaging, taking phone calls, checking web sites not class-related is frowned upon and will be noted when it comes to considering your class participation.
Cell Phones: Cell phones will be on “vibrate” during class and kept on top of your desk during classes and testing periods. If you must take an urgent phone call during class, please step outside.

Side bar conversations: Continuing to engage in idle conversation after being asked to stop is distracting, disruptive, and rude. Therefore, the instructor reserves the right to move your seat and/or request that you leave the room and take a zero for the day’s participation.

Academic Integrity:
- Throughout this course you are encouraged to study together and assist each other in many ways. However, the individual written assignments and exams must clearly demonstrate individual achievement. Rutgers affirms that: “Academic integrity is essential to the success of the educational enterprise and breaches of academic integrity constitute serious offenses against the academic community. Every member of that community bears a responsibility for ensuring that the highest standards of academic integrity are upheld…. Individual faculty members are...responsible for informing students of the particular expectations regarding academic integrity within individual courses.... Students are responsible for understanding the principles of academic integrity fully and abiding by them in all their work at the University.” (http://academicintegrity.rutgers.edu/). Cheating, plagiarism, or any other violation of academic integrity will result in a zero on the assignment and could result in a failing grade in the course. Instances of academic dishonesty will be reported to the University and also could result in suspension. The University’s policies regarding academic integrity are available at: http://academicintegrity.rutgers.edu/.
- Please note that Sakai uses the functions of turnitin.com, which checks for inappropriate “overlap” with other materials including the content from the Internet. So, for example, do not “cut and paste” material for your team project or any writing assignment that requires research. That is one example of a violation of academic integrity. In addition, please provide citations/references according to the instructions given for the team report and presentation.

Exam Make-up Policy: at home-online testing gives you 4-5 days to complete

If for a university approved reason, you cannot take an exam at the scheduled time, you must provide written notice at least one week in advance so other arrangements can be made. If the situation does not allow for advance notice (e.g. sudden illness), notice must be provided soon as possible before or after a missed exam. Make-up exams for non-university approved reasons are not guaranteed. The instructor reserves the right to request written documentation to support your absence (such as a doctor’s note, an obituary, military orders, supervisor’s letter indicating you had to work overtime, etc.).

Military Activation of Students:
Rutgers has a specific policy for handling situations in which students are called up for duty in support of military activities both at home and overseas. It is not up to the discretion of the instructor and there are multiple options available, depending on how much of the semester has transpired when the situation arises. If you are faced with this (or see impending likelihood), please check on the policy and complete a “military activation election statement.”

Disabilities Accommodations:
- Students who are seeking an accommodation because of a disability are directed to the website: http://learn.camden.rutgers.edu/disability/disabilities.html or contact the Camden campus Disability Coordinator, Tim Pure at 856-225-6442, Armitage Hall Room 240. disabilityservices@camden.rutgers.edu. All contact will be considered confidential.
- Students with disabilities (law school only) Associate Dean Angela Baker - (856) 225-6411 angbaker@camden.rutgers.edu 217 North Fifth Street

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