Southern Arkansas University Tech
P.O. Box 3499 ~ Camden, AR   71711
870.574.4453 or 870.574.4586
www.sautech.edu

ONLINE COURSE INFORMATION SHEET

Course Number: BA2223

Course Title: Business Communications

Course Description: Business Communication is a course in the fundamentals of business letter writing and other forms of communication commonly utilized in the business environment. Emphasis will be placed on the effective techniques of both written and oral communication.

Instructor Name: Jodi Eppinette

Prerequisite: Composition I

Textbook Information: *Business Communications*, Krizan, et al., Eighth Edition, 2011. Southwestern Publishing Company.

Learning Outcomes: The student's ability to effectively communicate in the workplace will be enhanced. A better understanding of positive oral and written communication will be gained. Students will achieve scores of 70% or better on the following course objectives.

1   Students will compose positively worded business letters for the purpose of producing a favorable reader response.
2   Students will compile a personal resume and write effective employment messages.
3   Students will correctly format business letters and memorandums.
4   Students will prepare a presentation and present it orally.

On-Campus Requirement
Internet students will be required to come to campus to give one oral presentation or provide a taped oral presentation for grading. The final exam must be taken at an approved proctor site.

Modes of Interaction
New material is introduced in a lecture/discussion format. Students will participate in both group and individual writing assignments. Students will prepare and present at least one oral presentation.

Methods of Assessment
Traditional objective testing, letter-writing and resume activities, oral presentation.

Enrollment Procedures
SAU Tech is an open admissions college; however, we have several items that you must provide in order to be admitted:
- Submit application for admission.
- Submit a high school transcript or GED, and official college transcripts from all previously attended colleges (if applicable).
- Provide proof of two immunizations against measles, mumps and rubella.
- Take a placement test. Students enrolling must submit ACT, SAT, ASSET or COMPASS scores. Students can take the ASSET or COMPASS test at SAU Tech.

Students are responsible for all tuition and fees at the time of registration. Students must officially drop by written notice or in person in order to reduce their balance owed. If students never attend class, he/she will still be assessed partial tuition and full student processing fees, unless completely he/she completely withdraws during the 100% refund period.

In order for a student to drop a class, he/she must complete a drop form or send written request to his/her advisor. A $5 drop fee is assessed for drops that take place after the registration period ends.

Admissions Office Website: http://www.sautech.edu.edu/studentResources/admissions.aspx

Course Registration Website: http://www.sautech.edu/studentResources/advising.aspx

Technical Requirements and Resources
Students will need Internet access and have the ability to send and receive e-mail attachments using the e-mail within Blackboard.

Library Website: http://www.sautech.edu/lrc/index.aspx

Bookstore Website: http://sautech.textbooktech.com

Adult Learner Resources: Online library and bookstore services can be obtained at the library and bookstore websites. Advising services can be obtained at http://www.sautech.edu/studentResources/advising.aspx.

Student Support and Learning Resources: Online library and bookstore services can be obtained at the library and bookstore websites.   Advising services can be obtained at http://www.sautech.edu/studentResources/advising.aspx.

Other Considerations
Students will need Internet access and have the ability to send and receive e-mail attachments using the e-mail within Blackboard.   All first time online students are required to complete Learning Strategies before they will be allowed to take their online course(s).   The purpose of Learning Strategies is to teach students how to use Blackboard and provide information about other systems that students will use while a student at SAU Tech.

There are computer programs and other things that you will need if you are taking an online course from SAU Tech.   To make it easier for you, we have compiled a list of these things.   Before beginning your online course, you should go ahead and make sure each of these programs listed below are loaded on every computer that you will use while taking your online course(s).

- Microsoft Word – used to complete assignments and submit to instructor
    o Can be accessed via SkyDrive inside your student email account. **FREE**
    o Can be purchased from Wal Mart or other software vendor and will need to be loaded on to your computer
    o There is also a **free** product that works just as good as the Microsoft Office Suite. You can download it at http://download.openoffice.fm/free/?pk=26976
- Adobe Reader 7.0 or higher – used to read files in pdf format
    o Cost: Free
    o Can be downloaded to your computer from http://www.adobe.com/products/acrobat/readstep2.html
- Adobe Flash Player (7 or higher) – used to view study activities and demonstrations in Learning Strategies course
    o Cost: Free
    o Can be downloaded to your computer from http://www.adobe.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash
- Macromedia Shockwave Player 8.5.1 – used for interactive quizzes, animations and activities
    o Cost: Free
    o Can be downloaded to your computer from http://www.macromedia.com/shockwave/download/download.cgi?
- Windows Media Player – used to listen play audio files
    o Cost: Free
    o Comes as part of your Windows operating system

- <u>Java</u> – a technology that is required in order for Blackboard to function properly as well as some other programs that SAU Tech uses with its online classes (**Note: Only one version of Java can be running on your computer at a time.)**
    - o Cost: Free
    - o Can be downloaded to your computer from
      http://javashoplm.sun.com/ECom/docs/Welcome.jsp?StoreId=22&PartDetailId=jre-