

VALENCIA COLLEGE

Division of Business - West Campus

GEB1220(CRN 17201): Writing & Speaking in Business

Professor Information

Professor	Megan Oliver
Virtual Office Hours	By Appointment Only
Virtual Contact Methods	Email
Office Hours	By Appointment Only
Office Location	Virtual
Email	moliver26@valenciacollege.edu

Instructor Response

You can anticipate responses to inquiries and questions within 24 - 48 hours of receipt.
You can expect to receive assignment feedback within one week.

Course Information

Subject/Catalog #: Title	GEB1011: Introduction to Business
Class Reference Number	17201
Number of Credit Hours	3.0
Term/Year/Session/Length	Fall 2023/Full/15 Weeks
Course Prerequisites	None
Course Co-requisites	None

Important Dates

Class Begins	August 21, 2023
Withdrawal with “W” Deadline	October 27, 2023 by 11:59 p.m. EST
Class Ends	December 10, 2023
Holidays	September 4 (Labor Day), November 22 – 5 (Thanksgiving), December 21 – January 1 (Winter Break)

These dates are critical for this course. Additional critical dates for this course can be found by choosing the appropriate term links in the [Academic and Registration Calendars](#) at Valencia College website.

Course Description

This course is a study of the basics of business writing and speaking and introduces students to common written formats, such as the memo, letter, and report. The course will stress techniques to improve writing and speaking skills and will teach students how to apply techniques used in the business writing process and oral communications. Other topics covered include, but are not limited to, appropriate strategies for internal and external communication situations, audience analysis, and communication through technology.

Course Objective

- Interpersonal communication including one to one and team communication and communicating across cultures.
- Business messages including workplace digital communication in the social age.
- Business message types including routine, persuasive and bad news messages.
- Reports and presentations including business proposals and planning, preparing and delivering effective presentations.
- Employment communications including resumes, cover letters and interview skills.

This course reinforces the [Valencia Student competencies](#).

Learning Outcomes

Course Specific Learning Outcomes (Major Learning Outcomes)

Upon completion of the course students will be able to:

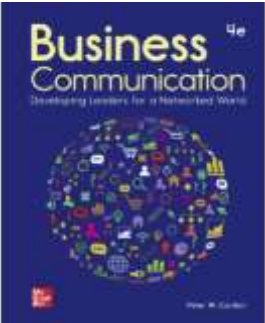
- Demonstrate effective one to one and team communication.
- Apply effective writing and oral business communications inside and outside organizations.
- Demonstrate effective routine and bad news messages' delivery.
- Create effective resumes, employment cover letters, interviews and presentations.

Instructional Materials

Please note that some courses may require a text plus additional software or a publisher Web access code. If purchasing a used text, be sure to check on and obtain all required materials.

Connect is required for this course.

Required Text(s) and Materials

	<p>Textbook Title: Business Communication: Developing Leaders for a Networked World, 4/e Edition #: 4th Author: Peter W. Cardon Publisher: McGraw-Hill Year: 2022 ISBN: 9781260088342</p>
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Assessment Methods and Evaluation (Grading)

Submitted content is assessed on a cumulative 1,000 points. Late submissions are generally not accepted unless the student is or has experienced extenuating circumstances, which need to be communicated with me at least 48 hours before assignments are due.

Introduction Discussion – The Intro Discussion is worth 10 points. Discussions are completed in Canvas.

- Total Points Available: 10
- 1% of Final Grade

Orientation Quiz – The Orientation Quiz is worth 10 points. The quiz is completed in Canvas.

- Total Points Available: 10
- 1% of Final Grade

Two (2) Grammar/Usage Quizzes – Each quiz is 50 points. Students may use their textbooks, notes, and supplementary materials. Quizzes are administered in Connect.

- Total Points Available: 100
- 10% of Final Grade

Sixteen (16) SmartBook Modules – Each SmartBook module is 10 points. SmartBook modules are completed in Connect.

- Total Points Available: 160
- 16% of Final Grade

Two (2) Manager Hot Seats – Each Hot Seat is worth 20 points. Hot Seats are completed in Connect.

- Total Points Available: 40
- 4% of Total Grade

Six (6) Case Analysis – Each Case Analysis is worth 20 points. Case Analysis's are completed in Connect.

- Total Points Available: 120
- 12% of Total Grade

Four (4) Grammar/Writing Exercises – Each exercise is worth 50 points. Exercises are completed in Connect.

