

Business Communications

GEB2214 - Section # 2949

Online Instruction

0600: Spring 2022

View [How to Be a Successful Student](#) which provides details about success factors and links to the most current version of fluid information, such as the academic calendar.

WELCOME

Welcome to Business Communication! This course is designed to help you improve your business writing and speaking skills, along with gaining experience using electronic communications and preparing career communications, so that you can move forward on your career path.

Class Format

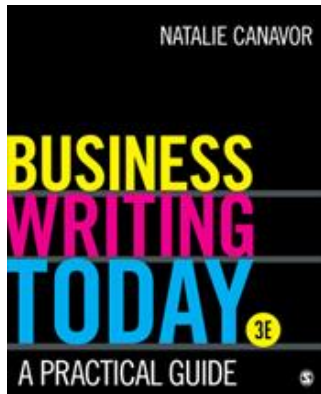
The class is designed as a series of four “seminars.” The first three seminars have a Part A and Part B. Thus, the format for an eight-week class looks like this:

Week 1 – Seminar 1: Part A
Week 2 – Seminar 1: Part B
Week 3 – Seminar 2: Part A
Week 4 – Seminar 2: Part B
Week 5 – Seminar 3: Part A
Week 6 – Seminar 3: Part B
Weeks 7&8 – Seminar 4

To continue your seminar learning experience, discussions are called “Breakout Discussions,” and Dropbox assignments are called “Seminar Tasks.”

Class Format

In addition to the required text, **Business Writing Today**, a curated selection of videos and written materials provides you with expert insights from some of the best minds in business.



Canavor, N. (2019). Business writing today: A practical guide. 3rd ed. Thousand Oaks, CA: Sage Publishing.

ISBNs

Digital: 9781506388329

Print: 9781506388328

View the [Textbooks site](#).

View the [Learning Resources site](#)

[GEB2214 Course Outline](#)

INSTRUCTOR



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Instructor Webpage: [Kiriaki Koymarianos Faculty Web Page](#)

ACADEMIC DEPARTMENT

Dean

Name: Dr. John Duff, Acting Dean

Office Location: St. Pete/Gibbs Campus TE --116A

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Email: Duff.John@spcollege.edu

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Name: Michael Ewell, MS

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Office Phone Number: 727-791-2610

Email: Ewell.Mike@spcollege.edu

Websites

[College of Business Facebook Page](#)

[College of Business Programs](#)

COURSE INFORMATION

QM 1.2: Introduce learners to the purpose and structure of the course.

Course Description

Students who successfully complete this course develop the effective written and oral communications skills needed to function effectively in a business environment. Emphasis is placed on communicating professionally in written correspondence, electronic communications, job applications and interviews, and business presentations and reports. It is recommended that the student possess office application and communication skills before attempting this course. A webcam is required for online students. (Note: This course has substantial writing and presentation requirements).

Course Goals & Objectives

1. The student will apply the foundational skills of written business communications, including the fundamentals of effective writing and basic patterns of business letters, by
 - a. preparing documents clearly written using effective sentence construction and paragraph design.
 - b. applying proofreading and editing processes to produce exemplary documents.
 - c. developing answers to routine business letters and inquiries professionally and effectively.
 - d. discussing information resources available to support business communications.
2. The student will compose business communications utilizing current technology, software and office applications, by
 - a. applying knowledge of graphic aids or graphic programs to include appropriate visuals in a presentation and in a written report.
 - b. preparing effective and professional communications utilizing electronic formats and technologies.
3. The student will effectively employ strategic and persuasive techniques in oral and written communications, by
 - a. applying knowledge of sales and persuasive techniques and implementing emotional appeal effectively.
 - b. applying indirect means to convey bad news.
 - c. employing attention devices effectively in written and oral communications.
 - d. selecting the most appropriate appeal for the specific audience.
4. The student will practice effective job application and interviewing skills, by
 - a. compiling a strong resume that is visually appealing, complete, clear, well-organized and tailored to job descriptions.
 - b. constructing a well-organized cover letter that is concise and skillfully markets student's abilities and experience.
 - c. applying good interviewing and listening techniques.
5. The student will prepare an engaging and well-organized business report, by
 - a. stating a problem or proposal objectively in written form; and listing the factors that are to be considered and evaluated for a productive

