Course Syllabus

PTC 500: Business Communications

Spring 2025   Thursday 8:10am - 11:00am   Room 504

	Office: 236
Office Hours: Thurs 11 AM - 12 PM and by appointment	**Email:** kimberly.donovan@unh.edu
	Phone: 603-641-4156

Course Description

Through the production of messages, letters, resumes and reports, this course provides frequent and guided practice in the creation and revision of written business communications.

Text

Business Communication: A Problem-Solving Approach, *2024 Release by Paula Lentz, Kathryn Rentz, and Kristen Getchell. McGraw-Hill, publisher.*

E-book is ISBN 9781264155699.

Print books are available at the bookstore for purchase or rent and is ISBN 9781266678509

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Why This Course is Useful to You

To enter into business or any professional field, college graduates must convince prospective employees that they excel in communication. Though we are living in the digital age, older technologies and skills humans have been developing for thousands of years (like writing, speaking and listening) are as important as ever. Studies clearly indicate that employees who write effectively are promoted as much as eight times more often than those who do not.

In this course, you will examine how to write effectively for a variety of critical business situations. You will learn to:

- Identify the rhetorical situation of business communication artifacts (PAIBOC) and apply these rhetorical considerations to your own

- Analyze and assess the success of business writing models

- Create, share, assess and revise typical types of business writing: messages (memos and email), letters, proposals, reports, resumes, web content in practice and authentic business situations

- Produce communication using standard conventions of style, spelling, punctuation, and usage

UNH Grading Scale:

A	92.5 (94)	C+	76.5-79.4 (78)	D+	66.5-69.4 (68)
A-	89.5-92.4 (90)	C	72.5-76.4 (74)	D	62.5-66.4 (64)
B+	86.5-89.4 (88)	C-	69.5-72.4 (70)	D-	59.5-62.4 (60)
B	82.5-86.4 (84)				
B-	79.5-82.4 (80)				

Course Grading

Participation (including conferences) =	10%
Text-based assignments and analyses =	15%
Writing Artifacts: Messages (memos, emails) =	15%
Letters =	15%
Reports and Proposals =	10%
Resume =	10%
Final project =	15%
Final Reflective Essay =	10%

Expect to write several times a week, both in and out of class.

Text-based Assignments and Analyses

• Assess the success of several business writing artifacts according to principles discussed in class

• Complete several written responses to text material

Messages
• Plan, compose, assess, and revise several memos and email communications

Letters
• Plan, compose, assess, and revise many different types of business letters (cover, good news, bad news, follow-up, thank you, etc.)

Reports and Proposals
• Plan, compose, assess, and revise reports containing significant amounts of information

<u>Resume</u>
- Plan, compose, assess, and revise a personal resume and cover letter project

<u>Final Project</u>
- Plan, compose, assess, and revise a report on a job field you are interested in pursuing

<u>Final Reflective Essay (see separate assignment)</u>
- In a several page document, reflect upon the development of your business writing skills

Course Policies & Expectations

- Email or call if you know you will be absent; be sure to schedule a meeting with your instructor.

- Participate fully by keeping cameras during Zoom sessions; plan to use a Zoom background as necessary.

- Three or more non-excused absences will result in a full letter reduction in the final course grade and/or failure.

- Please arrive on time.

- Be present and engaged in class.

- All assignments are submitted through MyCourses or as announced by your instructor.

- Due dates for assignments are listed in the course schedule. *Late work will not be accepted.*

Grading

You will be provided with rubrics for all assignments and to evaluate attendance and participation. Individual grades will be determined through points based on the rubrics. Grades will be made available in the "Grades" section as the semester progresses.

University Policies:

Academic Honesty

Students are expected to be honest and ethical in their completion of all coursework at UNHM. Cheating or plagiarism will not be tolerated. Presenting another's ideas or work as one's own violates the standards of academic honesty of any college or university community. Please familiarize yourself with the academic honesty policy found in the *Student Rights, Rules, and Responsibilities Handbook*. Plagiarism could result in dismissal from the class or the university. Please ask if you have questions about whether something does or does not constitute plagiarism.

