



**Fermanian School of Business**  
**BBU3013: Administrative Communication**  
**3 Units**

**Fall 2021**

<b>Meeting days:</b> Online	<b>Instructor:</b> Professor Erin Leonard
<b>Meeting times:</b> Online	<b>Phone:</b> (858) 442-9557
<b>Meeting location:</b> Online	<b>E-mail:</b> eleonard@pointloma.edu
<b>Final Exam:</b> Mock Interviews will be held during the final week of class.	<b>Office location and hours:</b> Virtually or in person by appointment

**PLNU Mission**

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

**Fermanian School of Business Mission**

**Character – Professionalism – Excellence – Relationships – Commitment - Innovation**

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

**COURSE DESCRIPTION**

With an emphasis on speaking and writing in the business field, this course is designed to help students improve and polish their professional communication skills in the workplace. In this course, students learn the skills needed to secure employment and communicate effectively in a professional business setting. Specifically, students learn to create an impressive resume, write and deliver various professional reports, effectively interview for employment, compose professional routine and persuasive letters, conduct informational interviews, and create professional portfolios. Students exit the course with the professional communication skills needed to stand out in the business world and in the job search process.

## COURSE LEARNING OUTCOMES

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Upon completion of this course, students will be able to:

1. Create and deliver a professional presentation (PLO 3).
2. Conduct informational and mock interviews with business professionals as preparation for the job search process (PLO 3).
3. Identify and prepare various professional business communication (PLO 3).
4. Collaborate with a team to write a business research proposal using proper APA format (PLO 3 & 5).
5. Compose and present individual mission, vision, values and goals informed by ethical values (PLO 4).

## COURSE CREDIT HOUR INFORMATION

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In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

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1. *The Art of Resume Writing, Interviewing, & Networking*, (Hogelucht, 2021, 2nd Edition). Available to purchase on Amazon ISBN-13: 979-8528022628  
<https://www.amazon.com/Art-Resume-Writing-Interviewing-Networking/dp/B097XBPGKK>
2. BBU 3013 Course Packet from University Readers containing chapter or excerpts from: Ober, S. (2009). *Contemporary Business Communication* (7th Ed.). Boston, MA: Houghton Mifflin.  
<https://store.cognella.com/23651>
3. Clifton, D. (2017). *Discovering Your Clifton Strengths*. ISBN: 978-1-59562-015-6  
[https://store.gallup.com/p/en-us/10385/strengthsfinder-2.0-\(hardcover\)#](https://store.gallup.com/p/en-us/10385/strengthsfinder-2.0-(hardcover)#)
4. Software: Microsoft Word and PowerPoint (available via PLNU ITS)

## ASSESSMENT AND GRADING

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COURSE ASSIGNMENTS	POINT ALLOCATION
Mission, Vision, Values, and Goals Paper	50
<u>Resume/Cover Letter/Reference Page</u>	
Resume Peer Review	20
Final Submission	80
LinkedIn Profile Curation (5 assignments at 20 points each)	100
Group Research Proposal	100

Strengths Finder Paper	100
<u>Informational Interviews</u>	
Paperwork Submission	20
Informational Interview Presentation (Week 8 Attendance required)	80
<u>Mock Interviews</u>	
Completion of Mock Interview	50
Mock Interview Self Evaluation	50
Reflections/Activities/Quizzes	200
Discussion Boards	150
<b>TOTAL POINTS</b>	<b>1000</b>

#### **Grade Scale based on Points Earned**

A=93-100	C=73-76
A-=92-90	C-=70-72
B+=87-89	D+=67-69
B=83-86	D=63-66
B-=80-82	D-=60-62
C+=77-79	F=0-59

#### **INCOMPLETES AND LATE ASSIGNMENTS**

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

#### **SPIRITUAL CARE**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at [mvchaplain@pointloma.edu](mailto:mvchaplain@pointloma.edu) or [gordonwong@pointloma.edu](mailto:gordonwong@pointloma.edu). Rev. Wong's cell number is 808-429-1129 if you need a more immediate response.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

## **STATE AUTHORIZATION**

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State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

## **PLNU COPYRIGHT POLICY**

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Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

## **PLNU ACADEMIC HONESTY POLICY**

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Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog.

See the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See [ADC Academic Policies in the Graduate and Professional Studies Catalog](#). If absences exceed these limits but are due to university excused health issues, an exception will be granted.

**Asynchronous Attendance/Participation Definition:** A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor.

## **USE OF TECHNOLOGY**

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In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

## **FINAL EXAMINATION POLICY**

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Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

## COURSE SCHEDULE AND ASSIGNMENTS

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Note: Assignment description and requirements are provided in Canvas.

WEEK	CLASS CONTENT	ASSIGNMENTS
<b>Module 1: Background to Business Communication</b>		
1	Course Introduction	Syllabus Review Quiz WK1 Discussion: Ice Breaker Create Handshake Account LinkedIn Curation Assignment #1
2	Exploring Business Communication within Organizations	WK2 Discussion: How to Have a Good Conversation Mission, Vision, Values, and Goals Paper
3	Teams, Nonverbal Communication and Listening	WK3 Discussion: Sales Pitch Quiz over PowerPoints LinkedIn Curation Assignment #2
<b>Module 2: Informational Interviews</b>		
4	Informational Interviews	WK4 Discussion: Informational Interview Prep LinkedIn Curation Assignment #3
5	Professional Presentations	WK5 Discussion: Speaking Up Without Freaking Out Complete Strengths Finder Assessment LinkedIn Curation Assignment #4
<b>Module 3: Crafting Your Personal Brand</b>		
6	Resume Writing	Resume Peer Reviews Resume/Cover Letter/Reference Page
7	LinkedIn and Networking	LinkedIn Peer Reviews and Final Profile Submission WK7 Reflection: Evaluating Your Network
8	Informational Interviews	Informational Interview Paperwork Informational Interview Presentation
9	Selling Your Strengths	WK9 Discussion: Elevator Pitch Strengths Finder Paper
<b>Module 4: Letter and Report Writing</b>		
10	Group Research Proposal Intro and Prep	Group Research Proposal Individual Topic Ideas WK10 Discussion: Group Research Proposal Topics
11	Letter Writing	WK11 Discussion: Claims and Sales Letter Critique Persuasive Letter
12	APA Citations and Formatting	APA Citing Activity
13	Group Research Proposal	Group Research Proposal (including self and peer evaluations)

<b>Module 5: Employment Interviewing</b>		
14	Employment Interviewing	WK14 Discussion: Mock Interviews in Action Prepping for your Mock Interview
15	Mock Interviews	WK15 Reflection: What's Next? Mock Interview (including self-evaluation and completion)