

# **GEB 2214: BUSINESS COMMUNICATION TERM: Summer 2018**

## **INSTRUCTOR**

Professor: Kiriaki Koymarianos M.B.A.

Phone Number: 727-244-2680 Call or Text

## **EMAIL INFORMATION:**

ALL email correspondence pertaining to this course should go through MYCOURSES. To access the professor select Kiriaki Koymarianos in the "To:" tab. This will send your message to your instructor and not all of the classes. You are expected to write the emails to the instructor in proper business form, with salutation, questions and statements and closing. If you have questions on how to send emails within MYCOURSES please contact the SPC Technical Support at (727) 391-4357.

## **COURSE DESCRIPTION**

In this course, students will develop the effective written and oral communications skills needed to function effectively in a business environment. Emphasis will be 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. This course has substantial writing and presentation requirements. 47 contact hours.

## **COURSE OBJECTIVES**

By the end of this course, you should be able to meet the following objectives:

1. apply the foundational skills of written business communications, including the fundamentals of effective writing, basic patterns of business letters, and strategic responses in specific circumstances.
2. compose business communications utilizing current technology, software and office applications.
3. effectively employ persuasive techniques to compose sales letters and presentations.
4. practice and demonstrate effective job application and interviewing skills.
5. prepare an engaging and well-organized business report.
6. produce a full range of effective business documents using proper and professional form.
7. apply the critical communication skills necessary for effective and professional business interactions in the workplace.
8. demonstrate effective speaking techniques in an oral presentation.

## **STUDENT RESPONSIBILITIES IN ONLINE COURSES**

Many students find the student responsibilities and expectations for online courses to be different from student responsibilities and expectations for on-campus courses. Not all students are willing or able to accept these responsibilities.

## **TECHNICAL SUPPORT**

If you experience technical issues with your computer or MYCOURSES contact the Help Desk. Instructors are generally unable to assist with technical or computer issues. Please do not contact the help desk for questions concerning assignments or to request a drop box be opened to submit assignments. SPC Technical Help Desk  
(727) 341-4357 (HELP) [onlinehelp@spcollege.edu](mailto:onlinehelp@spcollege.edu)

For issues with the accompanying Textbook & Software contact Cengage Support CENGAGE Software Technical Support <http://support.cengage.com/magellanweb/TechSupport/login.aspx>

# TEXTBOOK & SOFTWARE REQUIREMENTS

Students in this course are required to obtain a copy of the textbook listed below, offered at the SPC Bookstores. The materials are a BUNDLE which include the individual textbook, and an access key code to course supplemental interactive website, flashcards, games, podcasts exhibits, etc.

**Instructions on How to register to you 4LTR PRESS Course:**

<https://play.vidyard.com/xGWKFfSLsogV6orDKWDP6m>

**Course Key:** [GW4L-MHSA-MMMM-MMGU](#)

[BCOM 9:STUDENT ED.-W/ACCESS-PACKAGE](#)

REQUIRED By LEHMAN and DUFRENE EDITION: 9th PUBLISHER: CENGAGE  
L ISBN: 978-1-11684-8

Successful completion of this course is dependent on course materials and access to a computer and Internet. The necessary technology is available at all SPCollege campuses for students that do not have access at home or at work. Through MYSPC you have access to Office 365. An updated version of Microsoft Word and Office (98 or above) is required. \*\*\*MS Works and Apple Products cannot be used for submissions\*\*\* Screen shots must be submitted in picture extensions .jpeg, .png, .gif or PDF or Microsoft Word document.

## PREREQUISITES

There are no prerequisite courses for enrollment in this course. Basic SPCollege rules of student admissions and course enrollment do apply. If you have questions regarding matters of enrollment, please speak with your Academic Advisor at one of our campuses for assistance and guidance.

# **TO ACHIEVE THE GOALS AND OBJECTIVES OF THIS COURSE**

It will be critical that students commit the necessary time and effort to complete the following activities:

- 1 writing activities (email, memos, letters, reports)
- 2 weekly assignments
- 3 discussions posts and participation
- 4 out-of-class readings
- 5 collaborative group activities
- 6 oral presentations using visual technology for submission

## **ASSIGNMENTS**

Assignments are open until a module closes and you can work ahead or play catch up (within the Module deadlines). Please do your best to not wait until the last minute to submit an assignment! You have the entire Module to do this work, and incomplete grades will only be discussed with a documented medical or family emergency. July 2nd, at 11:30PM for all assignments in last Module and is the shut off and there is no submissions accepted.

