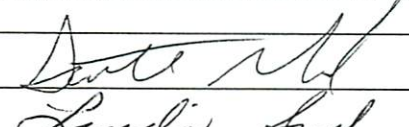
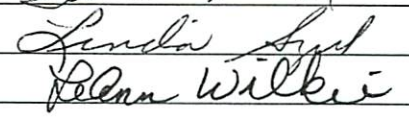
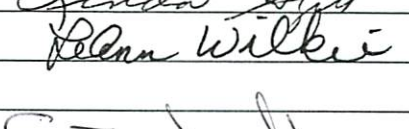
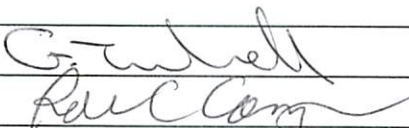
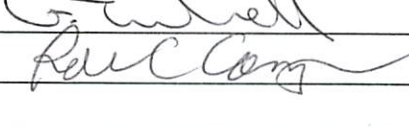
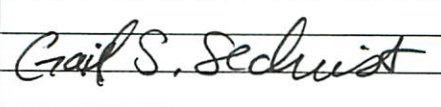


LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate
		09-65	App-4/1/10	App-4/20/10

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person LeAnn Wilkie	Email Address wilkie@iup.edu
Proposing Department/Unit Technology Support and Training	Phone 724.357.3003

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) ☐ New Course ☐ Course Prefix Change ☐ Course Deletion ☒ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change		
BTST 321 – Business & Interpersonal Communications		
<u>Current</u> Course prefix, number and full title		<u>Proposed</u> course prefix, number and full title, if changing
2. Additional Course Designations: check if appropriate ☐ This course is also proposed as a Liberal Studies Course. ☐ Other: (e.g., Women's Studies, Pan-African) ☐ This course is also proposed as an Honors College Course.		
3. Program Proposals ☐ New Degree Program ☐ Program Title Change ☐ Program Revision ☐ New Minor Program ☐ New Track ☐ Other – Prerequisite change		
<u>Current</u> program name		<u>Proposed</u> program name, if changing
4. Approvals		
Department Curriculum Committee		Date 10-26-09
Chair(s)		10-26-09
Department Chair(s)		10-21-09
College Curriculum Committee Chair		11-9-09
College Dean		11/29/09
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs		4-1-10

* where applicable

Liberal Studies

Received

MAR 18 2010

FEB 25 2010

Received

Liberal Studies

Part II. Description of the Curriculum change

1. New syllabus of record (See Appendix A).
2. A summary of the proposed revision.
 - a. Added **ECOB&IT Learning Goal/ Objective** and LS student outcomes met (see Student Outcomes Matrix, p. 4)
 - b. Updated the textbook and bibliography
3. Justification/rationale for the revision.

This course is part of the business core for the Eberly College of Business & Information Technology (ECOB&IT). ECOB&IT recently adopted Assurance of Learning goals and corresponding learning objectives, which in-turn, map to specific course objectives for each course in ECOB&IT's business core. This course revision adds the ECOB&IT goals and objectives to the existing student outcomes matrix in the current syllabus of record. Liberal studies student outcomes were also added to the matrix to further clarify how this course maps to the Senate-approved LS student outcomes.

4. Old syllabus of record (See Appendix B).
5. Liberal Studies course approval form (not applicable).

Part III. Letter of support or acknowledgment

No other department/programs are affected by this revision.

New Syllabus of Record

Department of Technology Support and Training BTST 321 – BUSINESS AND INTERPERSONAL COMMUNICATIONS

**3 class hours
0 lab hours
3 credits
(3c-0l-3cr)**

Course Prerequisite: Junior Status, ENGL 101, 102

Course Description: A study of communication theory and principles as applied to business situations and practices; development of communication skills in areas of communication such as speaking, writing, listening, and nonverbal communicating. Emphasizes building effective interpersonal relations in a business environment.

