

BUSINESS COMMUNICATIONS

Course Syllabus

Course Code: BUS 220

Course Type: 135 hours/ 4 Months (120 Days)

A. COURSE DESCRIPTION

This course gives students a comprehensive review and in-depth analysis of the many roles communication fills in modern organizational life. We focus on several specific communication roles, processes, and policies that impact organizational practices and that promote desirable outcomes for both individuals and the organization as a whole. We start with a basic model of and purpose for organizational communications, and then discuss its the personal and relational aspects. Next, we review the impacts process, culture, leadership, and media has on organizational communications. We conclude by discussing organizational development and communication between organizations.

B. METHOD OF INSTRUCTION

This course is self-paced, independent study, in an online environment. It takes a lot more discipline than an in person class. You are responsible for scheduling your study time and sticking to it regularly. This course will take approximately 135 hours to complete. This includes your reading, module activities, and module exams. The text for this course is an embedded eTextbook.

Each of your modules consists of reading materials, learning activities, videos, websites, and a module exam. Your module exams determine your grade in the course. The final module of the course involves a cumulative, timed, proctored exam. Your exams include questions from the reading only, however we encourage you to view all the videos and read the associated articles. These materials are an extension of your reading materials and will be great resources for you in the future.

C. LEARNING OUTCOMES

1. Define the organizational communication processes
2. List several examples of individual and relational organizational communications
3. Recall the impact that organizational process and culture has on business communications
4. Identify the role organizational leadership and media plays in the communication process
5. Name several dynamics of organizational development and interorganizational communications

D. COURSE TOPICS/UNITS

| Module # and Topics | Module Subtopics | Module Learning Objectives | Assignments | Learning Outcomes |
|--|--|--|---|--------------------------|
| Module 1: Organizational Communication | <ul style="list-style-type: none"> • Communication in Modern Organizations • Organizations and Organizing • Levels of Communication Approach • Power Approach to Communication • Interdependence and Organizations • Synergy in Organizations • Formal Communications • Informal Communications | <ul style="list-style-type: none"> • Recognize communication's role in organizations. • Identify the levels of communication and the power approach. • Define interdependence and synergy in organizations. • List components of informal and formal communication. | <ol style="list-style-type: none"> 1. Read Chapter 1 2. Practice the Learning Activities 3. Watch the Videos 4. Review the Webliography (Web Links) 5. Take the Exam | 1 |
| Module 2: Business Communication | <ul style="list-style-type: none"> • What Are Messages? • What Are Meanings? • Encoding and Decoding • Principles of Human Communication • Verbal Communication Systems • Nonverbal Communication Systems • Coordinating Verbal and Nonverbal Communication | <ul style="list-style-type: none"> • Recognize encoding and decoding. • Identify human communications. • Define messages and meanings. • List steps to coordinating verbal and nonverbal communication. • Differentiate between verbal and nonverbal communication. | <ol style="list-style-type: none"> 1. Read Chapter 2 2. Practice the Learning Activities 3. Watch the Videos 4. Review the Webliography (Web Links) 5. Take the Exam | 1 |
| Module 3: Individual Communication Factors | <ul style="list-style-type: none"> • Self-Image • Extroversion and Introversion • Beliefs, Attitudes, and Values • Locus of Control and Self-Efficacy • Empathy • Emotional States • Making Use of Psychological Factors • Selective Perception Process | <ul style="list-style-type: none"> • Recognize self-image, extroversion, and introversion. • Identify beliefs, attitudes, and values. • Define locus of control and self-efficacy. • Define empath and emotional states. • Recall psychological factors and selective perceptions in communications. | <ol style="list-style-type: none"> 1. Read Chapter 3 2. Practice the Learning Activities 3. Watch the Videos 4. Review the Webliography (Web Links) 5. Take the Exam | 2 |
| Module 4: Relational Organizational Processes | <ul style="list-style-type: none"> • Centrality of the Dyad • Implicit Contracts • Relationship Initiation, Development, and Maintenance • Active Listening • Self-Disclosure Skills • Affection, Control, and Inclusion • Co-Orientation • Interpersonal Conflict Management Skills • Ethical Relational Communication | <ul style="list-style-type: none"> • Recognize the centrality of the dyad. • Identify components of implicit contracts. • Define active listening. • List several self-disclosure skills. • Define affection, control, inclusion, and co-orientation. • Recall conflict management skills and relationship initiation, development, and maintenance. | <ol style="list-style-type: none"> 1. Read Chapter 4 2. Practice the Learning Activities 3. Watch the Videos 4. Review the Webliography (Web Links) 5. Take the Exam | 2 |