## **LATE SUBMISSIONS & EXTENUATING CIRCUMSTANCES:**

If you have extenuating circumstances that prevent you from completing a projects, quiz, or participating in the class, please contact the instructor immediately to make alternative arrangements. The possibility of alternative arrangements is at the discretion of the instructor. Active communication is the key to overcoming any hurdles you may encounter during the term. A penalty may or may not be assigned, at the discretion of the faculty member. All requests for extensions must be made in writing (via email) and supporting documentation may be required for extensions to be granted. Any late assignments without prior communication with the instructor and without proper documentation will receive a 50% penalty. July 2nd, at 11:30PM all assignments in the last module is shut off and there is no submissions accepted.

**IMPORTANT NOTE:** Textbook and technical difficulties are not valid excuses for extensions or missed assignments. Insuring access to these items for the duration of the course is the student's responsibility.

## GRADING

Graduation Rules state that a minimum grade of "C" is required in all general education courses and all support courses used to satisfy a general Education requirement, which this class falls under.

## GRADEBOOK GUIDELINES

Letter Grade	Total Points	Percentage Approx	Grade Point
A	900-1000	90 – 100%	4.0
B	800-899	80 – 89%	3.0
C	700-799	70 - 79%	2.0
D	600-699	60 - 69%	1.0
F	0-599	0 - 59%	0.0
W		Withdrawal – system generated	N/A
WF		Withdrawal Failure – system generated	0
X		Audit	N/A
I		Incomplete	N/A

The grading of your individual assignments and projects is in part a subjective process. The following areas are considered and reviewed for quality, quantity and content in alignment with the rubrics for the assignments:

Content, Focus, Use of Text/Research	Analysis and Critical Thinking	Writing Style, Grammar, APA Format (when assigned)
50%	30%	20%
Response successfully answers the	Response exhibits strong higher-	Sentences are clear, concise, and direct; tone is

assignment question(s); thoroughly uses the text and other resources.

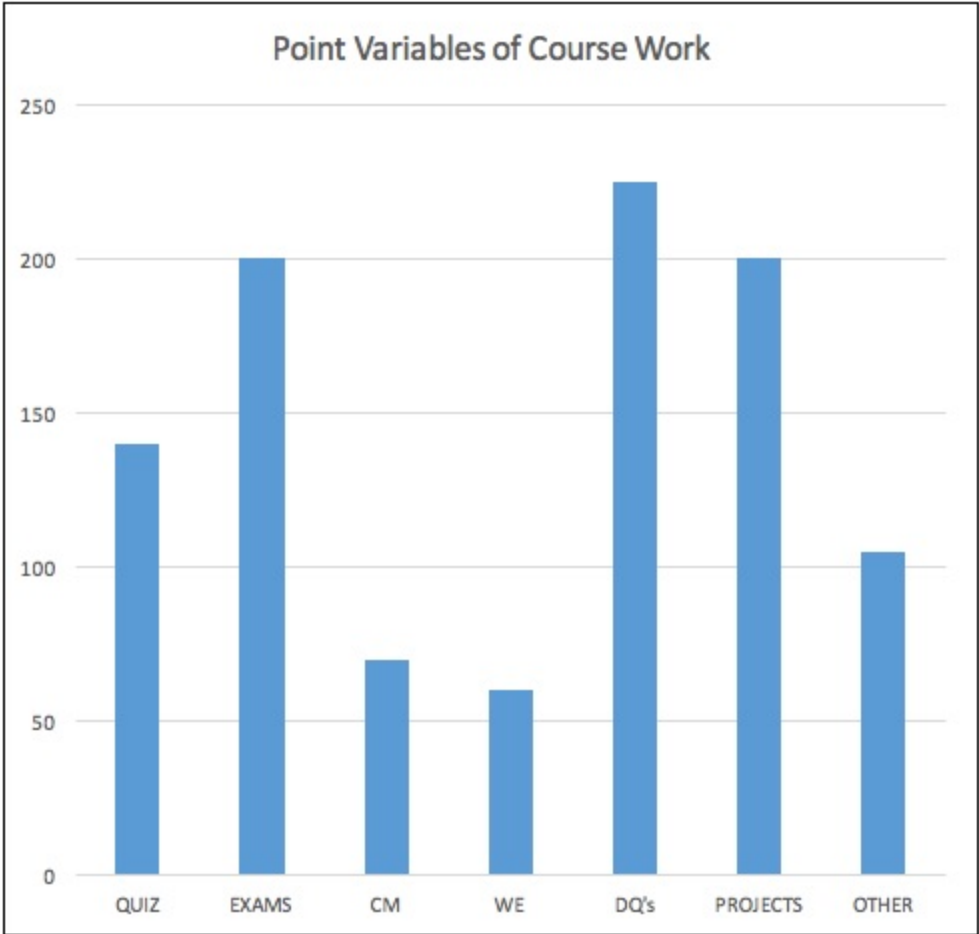
order critical thinking and analysis (e.g., evaluation).

