

# **GRAYSON COUNTY COLLEGE**

## **Course Syllabus**

---

### **Course Information**

POFT 2312, Business Correspondence & Communication

---

### **Type of Course/Delivery Mode/Testing Requirements**

This is an internet course, meaning the coursework will be all on-line. All assignments and testing will be administered via Canvas and the textbook publisher's tool (MindTap). No proctors will be required for testing.

---

### **Professor Contact Information**

Sandra Metcalf, 903-463-8738, metcalfs@grayson.edu, CIS 105D  
Office Hours: Monday – Thursday, 8 a.m. – Noon, or by appointment

---

### **Course Pre-requisites, Co-requisites, and/or Other Restrictions**

None (student should be interested in the correct use of English grammar and creating effective business documents). Introductory knowledge of Microsoft Office 2016 as well as basic keyboarding and computer skills are necessary.

---

### **Course Description**

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

---

### **Student Learning Outcomes**

Describe how solid communication skills will improve your career prospects and help you succeed in today's challenging digital-age workplace.

Discuss the five steps in the communication process.

Draft well-organized paragraphs that incorporate topic sentences, support sentences, and transitional expressions to build coherence.

Improve clarity in business messages by keeping ideas simple, dumping trite phrases, and choosing precise words.

Understand the professional standards for the usage, structure, and format of e-mails and interoffice memos in the digital-era workplace.

Compose direct messages that make requests, direct claims and voice complaints, and deliver instructions.

Explain the components of effective negative messages.

Write compelling claims and deliver successful complaints.

Create an impressive, error-free presentation.

---

## Required Textbooks and Materials

### Cengage Unlimited

Please read this in order to **spend the least possible amount of money** on course material.

The materials required for this course are included in **Cengage Unlimited**, a subscription that gives you access to all your Cengage access codes and online textbooks for \$119.99 per term, \$179.99 per year or \$239.99 for two years. No matter how many Cengage products you use, they are included in Cengage Unlimited, and the price stays the same. You can purchase access to Cengage Unlimited in the Grayson College Bookstore or at [cengage.com](http://cengage.com).

For additional support, please visit:

- Getting started materials: [cengage.com/start-strong](http://cengage.com/start-strong)
- Training site for Cengage platforms: [cengage.com/training](http://cengage.com/training)
- FAQs: [cengage.com/faq](http://cengage.com/faq)
- Cengage Customer Support: [cengage.com/support](http://cengage.com/support)

Unlimited 4-month access	\$119.99	9780357700006
Unlimited 12-month access	\$179.99	9780357700013
Unlimited 24-month access	\$239.99	9780357700020

Check out this video from Cengage Unlimited:

<https://www.cengage.com/student-training/mindtap/canvas/ia-no>

If you prefer a textbook, Cengage Unlimited allows you to rent a copy for only \$7.99 + free shipping. Due to processing time, orders ship within 1-2 business days after the order is received (weekends and holidays excluded). Shipping times vary but ground shipping generally arrives in 5-7 business days. UPS delivers Monday-Friday. No Saturday delivery is available. Free standard shipping will be shipped via UPS ground. Express shipping will be shipped via UPS or FedEx 2nd day air.

Instructions for \$7.99 + free shipping:

Go to Modules, click on course name, and load the course. This takes you to MindTap.

Locate your name in the upper right corner and click on down arrow.

Click on “My Home.” Note: You should see a picture of your textbook.

Click on “Print Options” and here are options to rent or purchase.

**Note:** The e-Book is automatically available as soon as you register in MindTap.

*Essentials of Business Communication*, 10e, by Guffey and Loewy

This textbook requires a Cengage MindTap access code.

---

MindTap is a digital learning solution from Cengage that transforms today’s students into critical thinkers. MindTap enables you to make the most of your time by learning your way—wherever, whenever. MindTap keeps all your course resources in one, convenient place. Track your scores so you always know where you stand. Use the integrated digital textbook to highlight key text passages and take notes. Create your own custom flashcards and study guides.

Check Canvas Module for more information about MindTap.

**The following schedule is subject to change with fair notice.  
Announcements will be posted in Canvas.**

Week	Outline
1	Introductions, Register in MindTap, General Overview of Course Chp 1, Communicating in the Digital-Age Workplace
2	Chp 2, Planning Business Messages Chp 3, Organizing and Drafting Business Messages <b>Test 1</b>
3	Chp 4, Revising Business Messages Chp 5, Short Workplace Messages and Digital Media <b>Test 2</b>
4	Chp 6, Positive Messages <b>Test 3</b>
5	Chp 7, Negative Messages
6	Chp 8, Persuasive Messages <b>Test 4</b>
7	Chp 12, Business Presentations
8	Final Video Presentation and Final Exam <b>Test 5</b>

NOTE: Specific chapter assignments are posted in Canvas.

### Methods of Evaluation and Grading

The final grade will be determined by percentages and using the following scale:

MindTap** assignments	35%
Text chapter assignments	25%
5 Tests	20%
Online presentations	15%
Discussions	5%

\*\*More information about MindTap is in Canvas.

A	90-100	Test 1 – Chp 1
B	80-89	Test 2 – Chps 2-3
C	70-79	Test 3 – Chps 4-5
D	60-69	Test 4 – Chps 6-7
F	59 and below	Test 5 – Chps 8 and 12

Grades will be posted in Canvas.

