



Course Syllabus

POFT 2312

Business Correspondence & Communication

***** Note to Student *****

Student Success is our number one priority at Coastal Bend College and we realize that prompt, effective communication plays a significant role in achieving that goal. It is vitally important that you have the proper contact information for your instructor. This should include their phone number, email address, and if applicable, their office number, and office hours. If you ever have any problems contacting your instructor, or do not receive a prompt response to your inquiries, please contact the Director of Technical Programs, or the Dean of Workforce, as soon as possible. Their contact information is provided below:

<p><i>Julia Garcia, Dean of Workforce Training</i> (830) 569-4222 X1202 jgarcia@coastalbend.edu</p>	<p><i>Noemi Aguilar, Assistant Dean of Workforce Programs</i> (361) 354-2306 aguilar@coastalbend.edu</p>
	<p><i>Coordinator of Professional Services: Juanita Dominguez; 361-664-2981 Ext. 3028;</i> juanita@coastalbend.edu</p>

We wish you all the best in your education and encourage you to contact us if you have any questions or concerns.

Keeping student success in sight, faculty in each of the courses will review with students, course information with specific reading schedules, assignments, and testing information during the first week of class. Additionally, the course information will be posted to Blackboard (THECB 60x30TX compliance).

Course Description: Development of writing and presentation skills to produce effective business communications.

CIP CODE: 52.0501

Semester Hours Credit: 3

Lecture/Lab Hours: 2/4



Prerequisite: Business English (Suggested)

Textbook(s): *Business Communication: Developing Leaders for A Networked World*. McGraw Hill, 3rd Edition-Peter W. Cardon. **ISBN:** 9781260152463

Supplies:

- **Flash drive (or some way of saving files)**
- **Internet access**

End-of-Course Outcomes:

Upon successful completion of this course the students will become better learners by:

1. Creating effective business documents (Personal Responsibility, Critical Thinking)
2. Evaluating business documents (Empirical and Quantitative)
3. Applying ethical communication practices (Communication, Critical Thinking)

Evaluation Methods:

1. Assignments-60%
2. Tests-20%
3. Final Exam (Mock Interview)-20%

Student Learning Outcomes: The student will utilize communication by creating and presenting a PowerPoint.

Target: 90% of the student will present a PowerPoint with a 70% or better.

Assessment: Student assessment will be conducted after Chapter 2 has been reviewed. Students will complete Application Exercise 2.20

Technical Support:

Email Support:	helpdesk@coastalbend.edu cabrigo@coastalbend.edu
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Telephone Support:	866-722-2838 ext. 2508 (Toll Free) 361.354.2508 (Direct Line)
Live Chat:	Fall/Spring Hours: Monday-Thursday 8 a.m. to 8 p.m.; Friday 8 a.m. to 5 p.m. Summer Hours: Monday-Thursday 7 a.m. to 6 p.m.

Tutoring Services: Coastal Bend College offers free tutoring services to all CBC students who need academic assistance. Services include One-on-One, Group, and Online tutoring to all current CBC students. The Tutoring Coordinator’s office is at CBC-Beeville in the Student Success Center (SSC), Room 140 which is in the R.W. Dirks building. The SSC’s hours of operation are Monday -Thursday from 8 am – 8 pm. Tutoring services are also available at all the CBC site locations and students can visit the site’s SSC. For questions regarding tutoring services, please contact the CBC Tutoring Coordinator at (361) 354-2838 ext. 2578 or visit us at our website at: <http://coastalbend.edu/tutoring/>.

Beeville	Alice	Kingsville	Pleasanton
3800 Charco Road Beeville, TX 78102 1-866-722-2838	704 Coyote Trail Alice, TX 78332 1-866-891-2981	1814 Brahma Blvd. Kingsville, TX 78363 1-866-262-1615	1411 Bensdale Pleasanton, TX 78064 1-866-361-4222

Grady C. Hogue Learning Resource Center (Library): Located on the Beeville campus, the operation hours are Monday - Thursday 8:00 a.m. - 6:00 p.m.; Friday 8:00 a.m.- 5:00 p.m.

(Summer semesters will observe the CBC campus operation hours.) For locations and hours of CBC library in Alice, Kingsville, and Pleasanton sites please visit the library web page links below.

Grady C. Hogue Learning Resource Center (Library): <http://lrc.coastalbend.edu/about>

Online Catalog : <http://lrc.coastalbend.edu/catalog>

Library Website: <http://lrc.coastalbend.edu/about>

Hours and Locations: <http://lrc.coastalbend.edu/hours>



Pleasanton Public Library: <https://pleasanton.bibliionix.com/>

115 N. Main St., Pleasanton, TX 78064

Monday – Friday 9:00 a.m. – 6:00 p.m.

Saturday 9:00 a.m. – 1:00 p.m.

Financial Aid: Resources are available for students for financial aid, work study, and veteran benefits. For additional information, visit our website at www.coastalbend.edu/finaid or contact us at 361-354-2238. Office hours: Monday-Thursday 7-6 and Friday 8-5 (*THECB 60x30TX compliance.*)

ADA Statement: No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the College District, or be subjected to discrimination by the College District. Nor shall the College District exclude or otherwise deny equal services, programs, or activities to an individual because of the known disability of an individual with whom the individual is known to have a relationship or association. 42 U.S.C. 12132; 28 CFR 35.130(g).

