



Course Syllabus

LMGT 341 — Business Communication

3 Credit hours

I. COURSE DESCRIPTION

A survey of all areas of business communications, not as an isolated unit of learning, but as a universal activity. It is designed to cultivate and refine a repertoire of basic essentials of communications.

Prerequisites: None

Fees: NONE

II. ACADEMIC MISSION

Oral Roberts University's academic mission is to transform students by the power of the Holy Spirit into whole, competent servant-leaders through liberal arts and professional education that is fully Christian. Within a Spirit-filled healing community, administration, faculty, and staff love and serve students by helping them grow in knowledge, skills, wisdom, character, and spirit.

Student transformation is measured through the evaluation of student expression of University learning outcomes as demonstrated through accompanying proficiencies and capacities.

Spiritually alive Biblical knowledge; sensitivity to the Holy Spirit; evangelistic capability; ethical behavior

Intellectually alert critical thinking; information literacy; global and historical perspectives; aesthetic appreciation; intellectual creativity

Physically disciplined healthy lifestyle; physically active lifestyle

Socially adept communication skills; interpersonal skills; appreciation of cultural and linguistic differences; responsible citizenship; leadership capacity

Professionally competent ... discipline-specific proficiencies listed under Program Outcomes.

For more on how this course supports ORU's academic mission, and ORU's whole-person approach to learning outcomes through its [e-portfolio system](#), see the last page of this syllabus, "COURSE INVENTORY for ORU's Student Learning Outcomes."

III. PROGRAM OUTCOMES

This course supports the program outcomes of the Bachelor of Science degree in Management and electives for business minors in the College of Business. The specific outcomes this course supports are marked below in **bold text** and with an asterisk (*).

1. ***Students will be able to demonstrate competencies in writing, listening, and verbal skills using the latest technology when appropriate.**
2. ***Students will be able to demonstrate competencies involving cultural sensitivity, effective global perspectives, and citizenship.**
3. Students will be able to demonstrate competencies in research methodology, interpretative analysis, recommendations, and information literacy.
4. **Students will be able to demonstrate competencies in working as part of a team as related to human relations, time management, and accomplishing planning goals.**
5. ***Students will be able to demonstrate competencies in problem solving abilities through analytical skills, critical thinking, entrepreneurship, and creativity.**
6. ***Students will be able to demonstrate management proficiencies using the concepts of planning, organizing, directing, and controlling.**
7. Students will be able to demonstrate competencies in relevant theory, relevant innovation, knowledge of financial responsibility, as well as academic proficiencies in their academic majors.
8. Students will be able to demonstrate participation in relevant professional meetings, seminars, and professional organizations.
9. ***Students will be able to demonstrate competencies in leadership, self-motivation, and confidence in social interaction.**
10. Students will be able to demonstrate competencies as related to witnessing for Christ, sensitivity to the Holy Spirit, and evangelistic ability with an emphasis on honest and ethical business behavior.

*Program Outcomes addressed in this course are marked above in **bold text** and with an asterisk.

IV. COURSE OUTCOMES

This course surveys all areas of business communications. It is designed to cultivate and refine a repertoire of basic essentials of communications. It takes into consideration students interested in acquiring the knowledge and skills necessary to achieve their potential in becoming successful communicators in the business field while being a shining light for God.

Prerequisites: None

LMGT 341 has five course objectives:

1. Describe basic language and communication techniques including the skillful use of words, in a concise and clear straightforward language (BL 2).
2. Apply reading, problem-solving, and analytical skills by analyzing strategies and business problems in formulating important business documents including materials for the job-search process (BL 3).

3. Describe interpersonal, listening, and speaking skills necessary in business situations to meet international, ethical, and diversity needs (BL2)
4. Apply critical thinking, and effective written communications, and oral presentation skills related to issues business communication (BL 3)
5. Describe the importance of integrating electronic elements in the communication process (BL 2)

V. TEXTBOOK AND OTHER LEARNING RESOURCES

A. Required Materials

Thill, J. V., & Bovée, C. L. (2017). *Excellence in Business Communication. 12th Edition*. Boston, MA: Pearson.
ISBN: 978-0-13-431905-6

Note: When you buy access to Pearson's MyLab, you will have access to the electronic version of this text as well as videos.

Other: MyLab Online Resources. The online resources come free with the purchase of an access code to the course and etext. However, if you purchase a hardcopy of the textbook, you will still need to purchase an access code to use the online resources.

B. Optional Materials

Textbooks: None.

Other:

In addition to the required MyLab resources listed under the "Study" section in each of the Weeks, there are additional, and optional, resources in MyLab you may wish to view.