Artificial Intelligence

Unless otherwise specified, the use of Automated Writing Tools, including chatGPT and similar artificial intelligence (AI) tools, is strictly prohibited in this course, even when properly attributed. The use of automated writing tools is considered plagiarism (as defined by UNH's [Academic Integrity Policy)](#) and will

be handled in accordance with existing policy: https://catalog.unh.edu/srrr/university-policies-regulations/academic-honesty/

Academic Alerts

 The University is invested in your academic success. If a faculty member is concerned about your academic behavior or performance, they may submit an academic alert. Academic alerts are not punitive. The goal is to provide you with support and resources to support your success. They act as an important check-in point and, if you receive an academic alert, you will receive an email to your UNH email address. It is strongly recommended that you meet with a professional advisor and connect with your instructor to discuss the reason for the alert.

Accessibility Services

According to the Americans with Disabilities Act (as amended, 2008), each student with a disability has the right to request services from UNH to accommodate his/her/their disability. If you are a student with a documented disability or believe you may have a disability that requires accommodations, please contact Student Accessibility Services (SAS) located on the Manchester campus in the Student Services Suite (Office 405A).

Accommodation letters are created by SAS with the student. Please follow-up with your instructor as soon as possible to ensure timely implementation of the identified accommodations in the letter. Faculty have an obligation to respond once they receive official notice of accommodations from SAS but are under no obligation to provide retroactive accommodations. For more information refer to www.unh.edu/sas or contact SAS at 603.862.2607, 711 (Relay NH) or sas.office@unh.edu.

Library

The UNH Manchester librarians are available to assist you with the research process. Visit the library's website at https://cps.unh.edu/libraryLinks to an external site. to learn about library services and to search for reliable academic sources.

The links below guide you to useful online library resources:

- Make a Research Appointment. with a librarian.

- Use the Library Search Box. to find information.

- Reserve a Study Room.

- Discover resources for Citing Sources.

- Learn strategies for Evaluating Sources.

Center for Academic Enrichment provides academic support services, including individual tutoring, for all students. Make an appointment through the CAE My Courses site on your Canvas dashboard. Phone: (603) 641-4113. Email: unhm.cae@unh.edu

Class Recording

Students' enrollment in a UNH course is consent to being recorded by UNH media platforms for educational and remote access purposes. The University and Zoom have FERPA-compliant agreements in place to protect the security and privacy of UNH Zoom accounts. Students may not share recordings outside of their course.

Course Workload and Credit Hour Expectations

This syllabus reflects the federal definition of a credit hour, which entails a minimum 3 hours of engaged time per week per credit over a 14-week semester. Examples of engaged time include class time, assignments, examinations, laboratories, participation in course-related experiences, conferences, and office hours.

Netiquette Guidelines

Netiquette is the socially and professionally acceptable way to communicate on the Internet. Please abide by these guidelines of "netiquette" when using online communication tools with your classmates and instructor.

In discussion boards and email messages:

- Identify yourself. Begin messages with a greeting and close with your name.

- Avoid sarcasm. It can be misinterpreted and cause hurt feelings.

- Keep the dialogue collegial and professional. Some discussion topics may be controversial.

- Do not flame - These are outbursts of extreme emotion or opinion. Think twice before you submit a response. You cannot edit or delete your posts once they have been submitted.

- Do not use offensive language or profanity.

- Use clear subject lines for your posts.

- Do not use all caps. It is the online equivalent of YELLING!

- Use emoticons to clarify your emotions. They add context to your words that cannot be seen otherwise. :)

- Be forgiving. Anyone can make a mistake.

In Zoom or video conferences:

- Turn on your camera when your network bandwidth and learning space allows. Facial expressions and body language are an important part of communicating.

- Connect a few minutes early.

- Remove clutter or personal items around you.

- Avoid background noise.

- Consider using a headset to reduce distractions.

- Keep your device (phone, computer, etc.) on mute unless you are speaking.

- Speak clearly, but not too loudly.

- Don't abuse the chat box; keep the conversation respectful and on topic.

- Remember that a video conference has the same degree of respect as a live class; consider your appearance behavior on camera the same you would in the classroom.

