



Communication and Creative & Performing Arts Division
1400 Tanyard Road, Sewell, NJ 08080
856-468-5000

COM 104: Business Communication

Syllabus

Lecture Hours/Credits: 3/3

Catalog Description

Prerequisite or Co-requisite: RDG 099 or ENG 104; ENG 101

This course highlights the theory and practice of written, oral, and interpersonal communication used in the workplace with emphasis on composing clear, concise, and effective business correspondence. Students will discuss various types of communication media and the importance of succinct written and oral expression to modern business interactions. Students will have extensive practice writing a wide spectrum of documents, including professional email and reports. Additionally, the course will discuss effective planning and delivery strategies for professional oral presentations.

Textbook and Course Materials

It is the responsibility of the student to confirm with the bookstore and/or their instructor the textbook, handbook and other materials required for their specific course and section.

Click here to see current textbook prices at rcgc.bncollege.com.

Evaluation Assessment

Online Proctoring

All courses offered at RCSJ, whether they are web-enhanced, hybrid, or fully online, may include assessments that make use of Online Proctoring. To find out more about Online Proctoring, and to learn about the minimum technical requirements, visit rcsj.edu/elearning/online-proctoring.

Grading Scale

The grading scale for each course and section will be determined by the instructor and distributed the first day of class.

Rowan College South Jersey Core Competencies

(Based on the NJCC General Education Foundation - August 15, 2007; Revised 2011)

This comprehensive list reflects the core competencies that are essential for all RCSJ graduates; however, each program varies regarding competencies required for a specific degree. Critical thinking is embedded in all courses, while teamwork and personal skills are embedded in many courses.

1. **Written and Oral Communication:** Students will communicate effectively in both speech and writing.
2. **Quantitative Knowledge and Skills:** Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems
3. **Scientific Knowledge and Reasoning:** Students will use the scientific method of inquiry, through the acquisition of scientific knowledge.
4. **Technological Competency:** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals
5. **Society and Human Behavior:** Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
6. **Humanistic Perspective:** Students will analyze works in the fields of art, history, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language
7. **Historical Perspective:** Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.
8. **Global and Cultural Awareness:** Students will understand the importance of a global perspective and culturally diverse peoples.
9. **Ethical Reasoning and Action:** Students will understand ethical issues and situations.
10. **Information Literacy:** Students will address an information need by locating, evaluating, and effectively using information.

COM 104 Core Competencies

This course focuses on one of RCSJ's Core Competencies:

- Written and Oral Communication

Student Learning Outcomes: Business Communications

Successful Completion of COM 104 will help students:	RCSJ Core Competencies	Evaluation / Assessment (Additional means of evaluation may be included by individual instructors)
Compose clear, concise, and effective business correspondence that meets the goal of various rhetorical situations: <ul style="list-style-type: none"> a. Letters <ul style="list-style-type: none"> i. Cover letter ii. Letter for a job application iii. Thank you letter iv. Letter of complaint b. Memos c. Resumes d. Emails e. Reports 	Written and Oral Communication	Written Assignments - Written Assignment Grading Rubric Oral Presentations Class Participation
Understand and apply a multi-stage writing process: <ul style="list-style-type: none"> a. Planning b. Writing and Crafting c. Completing and Finalizing 	Written and Oral Communication	Written Assignments - Written Assignment Grading Rubric Oral Presentations Class Participation
Recognize the way in which technology and media have transformed communication in the business environment: <ul style="list-style-type: none"> a. Mobile devices b. Internet c. Tablet computers d. Social media 	Written and Oral Communication	Written Assignments - Written Assignment Grading Rubric Oral Presentations Class Participation
Communicate in ethical ways: <ul style="list-style-type: none"> e. Construct a reasoned and fair argument without deception or inflammatory language f. Adapt tone for various rhetorical situations g. Appropriate source integration 	Written and Oral Communication	Written Assignments - Written Assignment Grading Rubric Oral Presentations Class Participation
Understand and apply basic business etiquette to a variety of professional situations: <ul style="list-style-type: none"> h. First impressions i. Attire j. Listening skills k. Tone l. Behavior m. Telephone etiquette 	Written and Oral Communication	Written Assignments - Written Assignment Grading Rubric Oral Presentations Class Participation

Topical Outline

- What is Communication?
 - Analyzing Rhetorical Situations
 - Goals and Intended Outcomes
 - Audience
 - Tone
 - Ethical Communication
 - Reasonable/Fair Arguments
 - Adapting Tone
 - Appropriate Source Integration

- Written Business Communication:
 - Letters
 - Cover Letter
 - Letter for Job Application
 - Thank You Letter
 - Letter of Complaint
 - Memos
 - Resumes
 - Electronic Communication
 - Email
 - Social Media
 - Website Copy
 - Reports

- Oral Business Communication
 - First Impressions
 - Attire
 - Presentations
 - PowerPoint
 - Capturing Audience
 - Listening Skills
 - Tone
 - Behavior
 - Telephone Etiquette

Assignment Instructions and Grading Rubrics

Criteria for Preparing and Submitting Assignments:

1. All assignments must be word-processed, double-spaced, on one side of standard-sized paper (8.5 x 11 inches) with top/bottom margins of 1 inch and left/right margins of 1.25 inches.
2. A title page is unnecessary. Instead, provide the MLA four-line, double-spaced header in the top left corner of the first page. This header includes the student's name, instructor's name, course number and section, and the date submitted.
3. Pages must be numbered consecutively in the upper right corner, one-half inch from the top and flush with the right margin.
4. The Works Cited begins on a separate page, the last page, and is labeled Works Cited centered at the top of the page. Double-space within and between entries.