VI. POLICIES AND PROCEDURES

A. University Policy and Procedures

1. Students taking a late exam unauthorized are charged a late exam fee.
2. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;

- d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.
 - f. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
2. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
 3. Students are to be in compliance with University, school, and departmental policies regarding the Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. School and/or Department Policies and Procedures

C. Course Policies and Procedures

1. Evaluation Procedures

Points Distribution

Weekly Discussions		25%
Class Discussions	20%	
Team Participation	5%	
Homework		20%
MyLab Homework	15%	
Resume Assignment	5%	
Research Projects		40%
Business Presentation @	20%	
White Paper Project @	20%	
Chapter Quizzes		<u>15%</u>
Class Total		100%

Grades are assigned on the basis of total points earned:

A = 90%

B = 80%

C = 70%

D = 60%

F = Below 60%

2. Late Work Policy
 - a. Late work will not be accepted. Assignments are due on or before the deadline given.
 - b. Under rare circumstances, exceptions will be made. However, notice of late work must be given before assigned deadline.
3. Attendance Policy – See D2L
4. Whole Person Assessment Requirements – None

VI. COURSE CALENDAR

The Course Calendar shows the specific learning activities and assessments for this course, along with their respective grade weights. The far right column lists the Course Outcomes (CO) that are tied to the corresponding Assessment in column 2. All activities and assessments are fully described online in D2L under their respective Week.

Week	Assessments	Hours	Weight	CO*
1	UNDERTANDING THE FOUNDATIONS OF BUSINESS COMMUNICATION	--	--	--
	Read/View/Listen	4	3.4%	--
	Topic 1: Is Communication Vital to Business?	4	3.4%	1&2
	Quiz for Chapters 1 & 2	3	2.6%	1&2
	MyLab Homework for Chapters 1 & 3	3	2.6%	1&2
	Resume Draft Assignment	3	2.6%	
2	APPLYING THE THREE STEP WRITING PROCESS	--	--	--
	Read/View/Listen	3	2.6%	--
	Topic 2: Who's Responsibility?	4	3.4%	1&3
	Quizzes for Chapters 5 & 6	3	2.6%	1&3
	MyLab Homework for Chapters 4 & 5	3	2.6%	1&3
	Research Project Prep: Review Chapter 13 & 14	3	2.6%	2&4
3	CRAFTING BRIEF BUSINESS MESSAGES I		--	--
	Read/View/Listen	3	2.6%	--
	Topic 3: Smart thinking?	4	3.4%	1,2&3
	Quizzes for Chapters 7 & 8	3	2.6%	1,2&3
	MyLab Homework for Chapters 7 & 8	3	2.6%	1,2&3
	Research Project: Research and Planning	5	4.3%	2&4
4	CRAFTING BRIEF BUSINESS MESSAGES II	--	--	--
	Read/View/Listen	4	3.4%	--
	Topic 4: Responding to Social Media Messages	4	3.4%	1&3

	Quizzes for Chapters 9 & 10	3	2.6%	1&3
	MyLab Homework for Chapter 10	1	0.8%	
	Research Project: Presentation Style & Development	6	5.2%	2&4
5	PREPARING REPORTS AND PRESENTATION I	--	--	--
	Read/View/Listen	3	2.6%	--
	Topic 5: Can We Trust Online Hits?	4	3.4%	1&3
	Quizzes for Chapters 11 & 12	3	2.6%	1&3
	Research Project: White Paper Project	5	4.3%	2&4
6	PREPARING REPORTS AND PRESENTATION II	--	--	--
	Read/View/Listen	3	2.6%	--
	Topic 6: Sharing Confidential Messages	4	3.4%	1&2
	Quizzes for Chapters 13 & 14	3	2.5%	1&2
	Research Project: White Paper Project	5	4.3%	2&4
7	WRITING EMPLOYMENT MESSAGES AND INTERVIEWING FOR JOBS	--	--	--
	Read/View/Listen	4	3.4%	--
	Topic 7: Project Presentation	4	3.4%	1&2
	Quizzes for Chapters 15 & 16	3	2.5%	1&2
	MyLab Homework for Chapters 15 & 16	3	3.6%	1&2
	Resume Development Project	3	3.6%	2&4
Course Total	Total estimated hours based upon 16 hours per week for 7 weeks	116	100%	

* CO: The last column indicates which Course Outcomes are met by the Assessment in Column 2.

† Indicates this is a Whole Person Assessment item that is also submitted to the E-Portfolio system.

VII. COURSE INVENTORY

For ORU's Student Learning Outcomes

LMGT 341

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

The Course Writer should place an X in the appropriate column for each proficiency.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability				X
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Analytical Problem Solving			X	
2C	Global & historical perspectives		X		
2D	Aesthetic appreciation			X	
2E	Intellectual creativity	X			
2F	Information literacy		X		
3	Outcome #3 – Physically Disciplined Proficiencies/Capacities				
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
3C	Properly balanced nutrition plan				X
4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences	X			
4D	Responsible citizenship	X			
4E	Leadership capacity		X		

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This syllabus is subject to change without notice up until the first day of the semester.

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Oral Roberts University

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