- resolution or recommendation.
 - b. applying data gathering and research skills to support business recommendations.
 - c. organizing information appropriately in outline form.
 - d. presenting information in written reports such that it is clearly stated and engaging.
6. The student will apply the critical communication skills necessary for effective and professional business interactions in the workplace, by
- a. demonstrating the ability to apply effective listening and interpersonal skills to achieve effective communication in oral, written and electronic formats.
 - b. applying techniques for participating in meetings and collaborating in teams.
7. The student will demonstrate effective speaking techniques in an oral presentation, by
- a. preparing a class or video presentation using graphic aids and technology to effectively display information and data on a topic related to business.
 - b. describing how personal aspects, audience analysis, feedback, and use of visuals contribute to formal presentations.
 - c. using physical appearance, posture, facial expression, gestures, and voice quality in effective oral business communication.

Prerequisites

None.

Availability of Course Content

Course content is available for students to view ahead of time. Dropboxes and discussion boards lock after the due date.

LEARNER SUPPORT

Answers to questions regarding accommodations may be found at the [Accessibility Services](#) site. If you are in need of accommodations, please contact a campus [Accessibility Services Coordinator](#). If you need a Sign Language Interpreter, complete the [Interpreter/Captionist Request Form](#).

View the [Learning Resources](#) site.

View the [Learning Center Tutoring Schedules](#).

View the [Student Services](#) site.

As an SPC student it's vital that you know Titans Care. You can access resources through SPC's Student Assistance Program (SAP) (<https://mycoursesupport.spcollege.edu/student-assistance-program>), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more. It is SPC's belief that supporting mental wellness is everyone's charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255.

IMPORTANT DATES

Course Dates: 03/14/2022 – 05/05/2022

Drop Date: 03/18/2022

Withdrawal Date with a W: 04/14/2022

Martin Luther King Jr.'s Birthday: 01/17/2022

Spring Break: 03/06/2022-03/13/2022

Spring Holiday: 04/15/2022-04/17/2022

Financial Aid Dates: View the [Financial Aid Dates](#).

DISCIPLINE-SPECIFIC INFORMATION

Business writing format and citations conform to APA Guidelines. You can find specific APA formatting guidance on [Purdue's OWL site](#).

ATTENDANCE

View the college-wide attendance policy included in [How to Be a Successful Student](#).

For this class, attendance is defined as: Completing at least one graded activity by the due date each week..

GRADING

This course is graded on a point system. Points are listed in the Schedule of Assignments.

Breakout Discussions and Seminar Tasks are graded based on a rubric which is available to view as a guide before completing the assignment.

All assignments and activities must be completed by the due date. Late work will not be accepted due to computer problems, lack of a textbook, travel, sickness, or anything short of a documented, serious extenuating circumstance, such as your being in the hospital for an extended period of time. This policy is in place to assure that all students are treated equitably and consistently.

How to check your Grades and review feedback:

- [Checking Your Grades](#)
- [Reviewing Dropbox Submissions](#)
- [Checking Discussion Grades and Feedback](#)
- [Reviewing Quiz Submissions](#)

Grading Scale

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

ASSIGNMENTS

There a total of 330 points in this class. All assignments and their due dates are listed in the Course Calendar. Please use the List View Calendar and consider printing it to keep assignments and due dates handy.

SEMINAR 1		
Intro video	Discussion due Sunday	10
Library report	Dropbox due Sunday	20
Proofreading	Discussion due Sunday	10
Quiz 1	Quiz due Saturday	10
Response letter	Dropbox due Sunday	20
SEMINAR 2		
Jobs persuasion	Discussion due Sunday	10
Buffet appeals	Discussion due Sunday	10
Sales email	Dropbox due Sunday	20
Quiz 2	Quiz due Saturday	10
Consumer complaint	Discussion due Sunday	20
Bad news	Dropbox due Sunday	20
SEMINAR 3		
Ex summary outline	Dropbox due Sunday	20
Rock presentation	Discussion due Sunday	10
Quiz 3	Quiz due Saturday	10
Business report	Dropbox due Sunday	30
Presentation video	Dropbox due Sunday	20
SEMINAR 4		
Resume & cover	Dropbox due Sunday	20
Quiz 4	Quiz due Saturday	10

LinkedIn	Discussion due Tuesday	20
Total Points		300

STUDENTS' EXPECTATIONS AND INSTRUCTOR'S EXPECTATIONS

Required Interaction

You are required to participate in Breakout Discussions, where you will interact directly with your peers. You may be required to communicate with a group during the course as well.

