

SUNY Korea, DTS SPRING 2020

**EST 304
COMMUNICATIONS FOR ENGINEERS & SCIENTISTS**

**** THIS SYLLABUS IS SUBJECT TO CHANGE BASED UPON THE
DISCRETION OF THE PROFESSOR ****

Professor Joseph Cabuay

Phone: 032 626 1310

Office: B-311

Office Hours: Mon/Wed: 3:30 pm -5:00 pm (All Office hours By Appointment)

Email: joseph.cabuay@sunykorea.ac.kr

Classroom: TBA

Time/Date: 3:30pm – 6:20pm Fri

EST 331 TEXTBOOK:

Essentials of Business Communication:

An Asia Edition 3rd Edition

**Mary Ellen Guffey | Bertha Du-Babcock | Dana
Loewy**

**ISBN-13: 9789814687102 | ISBN-10: 981468
7103**

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Course Objectives:

This course introduces the critical business skills aspiring engineers and scientists will need to thrive in the 21st office environment.

Additionally, this course also connects business communication and understanding of cultural priorities with actual business practices, which are culturally based. Thus, cultural dimensions are integrated into each lecture. By combining intercultural communication skills with business, this

course helps students become successful communicators in culturally diverse workplace environments both at home and abroad.

Textbook: **Essentials of Business Communication, An Asia Edition (3rd Edition)** serves to bridge that gap with useful learning tools provided in the book and local examples that will be relevant to the Asian student. From detailed grammar/mechanics exercises to resources like the communication workshop to promote career skills, your learning experience will be meaningful and engaging. Students will also be trained to become an effective communicator in today's wired and mobile workplace.

This is an interactive course! Students are expected to interact during class. My *primary* role is to facilitate students' thinking and learning by providing information and utilizing approaches that encourages such opportunities. Students in this course will engage in:

- Study that will encourage analysis, exploration, questioning, reconsideration and synthesis of old and new knowledge and skills
- Challenges which demands inquiry and application, and which is sufficiently stimulating so as to meet the Department's educational objectives.
- Close interaction with the lecturer.
- Sufficient time for reflection, absorption and gain self-confidence on the subject matter through group discussions and presentations.

Students will be assigned written and oral work and will be expected to conduct library research and readings when applicable.

Code of Conduct: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. It is the student's obligation to be familiar with the Student Conduct Code, especially as it pertains to academic misconduct (cheating, plagiarism, etc.).

Course Requirements: Exams will operate on cumulative 100 point system.

Midterm Exam	50 points
Final Exam	50 points

REQUIRED ACTIONS DURING THE COURSE

Class Participation/Contribution: In order to stimulate active learning, class will be discussion-oriented. Obviously, the quality of a discussion class is a function of the quality of each student's preparation. I see my role as the facilitator of student learning. It is the student's job to actively contribute, to be involved. I expect that students will come to class prepared to learn, which includes being intellectually curious, acting with integrity and reliability, and willing to work collaboratively with their classmates.

The *quality* of contribution is based on the quality of the insights exhibited, the student's ability to maintain continuity of discussion (i.e., pays attention to existing discussion/prior comments) and answer follow-up questions). Finally, your contribution to the spirit of the class (contributes to a positive learning environment) is also important.

Professionalism & Maturity

Note (A): After (2) two warnings, given by the instructor, students who continue to demonstrate a lack of maturity & professionalism will result in a deduction of (2) grade points per incident.

Note (B): Absolutely no computer or phone use in class unless for an emergency.

Note (C): Please don't hold private and/or off-topic conversations while the instructor is teaching. It is disrespectful and it may disturb the learning experience of others in class. On the other hand, it is perfectly acceptable to interact and discuss with your peers, and the instructor on the subject matter that is being addressed during class.