Semesters Taught: Fall, Winter session, Spring, Summer

Instructional Strategies: Lecture, Discussion, Small Group Cooperative Learning, Games

Media Used: Videotapes, PowerPoint Slides, Samples, Interactive Response Units

Textbook/Required Readings:

Faculty may choose from the following list of acceptable textbooks:

- Thill, J. V. & Bovée, C. L. (2010). *Excellence in Business Communication* (9th ed). United States: Pearson/Prentice Hall.
- Ober, S. (2007). *Fundamentals of contemporary business communication* (2nd ed.). Boston, MA: Houghton Mifflin.
- Locker, K. O.. & Kaczmarek, S. K. (2009). *Business Communications: Building Critical Skills* (4th ed.). Boston, MA: McGraw-Hill Irwin.

Supplements:

- Course Supplements

Course Outcomes: After completion of this course, the student should be able to:

1. recognize the influence of psychological factors, group dynamics, and organizational theory in business communication (ECOB&IT G2.Obj.c).
2. identify barriers to communication and utilize the information and experiences provided in this course to overcome these barriers.
3. individually and collaboratively apply the theory and methodology of formal business reporting, business research, business presentations, and business letter writing (ECOB&IT G2.Obj.a).
4. understand how to apply business communication skills to acquire employment and increase the likelihood of achievement and promotion (ECOB&IT G2.Obj.a).

5. recognize the challenges in communicating with people from other cultures and adapt communication theory and methodology to international business communication.
6. recognize the ethical dilemmas in business communications and evaluate the ethical decisions made.
7. prepare and deliver oral presentations (ECOB&IT G2.Obj.b).
8. gain an awareness of the various technological advances in communication and identify ways in which these tools impact individuals in the business environment.
9. demonstrate an awareness of the role that physical behavior (gestures, posture, body movements, and facial expression), physical appearance, spatial relationships, and environment play in human interaction.

Course outline:

Topic	# of weeks	Main Course objectives addressed
1. The foundations of business communication.	½	1, 6
2. Communicating in teams	1	1,2
3.Mastering listening and nonverbal communication skills	½	2,9
4. Communicating in a world of diversity	½	5, 6
Mid-term Exam	½	1, 2, 5, 6, 9
5. The writing process a. Three-step writing process b. Crafting brief messages	2	3, 8
6. Preparing Reports a. Planning reports and proposals b. Writing business reports and proposals c. Completing business reports and proposals	2.5	3, 8
7. Designing and delivering oral and online presentations	1.5	7, 8,9
8. Building careers and writing resumes	2.5	4, 8
9. Interviewing for employment and follow-up	2.5	4, 8,9
Final exam	1	3, 4, 7, 8

Student Outcomes Matrix

Course Outcomes	Danielson's framework	ECOB&IT Learning Goal/ Objective	Expected Student Learning Outcomes Met
1	1a,d,e; 2a,b,d; 3a,b,c,d; 4a,e,f.	G2.Obj.c	IL ¹ -6; EL ² -1,2,6; RL-1, 4, 5
2	1a,d,f; 2a,b,c,e; 3a,b,c; 4a,e,f		IL-5,6
3	1a,d,f; 2a,b; 3a,b,c;4a,e,f	G2.Obj.a	EL-1,2,6;
4	1a,d; 2a,e; 3a,b,c,e; 4a,e,f	G2.Obj.a	IL-6; EL-7
5	1a,b,d; 2a,b,d; 3a,b,c; 4a,c,d,f		IL-4, 5, 6
6	1a,b,d; 2a,b; 3a,b,c,d,e; 4a,e,f		RL ³ -1, 4, 5
7	1a,d; 2a,b,c,e; 3a,b,c; 4a,e	G2.Obj.b	EL-1,2,6;
8	1a,d,f; 2a,b,e; 3a,b,c; 4a,e	G2.Obj.a	EL-1,2,6
9	1a,b,d,f; 2a,b,d; 3a,b,c,e; 4a,b,e,f		IL-5,6
10	1d,f; 2a,b; 3a,b,c,d; 4c,d,e,f		EL-3,7,8

¹ IL = Informed Learners

² EL = Empowered Learners

³ RL = Responsible Learners

Grading:

Grading	Weight	Objective Measured (predominantly)
Tests & Quizzes • Tests (15%) Mid-Term Final • Quizzes (5%) (Announced and Unannounced)	20%	Obj.1, 2, 3, 4, 5, 6, 7, 8, 9;
Guided Writing Projects • Application (Cover) Letter • Conventional Resume • Various Standard Business Writings • Mock Interview Assessment • Etiquette Dinner Assessment • Group report • (Other projects as assigned by instructor)	50%	Obj. 3, 4, 8; ECOB&IT: G2.Obj.a, c
Class work and Participation • (Assignments made during class)	10%	Obj. 1, 2, 3, 5, 6, 9
Presentations/Report • Individual • Group	20%	Obj. 1, 2, 7, 8, 9; ECOB&IT: G2.Obj.b

Grading:

Course Requirements: Each participant in the course is expected to:

1. Attend each class with the reading completed and prepared to participate.
2. Demonstrate knowledge and comprehension of the assigned reading.
3. Develop a resume and application letter.
4. Develop a class presentation.
5. Participate in a small group and develop a project.
6. Complete in-class activities.

Explanation of Course Requirements:

1. Class attendance and participation. Per university policy, no more than **three (3)** absences are permitted during the regular session. This policy will be strictly enforced. Also, **three (3)** late arrivals (**tardy**) will result in **one absence**. You are aware of class time. If you are running late and a student is presenting to the class, **do not enter the room until the student has completed his/her presentation**. NO MAKE-UP TESTS OR ASSIGNMENTS WILL BE GIVEN AND NO LATE WORK WILL BE ACCEPTED. If you turn in work **without placing your name on it**, the assignment will not be graded and you will receive no credit for that assignment.

2. Demonstration of knowledge and comprehension of assigned reading. Students are expected to participate in class discussions concerning materials covered in the readings assigned. You will be tested on your knowledge and comprehension in a variety of ways: tests, quizzes, case summaries, reports, etc.
3. Develop a resume and application letter.
4. Develop a class presentation.
5. Participate in a small group and develop a project. Students will work in a group of 3-4 people to prepare a small group project. Group members will develop a complete presentation. An oral presentation of 20-30 minutes will be required of each group.
6. Complete in-class activities. These activities will be announced in class and will consist of worksheets from videos, card games, group discussions, etc.

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Books

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Journals

The Journal of the Association of Business Communication
The Business Communication Quarterly
The National Business Education Association Forum
The Information Technology, Learning, and Performance Journal [Organizational Systems Research Association (OSRA) Journal]
The Journal of Business and Technical Communication

Videos

Communicating Between Cultures (2004). Chicago IL: The Learning Seed.

Listening: The Key to Productivity (1996). Blackwood, NJ: Communication Briefings.

Non-verbal Communication in the Global Marketplace (2004). Sunrise, FL : D.E. Visuals.

Speaking Effectively to One or One Thousand (1991). IUP Library (VCV 5466).

Speak like a Pro (2003). Alexandria, VA: Briefings Publishing Group

The Nonverbal Agenda (1982). IUP Library (VCV 6426).

The Power of Listening (1991). IUP Library (VCV 4646).

Tough Times Job Strategies (2005). Lawrenceville, NJ: Films Media Group

AD321 BUSINESS AND INTERPERSONAL COMMUNICATIONS

Prerequisite: Junior Status/Approved major

Description: Study of communication theory and principles as applied to business situations and practices; development of communication skills in areas of communication such as writing, speaking, listening, and nonverbally communicating. Emphasis on building effective interpersonal relations in a business environment. (3 credits)

Objectives

During the course of the semester, the student will learn the following:

1. theory of communication, especially as it applies to business situations and behavior
 - a. identifying the basic communication concepts such as feedback, perception, reality, and fact-inference
 - b. identifying the components of a communication model and how the parts of the model are involved in the communication process
2. a logical, ethical approach to solving business problems
3. some of the more commonly used business letters, memorandums, short reports, and other kinds of business writing
4. to solve business communication problems (through the use of instruction and practice); make decisions involving the selection and organization of content; choose appropriate formats for presentation of information
5. communicate information and ideas in written business messages by
 - a. developing a clear, concise, convincing, and correct writing style that is adapted to the readers of the message
 - b. learning and applying high standards of physical presentation in the preparation of business messages
6. to solve problems in a group situation
7. to overcome weaknesses in correct and effective language usage
8. listening, proofreading, and thinking skills