While email communication with your instructor is not usually required, you are encouraged to contact your instructor whenever you need help, have questions, or just want to connect! You usually can expect a reply within 24 hours or less.

Participation, Conduct, and Netiquette

SPC has outlined expectations for student behavior and interaction for online discussions, email, and other forms of communication. View the Student Expectations in [How to Be a Successful Student](#).

You are expected to conduct yourself in a courteous manner in interactions with other students and the instructor.

Academic Honesty

View the [Academic Honesty Policy](#).

Copyright

Copyrighted material within this course, or posted on this course website, is used in compliance with United States Copyright Law. Under that law you may use the material for educational purposes related to the learning outcomes of this course. You may not further download, copy, alter, or distribute the material unless in accordance with copyright law or with permission of the copyright holder. For more information on copyright visit: [Copyright.gov](#).

TURNITIN

The instructor of this course may require use of Turnitin.com as a tool to promote learning. The tool flags similarity and mechanical issues in written work that merit review. Use of the service enables students and faculty to identify areas that can be strengthened through improved paraphrasing, integration of sources, or proper citation. Submitted papers remain as source documents in the Turnitin database solely for the purpose of detecting originality. Students retain full copyright to their works. Review the [Turnitin Usage Agreement](#). Students who do not wish to submit work through Turnitin must notify their instructor via course email within the first seven days of the course. In lieu of Turnitin use, faculty may require a student to submit copies of sources, preliminary drafts, a research journal, or an annotated bibliography.

View the [Reviewing a TurnItIn/Originality Report](#) tutorial.

STUDENT SURVEY OF INSTRUCTION

The Student Survey of Instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

TECHNOLOGY

Minimum Technology Requirements

View the [Technical Requirements for MyCourses](#).

SPC offers Microsoft Office software to current students at no additional cost. The software is available for both Windows and Mac computers. View the [How to Download Microsoft Office 2016](#) tutorial.

This course requires Word and PowerPoint.

This course requires a webcam.

Minimum Technical Skills

Students should know how to navigate the course and use the course tools. Dropbox-style assignments may require attachments in either Microsoft Word (.doc or .docx) or Rich Text Format (.rtf), so that they can be properly evaluated. If an attachment cannot be opened by the instructor, students will

be required to re-format and re-submit an assignment so that it can be evaluated and returned with feedback. Failure to send an appropriate replacement file by the requested date may result in a zero.

MyCourses tutorials are available to students new to this LMS and are located at the beginning of the course. Most features on MyCourses are accessible on mobile devices, although it is recommended that you use a computer for quizzes, tests, and essay assignments.

Special skills required:

- Use a webcam to shoot a video.
- Screen record a presentation, upload it to YouTube, and paste the video embed link to a MyCourses Discussion thread.
- Access online meeting platforms such as Skype, Google Hangouts, WebEx, or Zoom, to name a few.

Technical Support

Technical support is available via the [SPC Technical Support Center](#).

If you experience technical difficulty that hinders your ability to meet an assignment deadline, you contact the Technical Support Center and provide evidence of the difficulty. Please understand that a technical difficulty does not necessarily constitute a reason for the extension of an assignment deadline.

Accessibility of Technology

- [MyCourses \(Brightspace by Desire2Learn\) Accessibility](#)
- [Turnitin Accessibility](#)
- [Google \(YouTube\) Accessibility](#)
- [Ensemble Accessibility](#)
- [Cengage Accessibility](#)
- [McGraw-Hill Accessibility](#)
- [Pearson Accessibility](#)
- [LinkedIn Accessibility](#)

Privacy

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- [Cengage Privacy](#)
- [McGraw-Hill Privacy](#)
- [Pearson Privacy](#)
- [Screencast-O-Matic Privacy](#)
- [Soundcloud Privacy](#)
- [LinkedIn Privacy](#)

Instructional Continuity Plan

To be prepared in the event of weather or other emergency disruptions, review the [Emergency Preparedness Procedures for Students](#).
