**【Business Communications】**

SJQU-QR-JW-033（A0）

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Office Hours: after classes, via WeChat 24/7 or by appointment via VooV

**Course Description**

This course analyzes elements in the communication process with business and management applications. Emphasis is placed on letters, reports, memoranda, and presentations during the communication process.

**Prerequisites**

None, ENG110 Preferred

**Course Objectives & Outcomes**

*After successful completion of this course, students will have acquired the ability to:*

* Use a variety of business communication methods to inform and persuade
* Understand how business teams function
* Understand cross-cultural communication in a global society
* Understand the principles of the Safety Management System (SMS) process
* Identify the role of communication in furthering Safety Management Systems

**Course Requirements**

**Examinations**

The Midterm and Final Exams will consist of questions that focus on broad terms and concepts covered in the text, course readings, and discussions. Emphasis will be on the application of concepts and theories learned. Analysis must go beyond common-sense explanation to include objective review; for example using theory or scholarship that supports your analysis and convictions.

**Individual Assignments-Weekly Quizzes**

On a weekly basis, there will be Quizzes relating to the Chapters for that week. The Quizzes are for self-study and reinforcement purposes, so there are no limits to how often you take the Quizzes. Your grade for each Quiz will be the highest score obtained among your attempts.

**Team Project**

Teamwork is increasingly important in the digital workplace. Chapter 2 of the textbook sets out the skills you will need to make yourself a strong job applicant and valuable employee.

Students will be divided into Teams of 5 persons to brainstorm to solve a problem on the school campus. This exercise simulates situations where employers oftentimes submit problems which require inter-departmental teamwork.

No Team may choose a school problem to solve which has already been taken by another Team. In event of conflicts, problems will be allocated on the basis of “first come, first served”. Examples of problems that may be chosen include: insufficient parking on campus; unavailable classes; closed campus facilities for students taking evening or weekend classes; unrealistic degree requirements; lack of student intern programs; too few healthy and affordable food choices; and so forth.

Use brainstorming techniques to generate ideas to clarify the problem, and explore its solution. As a Team, organize the ideas into an outline with 3 to 5 main points and numerous subpoints. Assume your ideas will become part of a message to be sent to an appropriate campus official. Be polite, positive, and constructive-not negative, hostile, and aggressive.

**Your Task**

Using the AIDA strategy (refer to Chapter 10 PowerPoint presentation on Learning Objective 3, slides 24-34), write a letter to me persuading me to agree to your solution to the school problem. In your submission be sure to list each Team member’s name and Student Identification number. Your letter to me must be given to me on or before the end of Week 11.

**Required Text(s)**

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| Text: | Business Communication: Process & Product (9th ed.) |
| ISBN: | 978-1-305-95796-1 |
| Author(s): | Guffey, Mary Ellen & Loewy, Dana |
| Publisher: | Cengage Learning 2018, 2015 |

**Required Materials**

Internet connection and computer for research and access to recommended reading and websites; standard Microsoft suite of productivity applications

**Suggested Text(s)**

ICAO Safety Management Manual (SMM):

* <http://legacy.icao.int/anb/safetymanagement/DOC_9859_FULL_EN.pdf>
* SMS Quick Reference Guide: [http://www.faa.gov/about/office\_org/headquarters\_offices/avs/offices/afs/afs900/sms/me dia/newsletter/sms\_qr\_guide.pdf](http://www.faa.gov/about/office_org/headquarters_offices/avs/offices/afs/afs900/sms/media/newsletter/sms_qr_guide.pdf)
* SMS Implementation Guide: [http://www.faa.gov/about/initiatives/sms/specifics\_by\_aviation\_industry\_type/air\_operato rs/media/sms\_implementation\_guide.pdf](http://www.faa.gov/about/initiatives/sms/specifics_by_aviation_industry_type/air_operators/media/sms_implementation_guide.pdf)
* SMS Assurance Guide:
* [http://www.faa.gov/about/initiatives/sms/specifics\_by\_aviation\_industry\_type/air\_operato rs/media/sms\_assurance\_guide.pdf](http://www.faa.gov/about/initiatives/sms/specifics_by_aviation_industry_type/air_operators/media/sms_assurance_guide.pdf)