| Module # and Topics | Module Subtopics | Module Learning Objectives | Assignments | Learning Outcomes |
|---|---|---|--|-------------------|
| Module 5: Group Organizational Processes | <ul style="list-style-type: none"> Types of Groups in Organizations Value of Groups in Organizational Life Systems Theory Group Networks Building Effective Work Teams Task and Maintenance Functions Managing Group Conflict Decision Making in Groups | <ul style="list-style-type: none"> Recognize different types of groups and their value. Identify systems theory. Define group networks. List how to build effective teams. Recall how to manage conflict and decision making. Differentiate between task, maintenance functions. | <ol style="list-style-type: none"> Read Chapter 5 Practice the Learning Activities Watch the Videos Review the Webliography (Web Links) Take the Exam | 3 |
| Module 6: Culture and Communication | <ul style="list-style-type: none"> Organizational Culture Types of Cultural Identity Cultural Norms Multicultural Approaches to Communication Discovering Culture through Communication Ideology of Cultural Segregation Ideology of Naïve Integration Ideology of Pluralistic Integration | <ul style="list-style-type: none"> Recognize culture and types of culture identity. Identify cultural norms and communication approaches. Define how to discover culture through communications Differentiate between ideology of segregation, naïve integration, and pluralistic integration. | <ol style="list-style-type: none"> Read Chapter 6 Practice the Learning Activities Watch the Videos Review the Webliography (Web Links) Take the Exam | 3 |
| Module 7: Effective Leadership | <ul style="list-style-type: none"> Leadership and Communication Formal and Informal Leadership Management versus Leadership Leadership and Credibility Theory X and Theory Y Leadership Models Leadership Styles Model Situational Leadership Model Task and Relationship Leadership Models Therapeutic Communication and Leadership | <ul style="list-style-type: none"> Recognize formal and informal leadership communications. Identify link between leadership and credibility. Define theory x, theory y, situational, task, and relationship leadership models. List links between therapeutic communication and leadership Differentiate between management and leadership. | <ol style="list-style-type: none"> Read Chapter 7 Practice the Learning Activities Watch the Videos Review the Webliography (Web Links) Take the Exam | 4 |
| Module 8: Media and Information Technologies | <ul style="list-style-type: none"> Mediated Channels Print and Text-Based Media Telephonic Media Video-Based Media Computer Media Mobile Media Media Convergence | <ul style="list-style-type: none"> Recognize mediated channels. Differentiate between print, text, telephone, computer, and mobile medias. Define media convergence. | <ol style="list-style-type: none"> Read Chapter 8 Practice the Learning Activities Watch the Videos Review the Webliography (Web Links) Take the Exam | 4 |

| Module # and Topics | Module Subtopics | Module Learning Objectives | Assignments | Learning Outcomes |
|---|---|--|---|-------------------|
| Module 9: Organizational Development | <ul style="list-style-type: none"> • Balancing Innovation and Stability • Weick’s Model of Organizing • Process of Organizational Development • Output Measures of Effectiveness • Process Measures of Effectiveness • Combining Productivity and Process | <ul style="list-style-type: none"> • Recognize how to balance innovation and stability. • Identify Weick’s model. • Define the organizational development process. • Recall how to combine productivity and process. • Differentiate between output and process effectiveness measures. | <ol style="list-style-type: none"> 1. Read Chapter 9 2. Practice the Learning Activities 3. Watch the Videos 4. Review the Webliography (Web Links) 5. Take the Exam | 5 |
| Module 10: Inter-organizational Communications | <ul style="list-style-type: none"> • Interorganizational Field • External Communication Activities • Small-World Phenomenon • Relevant Environment • Systems Hierarchy • Boundary-Spanning Activities • Relationship Development and Communication • Ethics of External Communication | <ul style="list-style-type: none"> • Recognize the inter-organizational field. • Identify external communication activities. • Define the small-world phenomenon. • List ethical communication rules. • Recall steps to relationship development communication. • Differentiate between relevant environment, systems hierarchy, and boundary-spanning activities. | <ol style="list-style-type: none"> 1. Read Chapter 10 2. Practice the Learning Activities 3. Watch the Videos 4. Review the Webliography (Web Links) 5. Take the Exam | 5 |
| Module 11: Steps to Course Completion | <ul style="list-style-type: none"> • Final Exam • Course Survey • Certificate of Completion | N/A | <ol style="list-style-type: none"> 1. Take the Optional Cumulative Practice Final Exam 2. Review the Proctored Exam Information 3. Create an Account with Proctor U 4. Schedule an Exam Time 5. Take the Cumulative Proctored Final Exam 6. Submit the Course Survey 7. Print Your Certificate of Completion | 1, 2, 3, 4, 5 |