- Total Points Available: 200
- 20% of Total Grade

One (1) Email Evaluation – The Evaluation is worth 50 points. The Evaluation is submitted in Canvas.

- Total Points Available: 50
- 5% of Total Grade

Resume and Cover Letter Draft and Final – The Draft is worth 50 points and the final are worth 200 points. They are both submitted in Canvas.

- Total Points Available: 250
- 25% of Total Grade

LinkedIn Profile – The profile is worth 50 points. The link to your LinkedIn profile is submitted on Canvas.

- Total Points Available: 50
- 5% of Total Grade

Resume Discussion – The Resume Discussion is worth 10 points. Discussions are completed in Canvas.

- Total Points Available: 10
- 1% of Total Grade

Your final letter grade will be determined by totaling the points earned on all graded coursework.

Assigned Work	# and Point Value	Total Points
Intro Discussion & Orientation Quiz	2 @ 10 points	20
Grammar/Usage Quizzes	2 @ 50 points	100
SmartBook Modules	16 @ 10 points	160
Manager Hot Seats	2 @ 20 points	40
Case Analysis	6 @ 20 points	120

Grammar/Writing Exercises	4 @ 50 points	200
Email Evaluation	1 @ 50 points	50
Resume and Cover Letter Draft	1 @ 50 points	50
Resume and Cover Letter Final	1 @ 200 points	200
Resume Discussion	1 @ 10 points	10
LinkedIn Profile	1 @ 50 points	50
Total Points Possible		1000

Your course grade will be determined by the following scale:

Grade	Points	Percentage
A	900-1000	90.0 – 100.00
B	800-899	80.0 – 89.9
C	700-799	70.0 – 79.9
D	600-699	60.0 – 69.9
F	0-599	0.00 – 59.9

Weekly Course Assignment Schedule

The Calendar of Activities is a summary of the lessons and course activities for each module.

Week(s)	Assigned Work	Points Possible	Due Date
Module: Start Here			
Week 1: 8/21 – 8/27	Orientation Quiz (Canvas)	10	8/27
Week 1: 8/21 – 8/27	Introduction & Greetings Discussion (Canvas)	10	8/27

Module 1: Establishing Credibility**Assigned Readings****Textbook:** Chapter 1

Week 1: 8/21 – 8/27	Chapter 1 Smartbook: Establishing Credibility (Connect)	10	8/27
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Module 2: Principles of Interpersonal Communication and Team Communication & Difficult Conversations**Assigned Readings****Textbook:** Chapters 2 & 3

Week 2: 8/28 – 9/3	Chapter 2 Smartbook: Interpersonal Communication and Emotional Intelligence (Connect)	10	9/3
Week 2: 8/28 – 9/3	Chapter 2 Manager's Hot Seat Video Cases: Navigating Communication Challenges with Respect (Connect)	20	9/3
Week 2: 8/28 – 9/3	Chapter 3 Smartbook: Team Communication and Difficult Conversations (Connect)	10	9/3

Module 3: Communicating Across Cultures and Creating Effective Business Messages**Assigned Readings****Textbook:** Chapters 4 & 5

Week 3: 9/4 – 9/10	Chapter 4 Smartbook: Global Communication and Diversity (Connect)	10	9/10
Week 3: 9/4 – 9/10	Chapter 5 Smartbook: Creating Effective Business Messages (Connect)	10	9/10
Week 3: 9/4 – 9/10	Grammar Exercise (Connect)	50	9/10

Module 4: Improving Readability with Style & Design**Assigned Readings****Textbook:** Chapter 6

Week 4: 9/11 – 9/17	Chapter 6 Smartbook: Improving Readability with Style and Design (Connect)	10	9/17
Week 4: 9/11 – 9/17	Punctuation/Mechanics Exercise (Connect)	50	9/17

Module 5: Email & Other Traditional Tools for Business Communications**Assigned Readings****Textbook:** Chapter 7

Week 5: 9/18 – 9/24	Chapter 7 Smartbook: Email and other Traditional Tools for Business Communication (Connect)	10	9/24
Week 5: 9/18 – 9/24	Chapter 7: Evaluating an Email Canvas Assignment (Canvas)	50	9/24

Module 6: Social Media for Business Communication**Assigned Readings****Textbook:** Chapter 8

Week 6: 9/25 – 10/1	Chapter 8 Smartbook: Social Media for Business Communication (Connect)	10	10/1
Week 6: 9/25 – 10/1	Chapter 8 Case Analysis: Evaluating an Ineffective Online Forum (Connect)	10	10/1
Week 6: 9/25 – 10/1	Communications Sentence Problems Exercise (Connect)	50	10/1

