

**ROWAN COLLEGE of SOUTH JERSEY
CUMBERLAND CAMPUS**

Course: EN 204 – Business Communications

Credits: 3

Prerequisites: EN 101

Description

Business Communications is a three-credit course that provides instruction and practical application in the types of communication encountered in a contemporary business setting. Students are expected to: (1) acquire an understanding of the fundamentals of communication theory, (2) acquire the ability to write a variety of well-organized, grammatically correct business-related assignments (i.e., business letters, memos, a resume, interview report and a research paper), (3) acquire the ability to give effective oral presentations, and developing job/employment related skills (i.e., writing a resume, writing an application letter, job interviewing, writing a thank you letter).

Learning Outcomes

Upon successful completion of this course, the student should be able to:

- Write a business letter addressing a direct request (good news/direct format).
- Write a business letter addressing bad news (bad news/indirect format).
- Write an inter-office memo.
- Write a formal report/document with evidence of research.
- Write an effective job/employment skills documents (resume, letter of application and thank you note).
- Demonstrate the ability to apply effective interviewing skills necessary for successful employment.
- Analyze and think critically about problems in business communication related case studies and offer recommendations (verbal and written) for improvement.

Topical Outline

- Understanding the Nature of Business Communication (verbal and written)
- Understanding the Anatomy of a Business Letter
- Understanding and Mastering Strategies for Engaging the Audience
- Communicating and Leading at Work
- Using Verbal and Nonverbal Messages
- Listening and Responding
- Adapting to Differences and Relating to Others

- Collaborating in Teams
- Interviewing Principles, Skills, and Goals
- Principles in Writing a Report (Research Document)

Text

(1) Main Text: Beebe, Steven A., and Mottet, Timothy P. *Business and Professional Communication, Principles and Skills for Leadership*, 3rd edition. Boston: Pearson, 2016.

(2) *Optional*—Sabin, William A., *The Gregg Reference Manual*, 11th Tribute Edition. New York: McGraw-Hill Irwin, 2011.

(3) *Optional*—Students should consider purchasing a collegiate dictionary and thesaurus to assist them in writing (e.g., word choice, etc.)

Student Assessment

Assessment may be accomplished through projects, exams, presentations, , mock interviews, and research document(s).

Academic Integrity

Participants are responsible for unwavering integrity in the completion, content and submission of all their academic work. All instructors will impose a course penalty to students who engage in academic dishonesty. Incidents of academic dishonesty will be submitted to the Academic Affairs Office and students who have multiple violations of academic integrity are subject to institutional disciplinary sanctions.

The following are some examples of violations of Academic Integrity:

- Receiving or giving assistance not authorized by the instructor during quizzes, examinations, lab assignments, class assignments or home assignments.
- Taking or attempting to take, or otherwise procuring in an unauthorized manner, any material pertaining to a class, including but not limited to quizzes, examinations, laboratory equipment, audiovisual equipment, grade books or roll books.
- Selling, giving, lending or otherwise furnishing questions or answers to any examination, without permission of instructor.
- Plagiarizing. Plagiarism is presenting in written work, in public speaking, and/or oral reports the ideas or exact words of someone else without proper documentation, whether intentional or unintentional.

APA Style Format: References will be provided to assist the student in writing and formatting all written work as needed.

Affirmative Action Statement

The Board of Trustees is committed to providing a work and academic environment that maintains and promotes affirmative action and equal opportunity for all employees and students without discrimination on the basis of certain enumerated and protected categories. These categories are race, creed (religion), color, national origin, nationality, ancestry, age, sex (including pregnancy and sexual harassment), marital status, domestic partnership or civil union status, affectional or sexual orientation, gender identity or expression, atypical hereditary cellular or blood trait, genetic information, liability for military service, or mental or physical disability, including AIDS and HIV related illnesses.

For questions concerning discrimination, contact Almarie J. Jones, Special Assistant to the President, Diversity and Equity/Title IX and Compliance, 856-415-2154 or ajones@rcsj.edu or (Cumberland) Nathaniel Alridge, Jr., JD, Director, Diversity and Equity/Title IX and Judicial Affairs, 856-691-8600, ext. 1414 or nalridge@rcsj.edu. For disability issues or any barriers in the learning or physical environment related to a document condition/disability please contact: Gloucester campus – Dennis M. Cook, Director, Department of Special Services, ADAAA/504 Officer at 856-415-2265 or dcook@rcsj.edu; or Cumberland Campus – Meredith Vicente, Senior Director, Physical & Learning Disabilities, Center for Academic & Student Success (CASS) at 856-691-6900 ext. 1282 or mvicent1@rcsj.edu

Department of Special Services

The Department of Special Services, located in the Enrollment and Student Services building, within the Testing Center, welcomes students of all abilities. The staff members in Special Services are committed to providing support services and ensuring equal access to eligible students with documented conditions/disabilities as outlined by the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act with Amendments Act (ADAAA). For more information, please visit our website-[Department of Special Services](#) or call 856-691-8600 x1445 or x1487.

Lockdown Guidelines

“Rowan College of South Jersey/Cumberland Campus values the safety and well-being of its campus community. Accordingly, strategies for lockdown preparation and drills have been developed to help guide behavior in the event of an actual lockdown. Instructors should discuss with their students the roles and responsibilities each will have during the event of a lockdown using the college’s guidelines and postings.”

Before Withdrawing From This Course

“If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.”

Reporting Allegations of Sexual Assault Resource Referrals (8/2020) Cumberland Campus

There are multiple safe places for students to report allegations of sexual assault, both on and off campus. Reports of sexual assault can be made to any of the following offices listed in the chart below.

All students are encouraged to report alleged crimes on campus. Employees must report crimes that pose an immediate threat to the campus to the Security Office, the local Police Department or the Sheriff's Office.

Service	Resource	Phone Number/Location/Website
Non-Confidential Reporting Law Enforcement	Vineland Police Dept.	856-691-4111
	Millville Police Department	856-825-7010
	Cumberland Co. Sheriff's Office	856-451-4449
	Cumberland County Emergency Services	9-1-1
	Cumberland Campus Security 856-200-4706 (Direct)	Andres Lopez, Director Safety and Security 856-691-8600, ext. 1777
Non-Confidential On-Campus Reporting Support Services	Almarie J. Jones Special Assistant to the President Diversity and Equity, Title IX and Compliance	856-415-2154 College Center, room116 ajones@rcsj.edu
	Nathaniel Alridge, Jr., JD, Director Diversity and Equity, Title IX and Judicial Affairs	856-200-4712 nalridge@rcsj.edu Academic Building, 2 nd floor
	Kellie W. Slade Executive Director Student Services, Student Life	856-200-4615 kslade@rcsj.edu Student Life Building (near gym)
Confidential On-Campus Counseling and Support Services	Heather Bense, LCSW, ACS Director	856-200-4759 hbense@rcsj.edu Academic Building downstairs
	John Wojtowicz, LSW, VACW Mental Health Counselor Student Counseling and Wellness Center	856-200-4760 jwojtowicz@rcsj.edu Academic Building – 1st floor

Service	Resource	Phone Number/Location/Website
Confidential Off-Campus Full-Service Support	Center for Family Services – Services Empowering Rights of Victims (SERV)	24/7 Hotlines Cumberland Co. – 1-800-225-0196 Camden & Glo. Co. 1-866-295-7378 centerffs.org/serv
Sexual Assault Nurse Examiner on Site	Inspira Medical Center Vineland	1505 W. Sherman Ave., Vineland, NJ 856-641-8000