See at: [GA \(Legal\)](#)

Students with Disabilities: Please notify your instructor of any modification/adaptation you may require to accommodate a disability-related need. You will need to provide documentation to the Director of Student Services so the most appropriate accommodations can be determined. Specialized services are available through the Office of Disability Services (SSB 4.104, 471-6259). For more information contact (361) 354-2300.

Scholastic Dishonesty: Each student is charged with notice and knowledge of the contents and provisions of Coastal Bend College’s rules and regulations concerning student conduct. All students shall obey the law, show respect for properly constituted authority, and observe correct standards of conduct. Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by Coastal Bend College Policies [FLB \(Local\)](#) and [FM \(Local\)](#). Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion.

Use of E-mail for Official Correspondence to students: All students should be familiar with the college’s official email student notification policy. Students are expected to check their CBC email on a frequent and regular basis to stay current with college-related communications, recognizing that certain communications may be time-critical. CBC email format: last name with last four digits of social security number @study.coastalbend.edu and password is your student ID (ex. cougar1234@study.coastalbend.edu).



Copyright Law and Intellectual Property Rights Policy: Copyright is the right of an author, artist, composer or other creator of a work of authorship to control the use of his or her work by others. Protection extends to literary works, musical works, dramatic works, pantomimes and choreographic works, pictorial and graphic works, sculpture, motion pictures and other audiovisual works, sound recordings and architectural works. Generally speaking, a copyrighted work may not be reproduced by others without the copyright owner's permission. The public display or performance of copyrighted works is similarly restricted. Generally, the unauthorized reproduction, performance or distribution of a copyrighted work is copyright infringement and may subject the infringer to civil and criminal penalties. The Fair Use Doctrine outlines exceptions to this Law and is outlined in Coastal Bend College Policy, [CT \(Legal\)](#).

Coastal Bend College, its faculty, students and employees must comply with Copyright Law. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy [CT \(Legal\)](#) and [CT \(Local\)](#).

Questions regarding this information should be directed to the Director of Library Services at: library@coastalbend.edu or the Office of Marketing and Public Relations at: socialmedia@coastalbend.edu.

Intellectual Property: Student /Third Party Works: Rights to copyrightable or patentable works created by a student or a third party, that is, not a College District employee, shall reside with the author/ creator. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy [CT \(Legal\)](#) and [CT \(Local\)](#).

Questions regarding this information should be directed to Library Services at: library@coastalbend.edu.

NOTE: The College website (www.coastalbend.edu) serves as the main source with the most current version of the Coastal Bend College Board Policies and the Coastal Bend College Catalog.

8-24-18



POWERPOINT PROJECT -EVALUATION RUBRIC

CONTENT	SCORE	COMMENTS
The presentation meets the information requirements of the assignment.		
Information is presented in logical sequence/structure.		
Information on slides reflects understanding and effective summarization. Information has not simply been copied and pasted from another source.		
There is not too much text on a slide. Each slide contains a limited number of talking points as opposed to complete paragraphs or lengthy sentences.		
Presentation is free of spelling and grammatical errors.		
DESIGN		
Slides display elements of effective design. Fonts, colors, backgrounds, etc. are effective consistent and appropriate to the topic and audience.		
Animations and/or sounds have been used to emphasize important points. They do not distract from the content.		
Text is clear and easy for the audience to see.		
PRESENTATION		
Presenter was familiar with the material and did not read from slides or rely on notes. It is evident that the presentation was rehearsed.		
Presenter spoke clearly and slowly enough to be heard by the audience.		



Presenter showed enthusiasm for the subject matter and encouraged audience interest		
Presenter made eye contact with audience.		
Scoring: 1) Poor, many requirements not met 2) Fair, some requirements met 3) Good, meets most or all expectations 4) Outstanding, exceeds expectations		



INTERVIEW QUESTIONS

The following general questions are typically asked by interviewers to learn about your background and career goals.

1. What kind of company or work environment are you looking for?
2. What kind of job or responsibilities are you looking for?
3. Tell me a little bit about your professional training and/or your college experience.
4. Describe some of your part-time or summer jobs you've had.
5. What is your academic and school record up until now?
6. Describe some of your extracurricular and student activities.
7. What do you consider some of your strong points?
8. What are some of your short and long-term goals?
9. Tell me about your past employers.
10. What do you know about this company?



11. What lead you to choose your major field of study?
12. Why did you select your institution for your education?
13. What are your three most important accomplishments?
14. What is the most difficult assignment you have had, and how did you handle it?
15. Why should I hire you?
16. How would a friend, former employee, or instructor describe you?
17. Will you relocate and/or travel for your job?
18. Give an example of your ability to work with a team.
19. What are your salary expectations?
20. Are you willing to spend at least six months as a trainee?



Mock Interview Evaluation

- 5. Outstanding
- 4. Very Good
- 3. Good
- 2. Needs Improvement
- 1. Unsatisfactory

Rate

Comments/Notes

_____ Communication Skills _____

_____ Appearance _____

_____ Enthusiasm _____

_____ Initial Impression/clothing _____

_____ Poise/confidence _____

_____ Preparation _____

Coastal Bend College



Comments and evaluation _____

Interviewed by _____

Date _____

Learning Innovation Excellence Leadership Diversity Respect Service Integrity Collaboration Communication

At all times, in all ways, the student is at the heart of all we do.