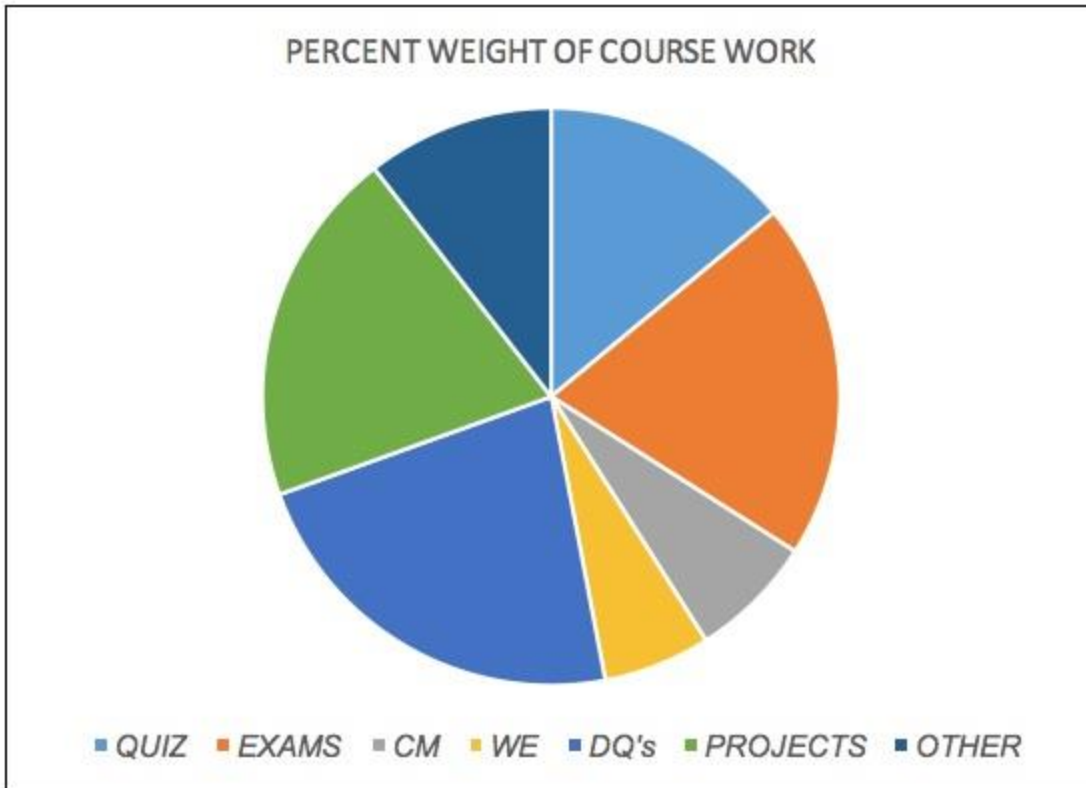
appropriate. Grammatical skills are strong with almost no errors per page. Correct use of APA format when assigned.

## VALUE OF ASSIGNMENTS

The breakdown of the various assignments and the weight of the assignments are broken down below. The class has the possibility of 1000 points.

<b>ASSIGNMENTS</b>	<b>POSSIBLE POINTS</b>
<b>EXAMS</b>	200
<b>QUIZZES</b>	140
<b>CM</b>	70
<b>WE</b>	60
<b>DQ's</b>	225
<b>PROJECTS</b>	200
<b>OTHER</b>	105
<b>Total</b>	1000





## ASSIGNMENT DUE DATES

The instructor may change the assignment schedule at any time with notification by email or posted in the Announcement section of the MyCourses class site. Assignments should be completed in the order in which they appear, as concepts build upon each other. Students may work ahead of schedule. Assignments submitted after their due date will receive a 50% grade penalty. No exceptions.

