

# Professional Communication

## English 3360

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### Textbooks

Locker, Kitty O. *Business and Administrative Communication*. 5th edition. New York: Irwin McGraw-Hill, 2000.

Hacker, Diane. *A Pocket Manual of Style*. 3rd ed. Boston: Bedford/St. Martin's, 2000.

Gibaldi, Joseph. *MLA Handbook for Writers of Research Papers*. 5<sup>th</sup> ed. New York: The Modern Language Association of America, 1999.

### Course Objectives

Upon completion of *Professional Communication*, each student should be able to:

- Discuss the importance of writing and speaking in the business environment.
- Assess the significance of the audience in planning and preparing business communications.
- Analyze the key elements that provide a basis for the discussion and analysis of business writing.
- Explain and analyze the business communication behaviors in the student's own organization.
- Enact the writing process to the degree that the student may begin planning the written report due in Class Five.

■ Identify and explain the components of business reports and some of the methods and sources of business research.

## Exam Schedule

There are no formal examinations in this class. Student grades come from oral and written reports and presentations. The due dates for these appear in the “Student Guide” to Professional Communication 3360.

## Grades

- The formal business report: 40%
- The final writing assignment: 10%
- All homework: 40%
- Group work: 10%

For details on assignments, please see both the module and the course homepage.

## Attendance

See the relevant pages of the *Student Handbook*. Students should not miss class. Only in truly exceptional circumstances will students who miss more than one meeting be allowed to complete the course. Being 20 minutes late three times constitutes an absence.

## Class Participation

Class participation is required in this class. Students who do not participate cannot expect to receive the full benefit of having taken the class. Every student is expected to class with excitement and energy after having fully read the assignments.

# WARNING!

**Academic Dishonesty:** It is your responsibility to carefully read page 33 of the Shorter College General Catalog, as well as page A58 of the Shorter College Student Handbook. Students committing academic dishonesty will be punished according to these rules.

**Any dishonest work (plagiarism, use of unauthorized assistance, or other dishonest work) will be given the grade of 0 (zero).** Plagiarism involves presenting another person’s work (whether taken from another student, from a printed source, or from an electronic source of any kind) as your own work, without giving credit to the author or source. Proper credit should always be given both for direct quotations **and** for ideas or information used from another source. Unauthorized assistance is defined as taking a test and using another student’s paper, one’s notes, prepared answers, cell phones, or other electronic devices for answers. Deliberately providing another student with unauthorized assistance is also considered academic dishonesty. It is your responsibility to be aware of what constitutes “proper credit” and “unauthorized assistance.” Read the rules, know them, and follow them.

It is the student's responsibility to be thoroughly familiar with the complete Academic Integrity Policy listed for your ease of reference at [www.carmenbutcher.com](http://www.carmenbutcher.com) under "Handouts," classified alphabetically under "Honesty."