

BUS 301-49X ORGANIZATIONAL COMMUNICATIONS
SUMMER 2010

Instructor: Dr. Judy A. Grotrian, Professor of Business
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Course Meets: On-line
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Required Textbook: "Business Communications," Carol M. Lehman and Debbie D. Dufrene – Thomson, South-Western, 15th Edition, 2008.

Required Software: **Power Point** Availability and Knowledge

Course Description & Objectives

Students study communication foundations, the writing process, and communicating through letters, memorandums, and E-mail messages. The culminating activity permits the students to understand the report process and research methods, manage data and use graphics, and organize and prepare reports and proposals for the design and delivery of business presentations. Upon completion of this course you should be able to:

1. Learn how to appreciate and analyze the dynamic environment in which organizational communication occurs.
2. Analyze organizational communication situations that take into account the complexities of today's workplace.
3. Design effective organizational communication documents.
4. Complete an application letter that introduces an effective accompanying resume.

Course Policies:

1. This course is organized into eight weeks. You will need to start and end each unit as assigned. In other words, we will all move through the course at the same pace.
2. Your final grade will be based on daily assignments and a final research report. Unless directed otherwise, students are expected to do their own work on assignments. Academic dishonesty will result in actions in accordance with the college's disciplinary policy and may result in loss of credit for the assignment. Students with special needs are encouraged to make them known to the instructor during the first week of class. The instructor reserves the right to modify any aspect of the course syllabus or content. Any modifications will be communicated to students in advance.
3. In order to promote academic integrity, the college subscribes to an electronic service to review papers for the appropriate citations and originality. Key elements of submitted papers are stored electronically in a limited access database and thus become a permanent part of the material to which future submissions are compared. Continued enrollment in a course signifies your permission for this use of your written work. Should you not wish to agree to this procedure, you may drop the course during the add/drop period before any works are completed and submitted.

PLEASE NOTE: Students, it is in your best interest to complete all of the assignments yourself. If there is detection of any assignments that you may have TAKEN from someone else, the Internet, etc., THIS WILL RESULT IN A ZERO FOR THE COURSE.

4. Daily assignments = 254 points
 Final Research Report = 75 points
 Final Power Point = 25 points
 TOTAL POINTS = 354 points

Tentative Course Schedule

<u>Week of</u>	<u>Topics</u>	<u>Reading Assignments/Activities Due</u>
June 7	Communication Framework Interpersonal and Group Communication	Chapter 1 Chapter 2
June 14	Planning Spoken and Written Messages Final Research Report Topic Due 6-25-09 Preparing Spoken and Written Messages	Chapter 3 Chapter 4
June 21	Understanding the Report/Research Process Managing Data/Using Graphics	Chapter 9 Chapter 10
June 28	Communicating Electronically Delivering Good- and Neutral-News Messages	Chapter 5 Chapter 6
July 5	Delivering Bad-News Messages Delivering Persuasive Messages	Chapter 7 Chapter 8
July 12	Organizing/Preparing Reports Designing/Delivering Presentations	Chapter 11 Chapter 12
July 19	Final Research Report	Final Due
July 26	Preparing Resumes and Application Letters	Chapter 13