Mental Health and Wellness

In partnership with The Mental Health Center of Greater Manchester, UNH Manchester offers consultation visits on a walk-in basis and through telehealth appointments. Services include:

• Free confidential screening & consultation with a licensed mental health therapist.

• Referrals to mental health or substance misuse treatment. And assistance in understanding how to afford additional treatment (with or without insurance!) or find free services.

You may email: unhm.wellness@unh.edu to make an appointment to meet with a counselor. If you would like to connect to counseling services directly, you may do so by contacting The Greater Manchester Mental Health Center at (603) 668 - 4111.

The National Suicide Prevention Lifeline provides 24/7, free and confidential support via phone or chat for people in distress, resources for you or your loved ones, and best practices for professionals. Call (800) 273-TALK (8255).

Confidentiality and Mandatory Reporting of Sexual Violence or Harassment

The University of New Hampshire at Manchester and its community are committed to assuring a safe and productive educational environment for all students. Title IX makes it clear that violence, harassment, and discrimination based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, and ability. If you or someone you know has experienced sexual or relationship violence, and/or stalking and harassment, you can find the appropriate resources below:

Reporting On Campus:

- Title IX Deputy Intake Coordinator: Lisa Enright 603-641-4336, Room 439.

- UNH Manchester Security: 603-641-4124 or located in the second floor

foyer Reporting Off Campus:

- Manchester Police Department - 603-668-8711, 405 Valley St. Manchester, NH OR your local police department **(For emergencies dial 911)** .

Confidential Support Resources:

- YWCA, NH – 603-668-2299(24hour), 72 Concord St. Manchester, NH

- Sexual Harassment and Rape Prevention Program (SHARPP): 603-862-7233(24hour), 8 Ballard Street, Wolff House, Durham NH 03824

- The Mental Health Center of Greater Manchester: See contact information and hours above

- 24 Hour NH Sexual Violence Hotline: 1-800-277-5570

- 24 Hour NH Domestic Violence Hotline: 1-866-644-3574

Food Pantry

The campus food pantry has pre-packed bags of non-perishable food items for students in room 437. If you have any questions, contact lisa.enright@unh.edu .

Curtailed Operations

If the university curtails operations due to weather, we will not hold in-person activities for our safety and the safety of others. As soon as possible, I will post an announcement on Canvas about due dates, any make-up work, and (*if applicable*) any online options that may make sense depending on where we are in the course. Please make sure you have access to the UNH Alert RAVE system. If needed, sign up for RAVE Alerts here.

Important Information about UNH Policies and Procedures for Students

CLASS SESSION	TOPIC	Due
Week 1	**Introduction to the Course:** Communication and the Rhetorical Situation	**Acquire text**
Week 2	**The Rhetoric of Business Communication**	**Chapters 1, 2, and 3**
Week 3	**Building Goodwill and Developing Reader Benefits**	**Chapters 4, 7, and 8**
Week 4	**Messages:** Persuasive, E-Mail, Web-Based	**Chapters 6 and 9**
Week 5	**Mock meeting:** In Person And Virtual	**Chapter 13**
Week 6	**Communication during the Job Application Process:** Researching and Applying	**Chapter 14**
Week 7	**Communication during the Job Application Process:** Résumé Peer Review	**Résumé draft**
Week 8	**Communication during the Job Application Process:** Letters and Calls	**Chapter 14**
Week 9	**Putting It All Together:** Proposals and Short Reports	**Chapters 10 and 11**
Week 10	**Writing Instructions, Testing Usability, and Long Reports**	**Writing Instructions, Testing Usability, and Long Reports Writing instructions handout, Module 24**
Week 11	**Presenting and Including Visual Information**	**Chapter 5 and 12**
Week 12	**Conferences**	**Final project draft**
Week 14	**Review of Key Concepts/Finalizing Self-Editing Guide**	**Self-editing guide draft**
Week 15	**Present Project Using Software Of Choice**	**Presentation**
Week 16	**Conferences**	**Final project draft**