**Additional Suggested Reading List**

* Article by Andreas Bentz: *A system for Managing Risk:*

<http://www.nbaa.org/admin/sms/20080519bentzsystemformanagingrisk.pdf>

* Article by Steven C. McNeeley: QMS vs. SMS, Lessons Learned from Toyota, Flight

Safety Information Feb. 2010:

[http://www.faa.gov/about/initiatives/sms/explained/quality\_and\_safety\_management/me dia/QMS%20vs%20SMS-Lessons%20Learned%20from%20Toyota.pdf](http://www.faa.gov/about/initiatives/sms/explained/quality_and_safety_management/media/QMS%20vs%20SMS-Lessons%20Learned%20from%20Toyota.pdf)

**Useful Website(s)**

* Safety Management System – Aviation Safety, FAA Program & Initiatives, FAA Website:

<http://www.faa.gov/about/initiatives/sms/>

* The Four components of SMS: FAA Order 8000.369 pgs. 8-10:

<http://rgl.faa.gov/Regula-tory_and_Guidance_Library/rgOrders.nsf/0/bac4e085efc829398>

[625765b00572cc8/$FILE/8000.369.pdf or FAA SMS Website](http://rgl.faa.gov/Regulatory_and_Guidance_Library/rgOrders.nsf/0/bac4e085efc829398625765b00572cc8/%24FILE/8000.369.pdf%20or%20FAA%20SMS%20Website)

* Safety Management Systems - National Business Aviation Association Website:

<http://www.nbaa.org/admin/sms/>

**Grading Policy**

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| **Assignment** | **Due Date** | **Percentage** |
| Mid-Term Examination | TBD | 25% |
| Final Examination | TBD | 25% |
| Individual Assignments-Weekly Quizzes | Per Course Schedule | 20% |
| Team Project | On or before Week 11 | 30% |
|  | **TOTAL** | **100%** |

**Grading Scale**

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| **Grade** | **Numeric Value** | **Standard** |
| A | 90-100 | Excellent |
| B+ | 85-89 |  |
| B | 80-84 | Good |
| C+ | 75-79 |  |
| C | 70-74 | Average |
| D\*\* | 60-69 | Min. Passing |
| F | Below 60 | Failure |

\*\*For Aviation Training Institute students, minimum passing grade for all courses in the Airframe and Power plant curriculum is a “C”.

**Deadlines are firm. Lateness will be penalized**

**Changes to the Syllabus**

The instructor reserves the right to modify this syllabus at any time. Such changes will be announced during class meetings. You are responsible for ensuring that your syllabus is current.

**Writing Style**

Kindly ensure that you use correct, formal or professional English in all your papers, assignments, presentations, emails, and discussion items. References must follow the American Psychological Association (APA) style in the body of the paper and at the end in the references sections.

**Academic Integrity and Plagiarism**

All students are expected to observe the rules and regulations of Vaughn College of Aeronautics and Technology. Academic honesty and ethically appropriate behavior is expected from all students.

The faculty, departments, or division of the College may impose sanctions on students who commit the following academic integrity violations: cheating, plagiarism, obtaining unfair advantage, forgery of transcripts, and other related acts. Sanctions may include a “0” or failing grade on the assignment, a failing grade for the course, suspension, or dismissal from the College. For the full text of the policy on academic integrity see Academic Dishonesty Policy in your Vaughn College Catalog. Also consult the APA Manual for more general academic, legal and ethical guidelines.

*To avoid plagiarism follow these guidelines:*

If you use someone else's words put quotation marks around them and credit the source.

If you paraphrase someone else's words, or use their ideas in your own words, credit the source.

Examine APA Manual and Vaughn College’s guidelines.

If you are not sure about copying, or have any concerns at all, please ask! Contact your instructor for help!

