



NORTHWEST FLORIDA STATE COLLEGE

GEB3213 Business and Administrative Communication, 3 credits Fall 2016

- Professor: Dr. Deborah Fontaine
- Office Hours: By appointment, Monday-Thursday, 8:00 a.m.-4:00 p.m., Bldg. 420, Rm. 123
- Phone: 729-6451
- Email: fontaind@nwfsc.edu
- Final Exam: Tuesday, Dec. 13th, 11:00 a.m.-12:50 p.m.
- Web Page: <http://www.nwfsc.edu/faculty/profiles/fontaine-deborah/>
- Reference Number: 10558
- Campus/Room: 360-109, Niceville
- Class Days: Tuesday
- Class Times: 11:00 a.m.-12:20 p.m.
- Electronic Resources: none

Course Description

A comprehensive course in effective and efficient communications in the business world; includes preparation of reports, proposals and presentations, technical writing skills, composition of standard business documents including persuasive messages, sales letters, customer service correspondence, instructional memoranda, and policy and procedure development. 3 credit hours.

Course Prerequisite

Upper division standing and ENC1101 or departmental permission.

Course Materials

- Bovee, Courtland and John Thill. *Business Communication Essentials: A Skills-based Approach*, 6th ed. ISBN #978-0-13-297132-4
- Pearson Business Reference and Writer's Handbook, Custom Edition for NWFS
- ISBN #978-1-269-20580-1
- Pearson's MyBCommLab

Student Learning Outcomes

1. Students will gain a broad understanding of business/professional communications and be able to demonstrate the following:
 - Identify the purpose of written and verbal communications.
 - Assess and "speak to" specific audiences, both orally and in writing.

- Organize and present business-related information orally and in writing.
 - Understand the decision-making process and the impact it has on oral and written communications.
 - Select and use appropriate wording.
 - Understand the concept of readability and its relevance to professional communications.
2. Students will gain an understanding of various methods of professional communications and be able to demonstrate the following:
- Write business-related messages that are clear, precise, and concise.
 - Understand the dynamics of one-on-one and group meetings.
 - Give a clear, complete, and comprehensive oral presentation.

Grading Procedures

All work in this course is individual, unless specifically instructed otherwise, and must be your own. While you are encouraged to study together, you must complete all assignments yourself unless otherwise directed. Six components comprise the class requirements.

Grade Component	Late Work Policies	Points toward Final Grade*
Class Participation	These activities cannot be made up if you are absent or unprepared.	100
Homework: News postings in D2L will fully explain each assignment. Assignments will be due at 11:59 p.m. CST on the assigned due date.	No late homework is accepted, nor can homework be redone after it has been graded without specific—and rare—permission. The exception is the MyBCommLab simulations. These may be redone as many times as you like prior to the assigned due date. The lowest homework grade, including a zero for missing work, is dropped.	150
Blog Responses: You will select a specific blog or a topic to follow in a variety of blogs throughout the semester. Due late November.	Although this project will not be collected until near the end of the semester, you are required to read and respond to a blog each week during the assigned timeframe. If you are called upon to report on your blog and are unprepared, points may be deducted.	100
Cover Letter	No late projects accepted.	100
Resume	No late projects accepted.	100
Project 1: Due in mid-October	Late projects are accepted up to one week late but are penalized up to 20%.	100
Project 2: You will complete a major project demonstrating your mastery of course objectives. Due in December.		200
Mid-Term Exam: You will be required to take a comprehensive	Late or rescheduled exams are rare and are considered for only the most unforeseen,	50

exam halfway through the course.	exceptional, and extenuating of circumstances.	
Final Exam: You will be required to take a comprehensive final exam at the end of the course.	They are allowed only at the discretion of the professor and only within one week of the original exam date.	100
		*Points may be adjusted, if necessary.

The grading scale is as follows:

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% and below

Incomplete Grades

At the discretion of the instructor, an incomplete grade (“I”) may be awarded when the student is unable to finish the required work because of unforeseen extenuating circumstances such as illness or TDY assignment. To receive an “I” grade, the student must have successfully completed a significant portion of the required coursework and be able to finish the remaining work without attending class. An “I” grade will automatically convert to a grade of “F” if the student does not complete the remainder of the coursework by the established deadline.

Classroom Conduct

Each student is expected to participate seriously and purposefully in this class. Students are expected to respect the opinions of others and the right to express them. Students must exercise common sense and good taste in the classroom. Students whose behavior is interfering with the conduct of the class will be asked to leave. Please see the current college catalog for further details.

Class Attendance

Students who stop attending class or are not able to pass the course due to attendance expectations stated in the syllabus may receive a failing grade of “FA.” An “FA” grade is a failing grade in GPA calculations and may impact the receipt of federal aid in subsequent courses. Students traveling for college approved activities will not be penalized academically but will be responsible for missed work.

This course involves frequent class discussions and group work. You will neither benefit from these activities nor contribute to the class as a whole if you are frequently absent. Therefore, missed classes may result in a penalty in the participation element of the final course grade.

Email

Email is the official communication medium of the College. Please check your email regularly for any class and College notifications.

Desire 2 Learn (D2L)

Like all NWF State College classes, this class uses Desire 2 Learn (D2L), a platform for online learning. You can access this class's D2L site at [Desire 2 Learn](#), or through RaiderNet. You will find the class syllabus and other resources.

The specific tools we will use in this class are listed below:

- **News** page: Announcements, assignments, and reminders will be posted here.
- **Content** page: Assignments and other course content will be posted here.
- **Dropbox**: Assignments are submitted here.
- **Gradebook**
- **Quizzes**
- **Locker** feature: Allows students to save and store work so that the material can be accessed from any computer, whether at school or at home.
- **Discussion Board**: Used for student-to-student as well as instructor-to-student interaction.