Objectives (cont'd)

9. to recognize the differences in communicating with people from other cultures
10. to analyze written and oral communication
11. to prepare and present oral presentations
12. to write a letter of application and resume
13. to identify causes of communication breakdown in a business organization
14. to identify ways to improve listening skills
15. to identify the role of nonverbal communication
16. to understand people; how they act; why they act as they do; and how their favorable response may be won

Grading

Students will be graded in each of the following areas. The grade computed for that area will be included in the final grade according to the weighted percentage. NOTE: The instructor may use a point system as long as the points appropriated for each area correspond to the percentages below.

Objective Tests	30%
Short answer exams covering class notes, films, group activities, text chapters, etc. There will be at least two exams.	
Guided Writing Projects	40%
Application letter and resume; a minimum of two business letters (indirect and direct approach); and a report. Criteria follow in this syllabus.	
Homework and Participation	15%
Includes all out-of-class assignments and in-class assignments not included elsewhere.	
Oral Presentations	15%
Minimum of two will be required.	

Gateway Criteria for Guided Writing Projects

Gateway criteria are those minimum criteria necessary for your assignments to be considered for grading. Therefore, it is extremely important that you take care to prevent violating any of these:

- All assignments, unless otherwise specified by your instructor, must be typewritten or printed out on a computer in letter-quality type.
- Standard formats assigned for each assignment must be used for letters, memos, and reports.
- No spelling or typographical errors are acceptable.
- Sentences must be concise (no more than 20 words in each).
- No fragments or run-on sentences are acceptable, except fragments may be used for resumes.
- No more than one major punctuation error will be permitted.

*Might be
departmental?*

WRITING SUMMARY

AD321 Business and Interpersonal Communication

AD321 Business and Interpersonal Communication is being proposed as a "W" course. This course is taught every semester, including summer terms, and is part of the business core. In addition to being required by all College of Business majors, it is required by several other majors in the University. Prerequisite for the course is junior status, and class size is usually limited to 25 students.

The following types of writing occur in this class:

NOTETAKING: Much of the information discussed in this class is supplemental to the textbook. Therefore, students must take notes in class. This does not directly contribute to the students' grades.

WRITING BUSINESS LETTERS AND MEMORANDUMS: Students plan, compose, and revise letters and memorandums. After discussion and exercises on the elements of effective business messages, the students practice organizing and writing them.

Practice begins with writing drafts of sentences and progresses to memos and letters done in class. Critiquing is done by peers and then by the instructor. Grades for these types of activities are purely for participation in the activity--not for the writing itself. This writing counts toward the Homework and Participation grade, which totals 15%.

A minimum of two business letters (excluding the application letter listed elsewhere) will be covered using the direct and indirect approaches. These will be written either in or out of the class and be graded. There will be no opportunity for revision. These two letters will count toward the Guided Writing grade (40%).

WRITING FOR SUCCESSFUL JOB SEARCH: After class discussion on the job search process, the role of resumes and application letters, and letter writing, in general, students will be required to prepare a professional resume and application letter. Drafts are written in class and at home and reviewed by peers and the instructor. Students then prepare a final typewritten or typeset copy. The letter and application will count toward the Guided Writing grade of 40%.

WRITING REPORTS: Students will learn the role of reports in business and formats, primarily formal and memo. Having previously written short memo reports, students will be required to write a minimum of two memo reports--one done in a group, and one done as an individual. Students are encouraged to meet with the instructor out of class when preparing their individual reports. The memo report counts in the 40% of the Guided Writing grade.

MISCELLANEOUS WRITING: There are several writing exercises which require students summarize and analyze information. These include, but are not limited to, assignments from the textbook and memorandums evaluating oral presentations. The exercises vary with the instructor. Writing is read, serious errors are pointed out, but the work is not criticized. These assignments are included in the Homework and Participation part of the grade (15%).

TESTS: Tests are generally of the multiple choice and true/false format, which do not require writing. The tests make up 30% of the class grade.