The suggested due dates for assignments can be found in the Schedule of Assignments in MyCourses and Other Info section of the course. Please print this document and use it to guide your progress through the course. By the end of each Module and July 2nd for last Module, at 11:30PM all assignments shut off and there is no submissions accepted.

## ASSIGNMENT SUBMISSION

- Assignments are to be submitted through the assignment item in its module section in MyCourses class site.
- Students should also keep an electronic copy of all assignments submitted on their personal computer until the end of the semester.

**Please do not wait until the last minute to submit assignments.** You are submitting items over the Internet. There are many things that can go wrong in the path between your computer and the

MyCourses course site. Your personal computer/Internet Service Provider issues are not acceptable explanations of late work. July 2nd, at 11:30PM all assignments in last module shut off and there is no submissions accepted.

I will not accept assignments by email, except for the one assignment which instructs you to email the instructor. The reason is that it protects you, because you can see the drop boxes and that your assignment has been uploaded. If we have late assignments, I can give you permission to upload late. During emergency situations when connection problems are the result of equipment or Internet failure at SPC, I will be notified and will modify the due date time and assignment to cover this issue. In addition, if SPC problems create a significant hardship to the submission your assignment by the due date, I will adjust the due date. This information will be relayed by email and through an announcement. July 2nd, at 11:30PM all assignments in last module shut off and there is no submissions accepted.

## **ASSIGNMENTS GRADED AND RETURNED**

Student assignments that are submitted will be graded and returned within 1 week of the due date ( most of the time within 24 hours but 1 week maximum).

Your corrected (graded) assignments with feedback/rubric about the quality of your work can be accessed through the Student Grades. Click on the underlined score for an assignment to open the window containing my comments and the rubric. Please make sure that you read these comments! I can see when you read or not read the feedback. The feedback is meant to help you.

## **IMPORTANT DATES**

Class Dates 5/13 - 7/6/2018

Last day to submit assignments for last module July 2nd, 2018

Week 1 Attendance May 20

Week 2 Attendance May 27

Mid Term June 10

Final Exam July 2

Last day to withdraw with refund 5/18/2018

College will be closed on the following dates:

July 4, 2018 - Independence Day

## **ATTENDANCE POLICY**

It is important that students log into their course and do the work during every week of class. SPC rules that attendance is taken the first two weeks of class by actively participating to insure they do not get dropped from the class. SPC rules also indicate that attendance is taken again at the 60% week of the class.

Merely logging into your course during the first two weeks does NOT constitute participation. **ACTIVE PARTICIPATION FOR THIS COURSE WILL BE MEASURED BY SUBMITTING YOUR WEEKLY ASSIGNMENTS BY SUNDAY** or as otherwise indicated.

I will verify that students are in attendance at least once each week during the first two weeks of class. Students classified as “No Show” (not submitting their attendance participation assignments in MYCOURSES) for both of the first two weeks will be administratively withdrawn. Week 1 is the introduction video and Week 2 is the discussion questions for week 1 and 2. You have other assignments that are due, but these will be what I consider for attendance.

Immediately following the 60% point of the term, I will verify which students are actively participating in class. Students classified as not meeting the criteria for active class participation will be administratively withdrawn with a “WF”. The criteria is that modules 1 and 2 are completed and the midterm has been taken. Students will be able to withdraw themselves at any time during the term. However, requests submitted after the 60% deadline will result in a “WF”.

If some event interferes with submitting your course work, notify your instructor. This is your class, your learning experience.

## **SPC Tutoring & Resources**

We offer many different types of [Tutoring](#) at all campuses and online. Additionally, we have writing support and library research support services. If you feel you would benefit from additional assistance, do not hesitate to contact your SSS (Student Support Services) Office, your Academic Adviser or your professor.

TUTORING is NOW AVAILABLE for BUSINESS CLASSES & other areas. Contact your HOME campus or visit the following link for details:

Tutoring online: <http://www.spcollege.edu/tutoring/#tab=3>

Remember we are here to help you. All you have to do is ask!

## **LEARNING CENTERS IMPROVE STUDENT SUCCESS RATES**

Students who visit our Learning Centers more than four times in a term have better than an 80% chance at success. St. Petersburg College offers **FREE** tutoring to all degree-seeking students to help review core concepts, tackle tough homework assignments or prepare for tests. From one-on-one tutoring to online resources, SPC offers tools to help you succeed.