### Methods of Instruction

As an Internet class, the students will be expected to do the following:

- Read all the material the instructor presents
- Read the textbook as assigned
- Prepare all assignments posted in Canvas and MindTap

## **Information for Online Classes**

---

**Late work will not be accepted. Grades are earned based on performance and not effort. Grades are earned, they are not given.**

**Late work:** Please do not ask me to make exceptions for late homework. Everyone has a reason why homework was not submitted on time or forgot to attach it to the e-mail. To be fair to all students, the course requirements must be applied equally to all students. That is the only way to be fair.

**Attendance/Participation:** Students are expected to participate in online classes just like you would if it were a face-to-face class. There are assignments due every Sunday by 11:59 p.m. The professor is required to submit your attendance in the course on a weekly basis. In order to be counted as attending for the week, the student must have completed the assignments due that week. Attendance is not part of the course grade.

**Attendance policy:** This is an Internet course and all testing is online. Class attendance is based on Canvas participation. Academic success is closely associated with course participation. All successful students, whether on campus or online, are expected to be highly self-motivated. All students are required to participate in courses regularly and are obliged to participate in class activities and complete and submit assignments following their professors' instructions. Students taking courses during compressed semester time frames such as mini-mester, summer sessions, and mid-semester should plan to spend significantly more time per week on the course. Responsibility for work missed because of illness or school business is placed upon the student. In accordance with the College's Developmental Education Plan, students withdrawn from their only developmental course may be withdrawn from all academic courses. In addition, students' eligibility to receive financial aid or live in a college dormitory can be affected by withdrawal from courses. When administrative withdrawal occurs, any tuition refund would be made in accordance with state regulations.

**Communication:** Communication between the instructor and students will primarily be through the course site in GC Canvas. Frequent announcements, comments in the course discussions, responses to email, as well as feedback on homework assignments will be provided regularly. Students can communicate with one another through the course discussions tool and/or Canvas mail. You may also contact me by phone or Canvas Inbox and arrange for a one-on-one meeting to discuss any concerns you may have about the class.

**Standard of appropriate behavior:** All students are expected to be polite and respectful. It is not only common sense, but also absolutely obligatory for a productive and supportive online environment. Don't use offensive language. Adhere to the same standard of behavior online that you follow in real life. Failure to do so could result in being denied access to your online class.

---

**Monitoring online activities:** Online course activities will be monitored through a variety of methods including active participation by the instructor in various course areas as well as utilization of the Course Tracking tool in GC Canvas. The Course Tracking tool provides detailed statistics for each student for various activities in the course.

**Level of technical competence:** Students are expected to have a basic understanding of personal computers, internet browsing, desktop applications such as Microsoft Word, and file management (uploading, downloading, or sending files).

**Computer hardware and software:** Generally, personal computers purchased in the last three years should be adequate to access GC Canvas. Broadband Internet access is recommended. Do not use Internet Explorer with Canvas. Use either Firefox or Chrome. Students needing assistance with accessing instructional technology should contact the GC Help Desk. For more information, visit [www.grayson.edu](http://www.grayson.edu) and select the Help Desk link.

**Technical breakdowns:** Please do not wait until the last minute to submit assignments! Allow enough time before the due date and time to submit your assignments. All work is submitted through Canvas. In the event of technical breakdowns, please contact me via Canvas Inbox or [metcalfs@grayson.edu](mailto:metcalfs@grayson.edu) or call my office number (903-463-8738) as soon as possible to make arrangements for submitting your homework. If you are having computer or internet issues, the college has several computer labs available. Free Wi-Fi is available in many locations.

---

## Academic Dishonesty

Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism, and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned.

---

## Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic Dishonesty, any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, and the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the college's policy on plagiarism (see GC Student Handbook for details). Grayson College subscribes to turnitin.com, which allows faculty to search the web and identify plagiarized material.

---

### **Student Responsibility**

You have already made the decision to go to college; now the follow-up decisions on whether to commit to doing the work could very well determine whether you end up working at a good paying job in a field you enjoy or working at minimum wage for the rest of your life. Education involves a partnership that requires both students and instructors to do their parts. By entering into this partnership, you have a responsibility to do the assignments and reading, follow directions, and put your best effort into it. You will get out of your experience here exactly what you put into it – nothing more and nothing less.

---

### **TITLE IX**

GC policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation, and protected veterans' status.

Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: sexual violence (sexual assault, rape), sexual harassment, and retaliation.

For more information on Title IX, please contact:

- Dr. Molly M. Harris, Title IX Coordinator (903) 463-8714
  - Ms. Logan Maxwell, Title IX Deputy Coordinator – South Campus (903) 415-2646
  - Mr. Mike McBrayer, Title IX Deputy Coordinator – Main Campus (903) 463-8753
  - Website: <http://www.grayson.edu/campus-life/campus-police/title-ix-policies.html>
  - GC Police Department: (903) 463-8777-Main Campus, (903) 415-2501-South Campus
  - GC Counseling Center: (903) 463-8730
  - For Any On-campus Emergencies: 911
- 

Grayson College is not responsible for illness/injury that occurs during the normal course of classroom/lab/clinical experiences.

These descriptions and timelines are subject to change at the discretion of the Professor.

Grayson College campus-wide student policies may be found on our **Current Student Page** on our website:  
<http://grayson.edu/current-students/index.html>