E. TEXTBOOK(S) AND REQUIRED MATERIALS

- Textbook (required): **Communication in Organizations** by Gary L. Krebs
(All required materials are included in your tuition, there are no additional fees.)

F. GRADING RUBRIC

We use a percentage system for grading quizzes.

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

| Total Points | Percentage Average | Letter Grade |
|--------------|--------------------|--------------|
| 990 - 1100 | 90 – 100 % | A |
| 880 - 989 | 80 – 89 % | B |
| 770 – 879 | 70 – 79 % | C |
| 660 - 769 | 60 – 69 % | D |
| 0 - 659 | 0 – 59 % | F |

Module Exams & Final Exam Policy

Our module exams are not timed and you are allowed 3 attempts to achieve your highest score. The final module of this course consists of a one hour, 50 question, cumulative, proctored exam through ProctorU. You must achieve a score of **50%** on the final exam to pass. Unlike the other module exams, the final cannot be taken more than once. If you do not achieve a 50% on the final exam, please contact us. A minimum **70% cumulative** score in the course is required to pass the course. This means you can fail a quiz, but still pass the course if you achieve a **70% cumulative** score. All exams and quizzes are weighted equally.

G: PROCTORED FINAL EXAM

The final module of this course consists of a one hour, 50 question, cumulative proctored exam proctored by ProctorU. You will need to have access to a webcam, microphone and a computer in order to take the proctored final exam. You are allowed to bring written and printed notes to the exam, however you **cannot** access the textbook. You are allowed to bring notes to the exam. You will need to create an account at <https://go.proctoru.com> prior to scheduling your final exam. From there, you can select your exam and create an appointment. Possible dates for the exam will appear in a calendar. All exams need to be scheduled 72 hours in advance in order to not incur any additional cost. The normal fee for proctoring is covered in your tuition. If you need to take an exam sooner than 72 hours there will be an additional fee.

Note: If you already have a ProctorU account through another institution, you will need to update your existing profile account settings. Log in to your existing account, click on your name in the top right of the screen, select "Account Settings," and then under the "Enrollments" section, press the "Add Enrollment" button to find and select "Ed4Credit."

Once you are logged in to take the exam, you will be introduced to your proctor who will walk you through the proctoring process. You will need to hold up your government issued photo ID to help the proctor authenticate your identity. Then, the proctor will have you pan the webcam 360 degrees around the room so they can see the surroundings. This step is followed to ensure there are no unauthorized materials in the workspace. During the exam, the proctor is using screen-sharing and audible programs to monitor your surroundings to ensure academic integrity.

To learn more about the proctoring process, go to: <https://www.proctoru.com/portal/ed4credit>.

H: SYSTEM REQUIREMENTS

Internet Connection

- Broadband or High-Speed - DSL, Cable, and Wireless Connections

*Dial-Up internet connections will result in a diminished online experience. Classroom pages may load slowly and viewing large audio and video files may not be possible.

Hardware Requirements

- Processor - 2GHz Processor or Higher
- Memory - 1 GB RAM Minimum Recommended

*Our courses are accessible through multiple mobile learning platforms.