## **DISABILITY RESOURCES**

St. Petersburg College is committed to providing quality education and services to all students who study here. Our focus is your success. To help you achieve that, Disability Resources works with students, faculty and staff to provide accommodations that ensure equal access for all students.

Our office provides or facilitates:

- Academic adjustments such as early registration and exam accommodations
- Academic modifications such as course substitutions
- Aids and services including adaptive technologies, note takers and interpreters
- College Placement Test accommodations
- Information Commons in MyCourses

Under Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, SPC seeks to ensure that admission, academic programs, support services, student activities and campus facilities are accessible to and usable by students who document a qualifying disability with the College. Students with disabilities who desire accommodations need to provide appropriate documentation of a disability and request services from Disability Resources

The link to the Disability Resource office is <http://www.spcollege.edu/dr/>

## **ONLINE COMMUNICATIONS GUIDELINES**

Netiquette

Interactions in an online classroom are in written form. Your comfort level with expressing ideas and feelings in writing will add to your success in an online course. The ability to write is

necessary, but you also need to understand what is considered appropriate when communicating online. The word "netiquette" is short for "Internet etiquette." Rules of netiquette have grown organically with the growth of the Internet to help users act responsibly when they access or transmit information online. As a student, business person or potential entrepreneur you should be aware of the common rules of netiquette for the Web and employ a communication style that follows these guidelines. Of course you can find a great deal of information on this topic on-line.

### Rules of Thumb

- Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.
- Never post a message that is in all capital letters -- it comes across to the reader as SHOUTING!
- Use boldface and italics sparingly, as they can denote sarcasm.
- Keep messages short and to the point.
- Always practice proper spelling, good grammar, punctuation, and composition in all course emails and reflection of your student and work ethic.
- Do not write in "text code" when emailing your professor. Proper business form emails are expected.
- Keep in mind that threaded discussions are meant to be constructive exchanges.
- Remember that your emails are all saved throughout the duration of the course and archived with SPC.
- Be respectful and treat everyone as you would want to be treated yourself.
- If you receive an upsetting email or post "cool off" before you respond.
- Spell check!

## ACADEMIC HONESTY

### Cheating on Examinations and Assignments

Academic misconduct consists of cheating of any kind with respect to examinations and assignments as well as the unauthorized possession and/or use of exams, papers, and materials. Cheating includes unauthorized use of "crib" notes, "cheat sheets", cell-phones, PDA's, I-Pods, and collusion with other students. Additionally, the use of test banks, answer keys, stolen exams and instructor's manuals are expressly forbidden from usage by students at any time during this course.

- **Plagiarism:** as defined by the Little, Brown Essential Handbook for Writers, 4th edition, is the presentation of someone else's ideas or words as your own. Whether deliberate or accidental, plagiarism is a serious and often punishable offense (Aaron, 2001).
- **Deliberate plagiarism:** is copying a sentence from a source and passing it off as your own and, summarizing someone else's ideas without acknowledging your debt (ex. buying a term paper and handing it in as your own) (Aaron, 2001).

- Accidental plagiarism: is forgetting to place quotation marks around another author's or writer's words, omitting a source citation because you're not aware of the need for it, or carelessly copying a source when you mean to paraphrase (Aaron, 2001).

## Guidelines

“Give credit where credit is due. Inevitably, you will use other people's discoveries and concepts. Building on them creatively. But do not compromise your honor by failing to acknowledge clearly where your work ends and that of someone else begins.” (USNA, 2004)

Papers will be routinely and randomly submitted to [www.turnitin.com](http://www.turnitin.com) for review. Submit only your original work with proper and adequate references and credits. Use instructor format guidelines in addition to APA Style Manual. If you need assistance do not hesitate to visit an SPC campus library <http://www.spcollege.edu/libraries/> or use the Cyber Librarian support service at Ask A Librarian? [www.askalibrarian.org](http://www.askalibrarian.org)

# INSTITUTIONAL STATEMENT

Each student is responsible for being aware of the information contained in the SPC Catalog, SPC Student Handbook, Student Rights and Responsibilities Handbook, and semester information listed in the class schedule. All information may be viewed on the SPC website: <http://www.spcollege.edu/catalog/>

# SYLLABUS ADDENDUM

The [syllabus addendum](#) applies to all courses at St. Petersburg College. Be sure to familiarize yourself with its contents.