

LDR210 Business Communication

(3 credit hours)

Course Syllabus

Course Description

This course prepares students for reading, writing, and communicating in a professional environment. Through examination, composition, and formatting documents common to numerous professions, students will be exposed to the specialized vocabulary and categories of written and verbal communication that are common to various fields.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Utilize the structure, language, and function of various common professional documents.
2. Analyze and apply the appropriate tone, vocabulary, and organization/structure required for various document types.
3. Ascertain and demonstrate appropriate tone and business etiquette in professional situations.

Required Textbook(s) and Resources

Your course has no required textbook. All resources are included in each week.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: library@tiffin.edu.

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each**

week. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week.**

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays.**
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays.**

Learning Activities

This course incorporates weekly discussions, reflections, and real-world activities to help integrate the knowledge of business communication.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Forum Activity 1.1 (0) Activity 1.2 (40)	Forum Activity 2.1 (40)	Forum Activity 3.1 (40)	Forum Activity 4.1 (40)	Forum Activity 5.1 (40)	Forum Activity 6.1 (40)	Forum Activity 7.1 (40)	280
Assignments Activity 1.3 (80)	Assignments Activity 2.2 (80) Activity 2.3 (80)	Assignments Activity 3.2 (80)	Assignments Activity 4.2 (80)	Assignments Activity 5.2 (80)	Assignments Activity 6.2 (80)	Assignments Activity 7.2 (80) Activity 7.3 (80)	720
120	200	120	120	120	120	200	1000

Undergraduate Grading Scale

- A: 90-100%
- B: 80-89%
- C: 70-79%
- D: 60-69%
- F: <60%

Course Schedule and Weekly Checklist

Start Here

- MON: Activity 1.1: Meet Your Peers - Introductory Post

Week 1 – What’s Out There?

- WED: Activity 1.1: Meet Your Peers – Follow-Up Post
- WED: Activity 1.2: What’s Out There? – Initial Post
- SAT: Activity 1.2: What’s Out There? – Follow-Up Post
- SUN: Activity 1.3: Online Self-Image Reflection

Week 2 – Building a Professional Profile

- WED: Activity 2.1: Professional Profile Workshop – Initial Post
- SAT: Activity 2.1: Professional Profile Workshop – Follow-Up Post
- SUN: Activity 2.2: Professional Profile
- SUN: Activity 2.3: The Importance of Rethinking

Week 3– Company Culture

- WED: Activity 3.1: Defining Organizational Culture – Initial Post
- SAT: Activity 3.1: Defining Organizational Culture – Follow-Up Post
- SUN: Activity 3.2: Audience Analysis Presentation

Week 4– Upstream Communication

- WED: Activity 4.1: Create Your Pitch – Initial Post
- SAT: Activity 4.1: Create Your Pitch – Follow-Up Post
- SUN: Activity 4.2: Elevator Pitch

Week 5– Downstream Communication

- WED: Activity 5.1: Newsletter Brainstorming and Workshop – Initial Post
- SAT: Activity 5.1: Newsletter Brainstorming and Workshop – Follow-Up Post
- SUN: Activity 5.2: Newsletter and Email

Week 6– External Communication

- WED: Activity 6.1: Press Release Brainstorming and Workshop – Initial Post
- SAT: Activity 6.1: Press Release Brainstorming and Workshop – Follow-Up Post
- SUN: Activity 6.2: Final Press Release

Week 7– Nontextual Communication

- WED: Activity 7.1: Nontextual Communication Brainstorming and Workshop – Initial Post
- SAT: Activity 7.1: Nontextual Communication Brainstorming and Workshop – Follow-Up Post
- SUN: Activity 7.2: Final Social Media Posts
- SUN: Activity 7.3: Course Reflection

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.

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