

# UNIVERSITY OF FORT LAUDERDALE

## Bus 121- Introduction to Business Communications

Term and Year:

Date, Time and Place of Meeting:

Instructor's Name:

Office Location:

Office Hours:

Contact Information:

### I. VISION STATEMENT

"Where there is no vision, the people perish" (Proverbs 29:18)

Our vision is to have a Christian environment, dedicated to higher learning, that will be a motivating climate for individual and diverse students to learn, explore, and develop for the call to fulfill the Great Commission. Graduates will influence the greater world community for the cause of world peace and a better life for God's people. Our students will be tomorrow's visionary and trendsetting individuals who will lead others, addressing challenges yet to be defined. Whether students are called to religious or non-religious vocations, the vision requires a common link: purpose, character, integrity, and credibility knowledge and skills. Therefore, the faculty and staff are attentive to advance the University's vision through an innovative Christian learning environment.

### II. MISSION STATEMENT

The mission of the University of Fort Lauderdale is to be a premier Christian institution of higher learning empowering future leaders through higher educational degrees rooted in Biblical principles and academic excellence, to influence the world intellectually, technologically, and through research

### III. COURSE DESCRIPTION

The course is a study of various aspects and areas of information development, presentation, and dissemination as it pertains to the business and corporate marketplace. The focus is on how business information is interpreted and transmitted through personal and non-personal and media formats.

### IV. COURSE PREREQUISITES

None

## V. TEXTBOOK REQUIREMENTS

*Business Communication Building Critical Skills 4<sup>th</sup> ed.* Locker & Kaczmarek

## VI. LEARNING OUTCOMES AND OBJECTIVES

By the completion of this course, students will be able to: Understand the different aspects of business communication including, but not limited to written, communication and interpersonal communication. Students will demonstrate the ability to identify barriers that inhibit or diminish effective communication and build critical reasoning skills through analysis, application and evaluation.

## VII. GRADING SYSTEM: (from Catalog)

University of Fort Lauderdale's grades are recorded as follows:

<u>Grade</u>	<u>Points per Grade</u>
A	4.0
B+	3.5
B	3.0
C+	2.5
C	2.0
D+	1.5
D	1.0
F (Failure, zero points per credit)	0.0
P (Pass, no points per credit)	
I (Incomplete)	None
IP (Incomplete, in progress)	None
CE (Credit by Examination (CLEP))	
NC (No credit course)	
NG (No Grade)	
T (Repeated-Initial Attempt)	
R (Repeated-Last Attempt)	
M (Excessive Absence)	
XF (Audit, no points per credit)	
X (Advanced Placement)	
W (Withdrawal)	None
WF (Withdrawn, while failing)	None

## Final Examinations

A schedule for final semester examination dates is published with the schedule of classes each semester. Students and instructors must follow the published schedule.

### **Incomplete Grades**

Students are expected to complete all course work as specified by the instructor by the end of the terms. If a grade of incomplete (I) is issued, course work must be completed by the midterm of the following semester, unless the Dean grants special consideration. A student who has (IF) grade must maintain progressive study during the designated period under the supervision of the faculty advisor. An automatic grade of failure (F) is issued if the incomplete grade is not removed by the published date.

### **Course Grading**

-Class Attendance	10%
-Class involvement/ Essays	15%
-Research Paper (Due March 21)	20%
-Midterm assessment/ examination	25%
-Final assessment/ examination	<u>30%</u>
Total	100%

**\*Course grading rubric may be amended at the instructor's discretion**

## **VIII. ACADEMIC INTEGRITY AND PLAGIARISM POLICIES: (from Catalog)**

### Statement on Academic Integrity

#### **Academic Dishonesty**

Cheating, collusion, and plagiarism (the act of using source material of other persons either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given).

Additional guidelines on procedures in these matters may be found in the Dean of Students Office.

The term "cheating" includes, but is not limited to:

- I. Use of any unauthorized assistance in taking quizzes, tests, or examinations
- II. Dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;  
or

- III. The acquisition, without permission, of tests or other academic material belonging to member of the university faculty or staff.
- IV. The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.
- V. The term “collusion” means the collaboration with another person in preparing work offered for credit if that the faculty member in charge does not authorize collaboration,

### **Falsification Of Records**

Knowing falsifying, or being a party to the falsifying, of any official university record (including such records as Application for Admission, Residence Form, Student Personnel Form, Housing Application, etc.)

## **IX. ATTENDANCE FOR ON-CAMPUS CLASSES**

Students are expected to attend class each week during the semester. A student will be reported to the Registrar’s Office after two absences without a valid reason, and will be in jeopardy of being dropped from the class with a failing grade after a third absence. To avoid this situation, the student must remain an active participant in class and always communicate extenuating circumstances to the instructor. The instructor will use completion of test, homework, and other class assignments as indicators of participation.

### **ATTENDANCE FOR ONLINE CLASSES**

Students are expected to login the course via EdVance360 each week during the semester. Attendance is required and will be monitored by reviewing when students login, length of time in the online class after login, and participation in discussion and chat each week.

If a student fails to login or to respond to the discussion items required for the class for two consecutive weeks, the student will be reported to the Registrar’s Office as not attending class. After the third absence, the student will be in jeopardy of being dropped from the class with a failing grade.

## **X. ACADEMIC LESSON PLAN**

**16 WEEKS-Fall and Spring**  
**12 WEEKS-Summer**