Module 7: Routine Business Messages**Assigned Readings****Textbook:** Chapter 9

Week 7: 10/2 – 10/8	Chapter 9 Smartbook: Routine Business Messages (Connect)	10	10/8
Week 7: 10/2 – 10/8	Chapter 9 Case Analysis: Preparing Routine Messages (Connect)	20	10/8
Week 7: 10/2 – 10/8	Resume Discussion (Canvas)	10	10/8
Week 7: 10/2 – 10/8	Resume/Cover Letter Draft (Canvas)	50	10/8

Module 8: Persuasive Messages**Assigned Readings****Textbook:** Chapter 10

Week 8: 10/9 – 10/15	Chapter 10 Smartbook: Persuasive Messages (Connect)	10	10/15
Week 8: 10/9 – 10/15	Grammar & Usage Quiz #1 (Connect)	50	10/15

Module 9: Bad News Messages			
Assigned Readings			
Textbook: Chapter 11			
Week 9: 10/16 – 10/22	Chapter 11 Smartbook: Bad-News Messages (Connect)	10	10/22
Week 9: 10/16 – 10/22	Chapter 11 Manager's Hot Seat: Delivering and Receiving Negative Feedback (Connect)	20	10/22
Week 9: 10/16 – 10/22	The Writing Process Exercise (Connect)	50	10/22
Module 10: Research & Business Proposals & Planning for Business Reports			
Assigned Readings			
Textbook: Chapter 12			
Week 10: 10/23 – 10/29	Chapter 12 Smartbook: Research and Business Proposals and Planning for Business (Connect)	10	10/29
Week 10: 10/23 – 10/29	Grammar and Usage Quiz #2 (Connect)	50	10/29
Module 11: Completing Business Proposals & Business Reports			
Assigned Readings			
Textbook: Chapter 13			
Week 11: 10/30 – 11/5	Chapter 13 Smartbook: Completing Business Proposals and Business Reports (Connect)	10	11/5
Week 11: 10/30 – 11/5	Chapter 13 Case Analysis: Ensuring Recommendations Are Specific, Actionable, and Justified (Connect)	20	11/5
Module 12: Planning Presentations and Delivering Presentations			
Assigned Readings			
Textbook: Chapters 14 & 15			
Week 12: 11/6 – 11/12	Chapter 14 Smartbook: Planning Presentations (Connect)	10	11/12
Week 12: 11/6 – 11/12	Chapter 15 Smartbook: Delivering Presentations (Connect)	10	11/12
Module 13: Employment Communications			
Assigned Readings			
Textbook: Chapter 16			
Week 13: 11/13 – 11/19	Chapter 16 Smartbook: Employment Communications (Connect)	10	11/19
Week 13: 11/13 – 11/19	Chapter 16 Case Analysis: Developing Effective Résumé Statements (Connect)	20	11/19

Week 13: 11/13 – 11/19	Chapter 16 Case Analysis: Starting Out an Interview 1 (Connect)	20	11/19
Week 13: 11/13 – 11/19	Chapter 16 Case Analysis: Starting Out an Interview 2 (Connect)	20	11/19
Module 14: Thanksgiving Week! Enjoy your break!			
Week 14: 11/20 – 11/26			
Module 15: LinkedIn Profile and Cover Letter & Resume			
Week 15: 11/27 – 12/3	Resume & Cover Letter Final (Canvas)	50	12/3
Week 15: 11/27 – 12/3	LinkedIn Profile (Canvas)	200	12/3
Total Points Possible		1000	

Course/College Guidelines and Policies

College Policies

A full description of all College policies can be found in the [College Catalog](#); [Policy Manual](#); and the [Student Handbook](#).

Attendance Policy

Online courses move swiftly, and it is easy for students to fall behind if not actively engaging in class discussions. Peer-to-Peer communication—facilitated through weekly discussion posts—is the primary method of keeping attendance in online classes. If you miss a discussion board post, your instructor may message you (via your grade book) to ascertain if there are any problems preventing your participation. Students who fail to complete three (3) successive discussion posts may be withdrawn from the course for lack of participation. A grade of “W” will be entered.

Make-Up Policy

Students are adult learners responsible for both their actions and inaction. As such, tardiness with regard to completing assignments is considered unprofessional and is generally not condoned.