Students are responsible for posting assignments to D2L in a proper and timely manner. For assistance with D2L, please use the HELP functions in D2L. For additional assistance, go to the college's e-campus homepage at <http://ecampus.nwfsc.edu/> where more resources and contact numbers are available.

Difficulties with personal computers or Internet service providers do not constitute emergencies for this class and will not result in deadline extensions. Students experiencing these problems can use computers at any NWFSC campus or center to access the college website and submit assignments.

Turnitin

Northwest Florida State College subscribes to **Turnitin**, an online plagiarism detection and prevention service. By enrolling in this class, you are consenting to upload your papers to **Turnitin**, where they will be checked for plagiarism. Papers submitted to *Turnitin* are saved as source documents within the *Turnitin* database solely for the purpose of detecting plagiarism in other papers.

Videos

This course employs lecture capture software to provide you with videos of your instructor's lectures/PowerPoints/notes/demonstrations, etc., and you are required to watch these. These videos can be viewed with a standard Internet connection. If your home Internet connection is not adequate, please remember that any NWF State College open lab is available to you. You need only take your own headphones with you.

Social Networking Sites

This class uses a social networking site to build community and enrich students' overall experience. Participation in this site is optional and not a required element of the class; all

essential course information will be presented in the classroom or online, video, etc., depending on the class (traditional or distance). The instructor takes careful precautions to safeguard students on the Internet; however, as with many Internet interactions, risks still exist. By choosing to participate in the class's social networking site, you accept responsibility for the information you post and assume the risks associated with social networking sites.

Cell Phone/Electronic Devices

Cell phones, pagers, and other such electronic devices must not distract from learning. Courtesy to the professor and other students requires that phones be on vibrate or silent mode during class. No student should initiate conversations, including texts, during class activities. Use of electronic communication devices during examinations or other graded activities may constitute grounds for disciplinary action; such devices must be completely out of sight during exams or other assessments. Where emergency or employment situations *require* access to electronic communication services, arrangements may be made *in advance* with the instructor.

Emergency College Closure

In the event of unusual or extraordinary circumstances, the schedule, requirements, and procedures in this course are subject to change. If the college closes for inclement weather or other emergency, any exams, presentations, or assignments previously scheduled during the closure period will automatically be rescheduled for the first regular class meeting held once the college re-opens. If changes to graded activities are required, students will not be penalized as a result of the adjustments, but will be responsible for meeting revised deadlines and course requirements.

Children in the Classroom

As a courtesy to other students and the learning process, students may not bring children with them to class sessions. Health and safety concerns prohibit children from accompanying adult students in any lab, shop, office, or classroom or other college facility where potential hazards exist. If a child-related emergency means you must miss class, contact the instructor as soon as possible to determine your options. (The full "Children on Campus" policy statement appears in the College Catalog.)

Student Rights, Responsibilities, and Academic Integrity

Students are responsible for adherence to all college policies and procedures, including those related to academic freedom, cheating, classroom conduct, computer/network/e-mail use and other items included in the *Northwest Florida State College Catalog and Student Handbook*. Students should be familiar with the rights and responsibilities detailed in the current *Northwest Florida State College Catalog and Student Handbook*. Plagiarism, cheating, or any other form of academic dishonesty is a serious breach of student responsibilities and may trigger consequences which range from a failing grade to formal disciplinary action.

RESOURCES

The [Academic Success Center \(ASC\)](#) is located in the Activities Center (Building 410) on the Niceville Campus. The ASC provides free learning support services such as tutoring, ESOL, and writing assistance for all NWF State College students. Individual and group tutoring is available in a wide range of subjects on a walk-in-basis and by appointment. For more information, call the Academic Success Center at (850) 729-5389 or visit our website at [Free Tutoring](#).

[Math Labs](#) are located in the Math Building (300), Room 131, on the Niceville Campus and in Building FW-47, Room 702 on the Fort Walton Beach Campus and Room 131 at the Robert L. F. Sikes Education Center at the Crestview Center. The math labs are open to all students and provide free walk-in tutoring for all mathematics courses. For lab hours, students may call the Math Department at (850) 729-5377 or visit our website at [Math Lab](#).

[Smarthinking](#) is an online, real-time tutoring offered free to students, who may access this service via RaiderNet.

[Open Computer Labs](#)

There are numerous open computer labs throughout the NWF State College campuses. Students may access our website for lab locations and hours: [Computer lab location and hours](#).

[Testing Center](#)

Testing Centers administer college admissions tests, placement tests, proctored exams, ACT/SAT, GED, CLEP, and DSST (formerly known as DAN TES). Make-up exams may be taken in the Testing Center, depending upon instructor policies on late work. General test information concerning tests, testing center locations, and hours may be accessed on the Testing Center website at [Testing Center](#).

[Library, Online Reference Materials, and Resources](#)

The library is a comprehensive, learning resource center providing information in print, digital, and multimedia formats to support the educational objectives of the College. In addition to in-house materials, online services and resources can be accessed through the Learning Resource Center website. Library hours are posted each semester at the building entrance and on the LRC website at [Learning Resource Center](#).

[Assistance for Military and Veterans](#)

Northwest Florida State College supports our military and veterans students. You may contact NWF State College Hurlburt Center Educational Services Building at 850-200-4190 or visit our website at [Support Our Military](#).

Students with Disabilities

Northwest Florida State College supports an inclusive learning environment for all students. If you have disabilities for which accommodations may be appropriate to assist you in this class, please contact the Office of Disability Support Services on the Niceville Campus, or call 850-729-6079 (TDD 1-800-955-8771 or Voice 1-800-955-8770).

Instructor Syllabus Template June 2015; Rev. 06/23/2016