

**Week 1****Class Topic****Assignments**

Tuesday – August 28 Introduction to Business Communication – *WIIFM? Everyone's favorite radio station*  
The Communication Process/Listening Skills - “Now” Discussion

**Major Assignments for the Semester:**

- Read *The Necessary Art of Persuasion* article immediately\*\*. Write a 500 word response due Tuesday Sept 4.
- Tell Me About Yourself – 90 second presentation (Aug 30 - Sept 13)
- Interview a business professional in person/ write 3-page report on business advice (Informational Interview). Report due Oct 16
- Team Informational Interview (IIR) Presentation (Oct 16-30)
- BLT Memo (Business Lunch with a professional in your field of study) due Nov 16
- Final Presentation Nov 15- Dec 7
- Persuasive Report on Final Presentations due no later than Dec 12

Thur - Aug 30

**Beavers, Lions, Otters, & Golden Retrievers:** Discovering Your Temperament  
Cross-cultural Communication Read BWH pp xv-xxii\*\*  
Read *The Necessary Art of Persuasion* article\*\*  
Discuss 90 sec Presentation about “You” Read BWH pp 182-185

**Week 2**

Read *Writing w/a Purpose*

Tuesday - Sept 4

1<sup>st</sup> Presentation (90 sec presentation) 10 people Read BWH pp 393-402  
“Dear Shirley: I hate you.” Read BWH p 113 (Audience)

Thursday - Sept 6

Business Writing: Purposeful, Economical, & Reader-oriented - Recognize Your Audience  
500 word response due today – *The Necessary Art of Persuasion*  
1<sup>st</sup> Presentation (90 sec presentation) 10 people – be prepared

**Week 3****Class Topic****Assignments**

Tuesday - Sept 11

E-mails & Memos Read *Writing w/a Purpose*  
Writing Clearly - Revising & Proof-reading / In-class writing workshop.  
1<sup>st</sup> Presentation (90 sec presentation) 8 people Read BWH pp 175-180

Thursday - Sept 13

**Appointment Memo Due** (BLT Lunch) Read BWH p 544 (avoid vague words)  
1<sup>st</sup> Presentation (90 sec presentation) –Be prepared

**Week 4**

Tuesday - Sept 18

Direct Letters & Goodwill Messages Read *Writing w/a Purpose*  
Goodwill Messages/ “Thank You” notes Read BWH pp 114-115 See examples in your binder.

Thursday - Sept 20

WSJ Business Writing Discussion

**Week 5****Class Topic****Assignments**

Tuesday - Sept 25

Review IIR/Short report on Blackboard Read BWH pp 288-289, 459  
How to write economically– Format of Short Report

Thursday - Sept 27

Rough Draft Due -Informational Interview/Short Report  
Avoid “you” - write in the 3<sup>rd</sup> person Revise short report

**Week 6**

Tuesday - Oct 2

Routine Business Letters. Read *Writing w/a Purpose*

Thursday - Oct 4

Discuss writing problems posed by IIR/Short report  
WSJ Business Writing Discussion

**Week 7****Class Topic****Assignments**

Tuesday - Oct 9

**Informational Interview Report Due** Read *Writing w/a Purpose*  
Claim letters, refusing claims - Negative Messages

Thursday - Oct 11

Write a claim letter to a company that has disappointed you.  
Ask them to repair the damage. Attach their response to your original.

<b>Week 8</b>	<b><u>Class Topic</u></b>	<b><u>Assignments</u></b>
	<i>"Get to the point."</i>	
Tuesday - Oct 16	Review claim letter in class.	Read BWH pp 393-402
Thursday - Oct 18	Politely refusing requests - Write a polite refusal WSJ Business Writing Discussion	Read <i>Writing w/a Purpose</i>
<b>Week 9</b>		
Tuesday - Oct 23	Write a bad news message.	
Thursday - Oct 25	Persuasive Messages - provide supporting evidence/ proper tone/ choose words carefully	
	<b><i>Midterm Grades Available</i></b>	
<b>Week 10</b>	<b><u>Class Topic</u></b>	<b><u>Assignments</u></b>
Tuesday - Oct 30	Write - <b>Thank You Note is Due</b>	
Thursday - Nov 1	WSJ Business Writing Discussion	
<b>Week 11</b>		
Tuesday - Nov 6	<b>Resumes</b> - Bring resume to class with a cover letter <i>"What Color is Your Parachute?"</i>	
Friday - Nov 8	Critique Resumes, cover letters - <b>BLT Memo is Due</b>	
<b>Week 12</b>		
Tuesday - Nov 13	Presentation Strategies - "AIM" it.	
Thursday - Nov 15	Presentation Strategies - "Tell Me the time; not 'how to make a watch.' "	
<b>Week 13</b>	<b><u>Class Topic</u></b>	<b><u>Assignments</u></b>
Tuesday - Nov 20	Presentations Strategies - Apply them to your final presentation	
Thursday - Nov 22	<b>Thanksgiving Break</b>	
<b>Week 14</b>	<b><i>Final Presentations</i></b>	
Tuesday - Nov 23	Final PowerPoint Presentation (Three sets of 4 students) - 20 minutes per set	
Thursday - Nov 25	Final PowerPoint Presentation (Three sets of 4 students) - 20 minutes per set	
<b>Week 15</b>	<b><i>Final Presentations Topic - A Chicago Company</i></b>	
Tuesday - Dec 5	Final PowerPoint Presentation (Three sets of 4 students) - 20 minutes per set	
Thursday - Dec 7	Wrap Up Class	
<b>Week 16</b>	<b><i>Final Exam Week (used if needed)</i></b>	

*Absences are noted. Each absence after two will cost 100 points against your 1,000 point total. If you leave early for Thanksgiving Break, note the cost. Your family's agenda is not an excused absence. Missed presentations cannot be "made-up." Late papers are not accepted. Attend class.*

**\*\*BWH** = The Business Writer's Handbook; **"Binder"** = *Writing with a Purpose*  
*The Necessary Art of Persuasion* article is available on Blackboard.  
**WSJ** = *The Wall Street Journal*