Weekly discussion board posts are not accepted late for academic credit since feedback is given to the class, which would give the student who submits late an unfair advantage.

- Original/Initial discussion postings (not including peer responses where applicable) **MUST be submitted by Thursdays at 11:59pm**, and there will be a 25% deduction for posts that do not meet this expectation. Peer responses, where applicable, may be submitted thru Sundays at 11:59pm.
- Discussions, where peer responses are required, will be deducted 50% of total points for not meeting peer responses (whether one or two) expectation.

Case study multiple-choice exams may be submitted late given extenuating circumstances. Such late work will be accepted on a case-by-case basis, but only when students have made prior arrangements with the instructor at least 48 hours before assignment's due dates.

Academic Dishonesty

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-11

Student Code of Conduct

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03

Withdrawal Policy

Students who are enrolled, but do not participate during the first week of the course will be classified as “no show” students and withdrawn from the course by Dr. Pizarro

A student is permitted to withdraw from a class on or before the withdrawal deadline as published in the [College's Important Dates Calendar](#).

A student is not permitted to withdraw from a class after the withdrawal deadline. The professor is permitted to withdraw a student from the class for violation of the professor's attendance policy with written notification to the student prior to the beginning of the final exam period as published in the faculty member's syllabus.

A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn by a professor will receive a grade of "W." A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or another grade as determined in consultation with the professor. Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F".

Final course grades of "A", "B", "C", "D", or "F" shall be assigned based upon the student's academic achievement upon the completion of all course work. Missed assignments shall receive zero points. A grade of "I" or Incomplete may be posted at the term's end by the professor only under extenuating circumstances.

Class Policies:

1. Multiple Choice Exams will be made available for a full week. Students will have 120-minutes to complete online exams.
2. Students must do their own work; there are no exceptions. Students who plagiarize or cheat in any way, risk dismissal from the class and expulsion from the college.
3. Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.
4. Students with disabilities who qualify for academic accommodations must provide a letter from the Office of Students with Disabilities, and accommodations will be based upon said documentation. Contact OSD directly at West Campus SSB 102, ext. 1523.

Student Support Services

Note to International Students (F-1 or J-1 Visa)

Please be advised that withdrawal from this course due to attendance may result in the termination of your visa status if you fall below the full-time enrollment requirement of 12 credit hours. Contact Valencia's [International Student Services](#) office for more information.

Statement of Support for Students with Food/Housing/Financial Needs

Any student who has difficulty accessing sufficient food to eat, or who lacks a safe and stable place to live, and believes this may affect his or her performance in the course, is urged to meet with a Counselor in the [Advising Center](#) for information about resources that may be available from the college or community.

Student Assistance Program

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance Program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. Free face-to-face counseling is also available.

If you are unable to participate in the course due to illness, family emergency, etc., please communicate with your instructor as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence, please communicate with your instructor as soon as possible in order to create a plan for the best course of action.

Learning Support

Distance Tutoring & Technology Support at Valencia: You can easily access Valencia's free distance tutoring and tech support from a computer, laptop, or mobile device.

Distance tutoring services are provided fully online via Zoom. Through this service, you will receive real-time assistance via a Valencia tutor. Online tutoring is offered in mathematics, sciences, accounting & economics, computer programming, EAP and foreign languages, and writing.

Online Learning Technology Support services are also available. Students can receive assistance with navigating: Canvas, OneDrive, Zoom, YouTube, and Microsoft Office (Word, Excel, & PowerPoint). Support is also provided for video editing (via iMovie and MovieMaker) and converting documents from a Mac to a PC. Tech support is available live (on-demand) via Zoom, by appointment, or via email. Students are encouraged to use the 24/7 Canvas Help located inside Canvas by clicking on the "Help" icon.

To get started using the Distance Tutoring and Learning Technology Support services, please visit www.valenciacollege.edu/tutoring. Through this site, you can view the schedule of tutors/tech support assistants, find available times, learn more about the services, and access a collection of supplemental resources that are available 24/7.

Hours of Operation:

Monday-Friday: 8 am – 10 pm

Saturday & Sunday: 9 am – 7 pm

***DISCLAIMER:** At the discretion of the instructor, the schedule, procedures, and assignments are subject to change in the event of extenuating circumstances, OR students' collective assignment completion behaviors. However, any such change will be clearly announced. Such changes are designed to deal with unforeseen circumstances that arise during the course. The changes will be intended to benefit the student and will not significantly add to the rigor of the course.