ASSIGNMENT INSTRUCTIONS AND GRADING RUBRICS (CONTINUED)

WRITTEN ASSIGNMENT GRADING RUBRIC FOR BUSINESS COMMUNICATIONS

Criteria	“A” Level Assignment	“B” Level Assignment	“C” Level Assignment	“D” Level Assignment
Writing Style	Demonstrates a clear sense of direction that focuses the writing. Appropriate transitions are evident.	Demonstrates a sense of direction that attempts to focus the writing. Transitions are evident.	May lack a sense of direction. Attempts transitions throughout the writing.	Writing lacks focus. Moves directly from point to point without connections.
Tone/Audience and Rhetorical Goals	Document shows a clear understanding of audience and uses appropriate tone for the rhetorical situation.	Document shows an understanding of audience and generally uses appropriate tone for the rhetorical situation.	Document shows an understanding of audience, but may be inconsistent. Tone is generally appropriate.	Document does not have a clear sense of audience. Tone is inconsistent and, at times, inappropriate.
Control of Language	Uses mature vocabulary, diction and syntax.	Uses mature vocabulary, diction and syntax, but may not be consistent	Uses standard vocabulary, diction and syntax	Uses standard vocabulary, diction and syntax with some notable lapses
Grammar	Contains few, if any, errors in mechanics or usage, and those are of a minor variety	Contains few, if any, errors in mechanics or usage	Contains a pattern of errors which do not seriously interfere with the reader’s understanding	Contains numerous errors in basic grammar that interfere with the reader’s understanding
Format And Structure (If applicable)	Follows standard structure for the appropriate document with few, if any, errors, and those present are of a minor variety.	Follows standard structure for the appropriate document with few, if any, errors.	Contains errors in the standard document structure that do not seriously interfere with the intended rhetorical goals of the document.	May not follow the standard structure for the appropriate document; numerous errors are present.
Source Integration And Integrity	Writing uses appropriate formal or informal documentation strategy. Source materials used are valid and writer	Writing generally uses appropriate formal or informal documentation strategy. Source	Writing may not use appropriate formal or informal documentation strategies. Source materials	Documentation integration is flawed. Source material is haphazardly incorporated and

Criteria	“A” Level Assignment	“B” Level Assignment	“C” Level Assignment	“D” Level Assignment
(If applicable)	relates source material to the rhetorical goal of the piece.	materials used are valid and are generally related to the rhetorical goal of the piece.	used are valid, but may not relate to the rhetorical situation.	does not relate to the rhetorical goal of the piece.

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 is located in the Instructional Center, room 425A. The Special Services Department is committed to providing support services and ensuring equal access to eligible students with documented disabilities as outlined by the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act with Amendments. If you are an eligible student with a documented disability please visit our website at RCSJ.edu/SpecialServices or call the office at 856-415-2265 or 856-415-2247 to speak to the Assistant Director Carol Weinhardt, cweinhar@rcsj.edu.

Reporting Allegations of Sexual Assault and Resource Referrals (8/2020) Gloucester 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. Crimes that pose a threat to the campus community must be reported to 9-1-1, Security, the Sheriff's Office or the Deptford Township Police Department. All employees, including Security staff, must report incidents of discrimination, harassment or sexual misconduct to the Title IX Officer.

Service	Resource	Phone Number/Location/Website
Non-Confidential Reporting Local Law Enforcement	Gloucester County Sheriff's Office Deptford Township Police Dept. Gloucester Co. Prosecutor's Office Sexual Assault Response Team	856-681-2200 856-845-2220 856-384-5500 856-384-5555
Non-Confidential Reporting 9-1-1 and Campus Security	9-1-1 Gloucester County Emergency Management Dispatch Campus Security Blue Light Emergency Phones OR ext. 4444 from any campus desk phone	9-1-1 or push RED button on Campus Blue Light Emergency Phones 856-681-6287
Non-Confidential On-Campus Reporting Support Services	Almarie J. Jones Special Assistant to the President Diversity and Equity/Title IX and Compliance John F. Ryder Director Student and Veteran Affairs	856-415-2154 College Center, Room 116 ajones@rcsj.edu 856-468-5000, ext. 6456 College Center, room 202 jryder@rcsj.edu
Confidential On-Campus Counseling and Support Services	Lois Y. Lawson-Bridgell, Ph.D. MSW, LSW, Director Counseling & Wellness Services Center William Leonard, Ph.D. Intervention Teams Consultant Crystal Noboa, LSW, MSW Director, The Center for People in Transition (PIT) Diane Mussoline, EdS, LMFT Director of Behavioral Services	856-464-5236 llawsonb@rcsj.edu College Center, Room 206 856-415-2119 wleonard@rcsj.edu College Center, STEM Office C-168 856-415-2264 cnoboa@rcsj.edu Workforce Development Bldg., room 809 856-494-5665 dmussoli@rcsj.edu College Center, Room 200A
Confidential Off-Campus Full-Service Support	Center for Family Services/ Services Empowering Rights of Victims (SERV)	1-866-295-7378 Camden and Gloucester counties centerffs.org/serv
Hospitals with Sexual Assault Nurse Examiners	Inspira Medical Center Jefferson Washington Township Hospital	700 Mullica Hill Rd. Mullica Hill, NJ · 856-508-1000 435 Hurffville-Crosskeys Rd., Turnersville, NJ · 856-582-2500