

Business English (POFT 1301)



Course Format: Face to Face:
Mondays, 12:20 to 1:50 p.m.

Online session:
Weekly

Credit: 3 semester credit hours (3 hours lecture)

Prerequisite/Co-requisite: None

Course Description

Introduction to a practical application of basic language usage skills with emphasis on fundamentals of writing and editing for business.

Required Textbook and Materials

1. M: Business Communication; Third Edition. Rentz & Lentz.
McGraw Hill Education, 2015
2. ISBN number is 978-0-07-340322-9

Course Objectives

Upon completion of this course, the student will be able to:

1. Utilize and implement terminology applicable to business communication
(technical and business writing, as well as verbal/presentation communication)
2. Create effective business messages and reports
3. Apply the basic rules of grammar, spelling, capitalization, number usage, and punctuation
4. Develop proofreading and editing skills
5. Write effective sentences and paragraphs for business applications
6. Apply communication to job search.

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Course Syllabi

Course Outline

- A. Business Communication
 - 1. Communicating in the Workplace
 - 2. Writing Process
 - 3. Main Written Forms
- B. Style
 - 1. Words
 - 2. Sentences
 - 3. Paragraphs
 - 4. Positive Effect
- C. Messages
 - 1. Good News/Neutral Messages
 - 2. Bad News Messages
 - 3. Persuasive Messages
- D. Design and Use of Visuals
- E. Report Writing
 - 1. Short reports
 - 2. Determining Factors
 - 3. Gathering Information
 - 4. Interpreting, Organizing, Writing, and Collaborating
- F. Job Search Writing

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Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

Course Evaluation

Final grades will be calculated according to the following criteria:

- | | |
|---|-----|
| 1. Quizzes / Homework
(No make-ups) | 25% |
| 2. Writing Projects
(Mandatory) | 25% |
| 3. Major tests and final exam | 50% |

Course Requirements

1. **Attendance:** Points are taken off for excessive absences and tardies. Three tardies equal one absence. Starting with the third recorded absence, one point is taken off the final average for each absence (example: the fourth absence takes one point off the final average, the fifth absence takes a second point off the final average, etc.)
2. **Research:** Use reference books and other library resources efficiently.
3. Effective oral/visual communication techniques
4. Written short report
5. A grade of “C” or better must be earned in this course for credit toward degree requirements.

Course Policies

1. Proper classroom decorum must be maintained at all times.
No DISRUPTIONS will be tolerated and in this classroom, we will respect one another’s right to learn.
Do not walk out of class early without talking to me before the class begins.
2. No food, drinks, or use of tobacco products in class.
3. Cell phones, headphones, and any other electronic devices must be turned off while in class.
4. Regular attendance is essential to pass this class.
5. The successful student must be able to read, listen, and write proficiently.
6. Turn in work on time. Late work may not be accepted, especially without permission. If accepted, a penalty will be assessed against the work.
7. Use **BLACKBOARD®** to get information, do file submission, and/or to take quizzes/tests.
8. Use email to stay informed and communicate with instructor.
9. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an ‘F’ in the course.
10. Additional class policies as defined by the individual course instructor.

Exams:

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The first missed exam is excused with no questions asked. **However**, you will not be able to miss another exam. The main reason for this excused miss is that the lowest test score is automatically dropped at the end of the semester. Only one exam score is dropped. Therefore, if a second exam is missed, the student is automatically recorded with a grade of zero.

Makeup exams will not be given, unless arranged for in advance. If you miss an exam (including the final) for any reason, without making arrangements with me prior to the exam, you will receive a zero on that exam.

Exams will begin on time.

Technical Requirements

The latest technical requirements, including hardware, compatible browsers, operating systems, software, Java, etc. can be found online at:

https://help.blackboard.com/en-us/Learn/9.1_2014_04/Student/015_Browser_Support/015_Browser_Support_Policy

A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

Student Code of Conduct Statement

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the LIT Catalog and Student Handbook. The LIT Catalog and Student Handbook may be accessed at www.lit.edu or obtained in print upon request at the Student Services Office. Please note that the online version of the LIT Catalog and Student Handbook supersedes all other versions of the same document.