*** A record of all non-professional and immature behavior will be kept by the instructor. ***

Attendance

1 absent = 2 grade points minus (Without an **official** absence letter FOR A VALID EXCUSE OR MEDICAL CONDITION. PLEASE REFER TO THE UNIVERSITY MANUAL ON EXCUSED ABSENCES)

1 lateness = 1 grade point minus (Late is defined as students arriving class exactly 10 minutes after the official start of the lecture).

Exams: Both Midterm and Final Exams may include a mix of multiple choice, short-answer, and True/False questions, asking for factual knowledge about the readings and material covered during the semester. * * **No late exams or make-up will be given.** * *

Team Projects: Your team project is designed to give you a real-life opportunity to apply the knowledge you are learning in class. I will be checking up on your team to offer advice and guidance as needed. If applicable, there is a project presentation date – (To be determined). A project presentation would generally consist of 8 Slides maximum / 15 minute time limit, which includes the involvement of all team members.

NOTE: POINTS FROM YOUR CUMMULATIVE COURSE GRADE WILL BE TAKEN OFF IF YOU DO NOT MEET THESE REQUIREMENTS.

Semester Grading: Your final letter grade in the class is based upon the distribution of total points at the end of the semester. Plus/Minus grading will be used for final grades on the following scale.

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

LECTURE SCHEDULE

* **You do not need to read the complete chapter.** If the book covers a topic for which there is no power point slide, then I will NOT cover that topic in class, nor on the test. If I have a PowerPoint slide, then you are responsible for having taken additional notes on that topic with supporting detail from the text. The PPT slides are merely an outline, and meant to highlight which topics will be covered.

Course structure: Each week is structure into Lecture and Communication Exercise/Activity. For example, Week 1 (Mon – Exercise / Wed – Lecture).

Course Outline of Week/Topics

Week	Lecture and Reading Topics
1	Overview of course and syllabus. Discussion + <i>Video Clip</i> . Key points and concepts are covered. Be prepared to discuss and answer questions. <i>Video Clip</i> . Communication Exercise/Activity
2	Unit 1 Workplace Communication Today 1. Communication Skills as Career Filters Communication Exercise/Activity
3	Key points and concepts are covered. Be prepared to discuss and answer questions. Case Study # 1 Unit 2 The Business Writing Process 2. Planning Business Messages 3. Composing business Messages 4. Revising Business Messages Communication Exercise/Activity
4	Unit 2 The Business Writing Process Communication Exercise/Activity
5	Key points and concepts are covered. Be prepared to discuss and answer questions. <i>Video Clip</i> Unit 3 Communicating at Work 5. Electronic Messages and Digital Media 6. Positive Messages 7. Negative Messages 8. Persuasive Messages Communication Exercise/Activity
6	Unit 3 Communicating at Work / MIDTERM REVIEW
7	MIDTERM EXAM
8	Key points and concepts are covered. Be prepared to discuss and answer questions. Unit 4 Reports and Proposals 9. Business Plans and Proposals 10. Informal Reports 11. Writing Formal Business Reports Communication Exercise/Activity
9	Unit 4 Reports and Proposals
10	Key points and concepts are covered. Be prepared to discuss and answer questions. Unit 5 Professionalism, Teamwork, Meetings and Speaking Skills 12. Professionalism at Work: Business Etiquette, Ethics, Teamwork &

	<p>Meetings</p> <p>13. Business Presentations</p> <p>Communication Exercise/Activity</p>
11	Unit 5 Professionalism, Teamwork, Meetings and Speaking Skills
12	<p>Key points and concepts are covered. Be prepared to discuss and answer questions.</p> <p>Case Study # 2</p> <p>Unit 6 Employment Communication</p> <p>14. The Job Search, Résumés and Cover Letters</p> <p>15. Interviewing and Following Up.</p> <p>Communication Exercise/Activity</p>
13	<p>Unit 6 Employment Communication</p> <p>Unit 7 Analyzing Ethical Situations in Business Communication</p> <p>16. Ethics in Business Communication</p> <p>Communication Exercise/Activity</p>
14	FINAL REVIEW
15	FINAL EXAMS