**Course Schedule**

***Studying Approach***

***Before reading the text of each Chapter, read the LEARNING OUTCOMES at the beginning of each Chapter and the SUMMARY OF LEARNING OUTCOMES at the end of each Chapter. This should help you focus on major concepts during your reading of the text.***

***The Lecture Notes will reinforce the text and PowerPoint for each Chapter.***

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| **Week** | **Chapters and Topics** | **Individual Assignments-Weekly Quizzes; ZOOM Lectures** | **Team Project** |
| Week 1 | 1.Business Communication in the Digital Age  2.Professionalism; Team, Meeting, Listening, Nonverbal, and Etiquette Skills  \*Lecture Notes for each  Chapter  \*Summary of Learning Objectives at the end of each Chapter | Quizzes Chapters 1 & 2  ZOOM September 29 18:30PM-21:30PM Beijing time | Form Teams of 5 members and tell your Class Representative (1) the names and student identification numbers of each Team Member and of the Team Leader you choose; and  (2) the topic of your Team Project. |
| Week 2 | China’s National Day Holiday |  |  |
| Week 3 | 3.Intercultural Communications  4.Planning Business Messages  \*Lecture Notes for each  Chapter  \*Summary of Learning Objectives at the end of each Chapter | Quizzes Chapters 3 & 4  ZOOM October 13  18:30PM-21:30PM Beijing time | Finish forming your Teams and reporting all required details to your Class Representative. |
| Week 4 | 5.Organizing and Drafting Business Messages  6.Revising Business Messages  \*Lecture Notes for each  Chapter  \*Summary of Learning Objectives at the end of each Chapter | Quizzes Chapters 5 & 6  ZOOM October 20  18:30PM-21:30PM Beijing time | Prepare for Midterm Exam next week |
| Week 5 | Take the Midterm Exam | Complete all Quizzes Chapters 1 through 6 as review for Midterm Exam  Take Midterm Exam covering Chapters 1 through 6 inclusively |  |
| Week 6 | 7.Short Workplace Messages and Digital Media  8.Positive Messages  \*Lecture Notes for each  Chapter  \*Summary of Learning Objectives at the end of each Chapter | Quizzes  Chapters 7 & 8  ZOOM November 3  18:30PM-21:30PM Beijing time | Begin work on your Team Project |
| Week 7 | 9.Negative Messages  10.Persuasive and Sales Messages  \*Lecture Notes for each  \*Summary of Learning Objectives at the end of each Chapter | Quizzes Chapters 9 & 10  ZOOM November 10  18:30PM-21:30PM Beijing time | Continue working on your Team Project |
| Week 8 | 11.Reporting in the Digital Age Workplace  12.Informal Business Reports  \*Lecture Notes for each  Chapter  \*Summary of Learning Objectives at the end of each Chapter | Quizzes Chapters 11 & 12  ZOOM November 17  18:30PM-21:30PM Beijing time | Continue working on your Team Project |
| Week 9 | 13.Proposals, Business Plans, and Formal Business Reports  14.Business Presentations  \*Lecture Notes for each  Chapter  \*Summary of Learning Objectives at the end of each Chapter | Quizzes Chapters 13 & 14  ZOOM November 24  18:30PM-21:30PM Beijing time | Continue working on your Team Project |
| Week 10 | 15.The Job Search. Resumes, and Cover Letters in the Digital Age  16.Interviewing and Following Up  \*Lecture Notes for each  Chapter  \*Summary of Learning Objectives at the end of each Chapter | Quizzes Chapters 15 & 16  ZOOM December 1  18:30PM-21:30PM Beijing time | Prepare for Final Exam next week |
| Week 11 | Take Final Exam | Complete all Quizzes Chapters 7 through 14 as review for Final Exam  Take Final Exam covering Chapters 7 through 14 inclusive | Submit Team your Project |
| Week 12 | Make up Assignments, Quizzes, and Exams |  |  |

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| Instructor：1663266668241  Time：August 27, 2022 | Department head audited signature:1535883053(1) |