Final Project is Due 5/8/2025 at 11:59PM

Date	Details	Due
Sat Dec 2, 2023	Assignment [Part 2 of class: Polishing prose](#)	due by 11:59pm
Wed Mar 13, 2024	Assignment [Cover Letter](#)	due by 11:59pm
Wed May 1, 2024	Assignment [Final Resume](#)	due by 11:59pm
Thu Jan 23, 2025	Assignment [Part 2 class: Topic Review](#)	due by 9am
	Assignment [Part 2 of today's class 1/23](#)	due by 8pm
Wed Jan 29, 2025	Quiz [Quiz 1](#)	due by 11:59pm
Thu Jan 30, 2025	Assignment [The Rhetoric of Business Communication](#)	due by 9am
Sat Feb 1, 2025	Discussion Topic [Part 2 of Class 1/30](#)	due by 11:59pm
Wed Feb 5, 2025	Assignment [Messages: Persuasive, E-Mail, Web Based](#)	due by 11:59pm
	Assignment [Sentence work plan](#)	due by 11:59pm
Thu Feb 6, 2025	Discussion Topic [Background Career Research](#)	due by 9am
Thu Feb 13, 2025	Assignment [Building Goodwill and Developing Reader Benefits : Negative message letter](#)	due by 9am
	Assignment [Building Goodwill and Developing Reader Benefits : Positive message letter](#)	due by 9am
	Quiz [Quiz 2](#)	due by 11:59pm
Sat Feb 15, 2025	Assignment [Part 2 Class: Writing](#)	due by 11:59am
	Assignment [Part 2 of today's class 2/13](#)	due by 11:59pm
Wed Feb 19, 2025	Assignment [Messages: Persuasive, E-Mail, Web-Based II](#)	due by 11:59pm
Sat Feb 22, 2025	Discussion Topic [Part 2 of class 2/20 Writing in groups](#)	due by 11:59pm
	Assignment [Mock Meeting](#)	due by 11:59pm

Sat Mar 1, 2025	Discussion Topic [Part Two of Class: Asking Informed Questions During Your Interview](#)	due by 10:59pm
	Assignment [Part 2 of today's class 4/25: Final editing practice](#)	due by 11:59pm
Wed Mar 5, 2025	Assignment [Communication during the Job Application Process: Resume and Job Ad](#)	due by 9pm
	Assignment [Résumé draft](#)	due by 9pm
Sat Mar 8, 2025	Assignment [Part 2 of class 3/7: Evaluate the first cover letter](#)	due by 11:59pm
Wed Mar 12, 2025	Assignment [Part 2 of class: Polishing prose](#)	due by 11:59pm
Sat Mar 15, 2025	Assignment [Part 2 of Class 3/13: PAIBOC for Follow-up letter](#)	due by 11:59pm
Wed Mar 26, 2025	Assignment [Communication during the Job Application Process: Letters and Calls: Follow up letter](#)	due by 11:59pm
	Assignment [Putting It All together: Proposals and Short Reports](#)	due by 11:59pm
Sat Mar 29, 2025	Quiz [Quiz 3](#)	due by 11:59am
	Discussion Topic [Pt 2 of Class 3/27: Information Literacy: for Business Proposal Business Proposal Research Strategy](#)	due by 11:59pm
Wed Apr 2, 2025	Assignment [Proposal idea and PAIBOC](#)	due by 11:59pm
Sat Apr 5, 2025	Assignment [Proposal check-in and Part 2](#)	due by 11:59pm
	Assignment [Polishing Your Prose](#)	due by 11:59pm
Wed Apr 9, 2025	Assignment [Proposal so far](#)	due by 11:59pm
Wed Apr 16, 2025	Assignment [Final draft proposal](#)	due by 11:59pm
Sat Apr 19, 2025	Assignment [PAIBOC for Field Report](#)	due by 11:59pm

	Assignment [Part 2 of class 4/17: Written instructions and usability test](#)	due by 11:59pm
Sat Apr 26, 2025	Assignment [Part 2 of today's class 4/24](#)	due by 11:59pm
Thu May 1, 2025	Assignment [PowerPoint on Field Report Draft](#)	due by 9am
Sat May 3, 2025	Assignment [Participation](#)	due by 11:59pm
Thu May 8, 2025	Assignment [Please submit your long report on the field of your choosing here.](#)	due by 11:59pm
Sat May 10, 2025	Assignment [Reflective essay on self as a business writer](#)	due by 11:59pm