PC Software Requirements

- Operating Systems - Windows 7 or higher
- Microsoft Office 2007 or higher. Also, you could use a general Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)
- Internet Browsers - Google Chrome is highly recommended
 - Cookies MUST be enabled
 - Pop-ups MUST be allowed (Pop-up Blocker disabled)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- QuickTime, Windows Media Player &/or Real Player

MAC Software Requirements

- Operating Systems - Mac OS x 10 or higher with Windows
- Mac office programs or a Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)
- Internet Browsers- Google Chrome is highly recommended

- Cookies MUST be enabled
- Pop-ups MUST be allowed (Pop-up Blocker disabled)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- Apple QuickTime Media Player

I: TECHNICAL SUPPORT

Technical Support is available to assist with computing or classroom technical issues. Technical Support is available at the classroom login page, as a link in each course. Technical Support utilizes a ticketing system assigning a unique ticket number to track the progress and responses online. For your reference we provide complete archives and history of all your support requests. A valid email address is required to submit a ticket.

J: INFORMATION, POLICIES AND GUIDELINES

College Credit Recommendation



The ACE CREDIT® logo is a registered trademark of the American Council on Education and cannot be used or reproduced without the express written consent of the American Council on Education. Used with permission.

Ed4Credit courses have gone through an intensive quality review process by ACE CREDIT® prior to being available to students. ACE CREDIT has evaluated and recommended all Ed4Credit courses for credit. This course has been recommended for two (2) college credits. Once you have completed an Ed4Credit course, you are eligible to receive an ACE Transcript for credit transfer purposes. Founded in 1918, ACE is the major coordinating body for all the nation's higher education institutions, representing more than 1,600 college and university presidents and more than 200 related associations nationwide. For more than 30 years, colleges and universities have trusted ACE CREDIT to provide reliable course equivalency information to facilitate their decisions to award academic credit. For more information, visit the ACE CREDIT Transcript Service website at www.acenet.edu/credit/transcripts.

Accommodations of Disability Policy

It is the policy of our company to provide an appropriate environment to optimize learning of educational materials. Anyone that needs additional assistance for a disability can contact our company to make additional accommodations, when available.

Non-Discrimination Policy

It is the policy of our company to not discriminate against any student on the basis of gender, ethnic background, religion, sexual orientation, national origin, age, handicap or disability.

Online Etiquette & Courtesy

Online communications need to be composed with fairness, honesty and tact. Spelling and grammar are very important in an online course. What you put into an online course reflects on your level of professionalism. It is important not to

take disagreement personally. Responses to different ideas and observations need to be objective. Being objective means maintaining boundaries and not making personal attacks on the ability of others or making statements that have the potential to be taken personally. An important part of online learning is discussion. Differences in thinking are good because our knowledge is broadened. Because we have differences, we will have conflict. The important thing is to handle conflict in a way that does not create defensiveness which blocks learning. Here are online references that discuss online netiquette <http://www.albion.com/netiquette/corerules.html>.

Academic Integrity

Students are expected to exhibit academic integrity through their educational experiences and to avoid all forms of academic dishonesty. Academic dishonesty, which includes but is not limited to plagiarism, collusion, abuse of resource materials, cheating on an examination, or other academic work to be submitted, is subject to disciplinary action. Students are allowed to reference course materials while taking quizzes and tests due to their emphasis on application; however, exams must be taken independently.

Students found responsible for an act or acts of academic dishonesty will be subject to academic and disciplinary sanctions. Academic sanctions may include withdrawal from the course with a grade of F and/or a reduction of a grade in the course. Disciplinary sanctions may include suspension for a specified period of time, permanent separation from the program, and/or filing of criminal charges.

No certificate of completion will be given if the course is completed by anyone other than you. When you enroll in the course you are stating under penalty of perjury that you, and not another person, studied the material in its entirety and completed all requirements. By registering for this course, you understand that it may be a crime to make false statements or to falsify documents submitted.

Best Practices for Online

We provide instruction in an online learning environment. An online learning environment needs structure for effective communication to occur. Below is a list of guidelines for effective online communication:

- Stay engaged and on-task in your course.
- Utilize good time management skills.
- Read your messages in the message system.
- Communicate with a respectful, professional tone in discussion threads (collaborative learning).
- Uphold the standards of Academic Integrity set forth by this company.
- Avoid typing in all caps. Typing in all caps in the online environment is viewed as SHOUTING and should not be used. If you wish to place emphasis on an important passage, use bold.
- Recognize that you are participating in an online dialogue. Use correct spelling and grammar in all forms of your writing.
- Utilize Netiquette standards in all forms of communication.