

Teresa Barton

Business 50B Proposal: Business Etiquette & Professionalism Online Course

1. Need/Justification

Business Etiquette is one of the 1-unit online courses offered by the business school. These 1-unit courses allow students to target and develop specific areas of business skills in a short timeframe and, because the courses are offered on-line, students can complete the courses in a manner which is more convenient to their personal and professional lives. This in turn, will allow more students to partake of the course. These courses also have potential to interest participants who do not want to enroll in a degree or certificate program, but who want to develop certain business skills

2. Course Content Delivery

This course will be offered entirely online. This course will be offered as a 6-week online course, the equivalent of 18 hours of classroom instruction. During those 6 weeks, the 18 hours of online instruction will be structured as follows:

- 6 hours of threaded class discussion on course subject matter (1 hour per week for 6 weeks)
- 6 hours of case analysis and discussion (3 cases with 1 hour to prepare each case and 1 hour to review and comment on other student analyses)
- 2 hours of online quizzes (4 multiple choice quizzes at 30 minutes each)
- 4 hours (1.5 hrs per week) of researching international business etiquette, writing a summary of what they researched, posting it to the discussion board and commenting on other student's postings

3. Nature and Frequency of Instructor-Student Interactions

This course will be offered entirely online. At the beginning of the course, students will be required to take an online learning readiness survey and a syllabus quiz to ensure a strong foundation for the course.

Each week's learning module will include instructor-authored lecture notes including hyperlinks to web resources, a discussion board topic with questions, other course assignments or a quiz.

Each week students are responsible to:

- Read the lecture notes, textbook assignments and other supplemental reading as assigned.
- Make an initial contribution to that week's discussion topic and respond/comment on two other student's discussion topic answers
- Submit all other assignments and/or quizzes for the week

Each week the instructor will:

- Participate in the class discussion boards, offering clarifications, new ideas for discussion, and positive reinforcement.
- Provide weekly grades for discussion board contributions and assignments
- Post all grades weekly.

Quizzes will be multiple choice questions and computer-graded, with results available to students immediately.

4. Assignments & Methods of Evaluation

Student progress will be evaluated as follows:

- Four multiple choice quizzes (30% of grade) will assess student learning of key business etiquette principles
- The weekly discussion board (30% of grade) will enable students to deepen their knowledge of business etiquette as they consider topical questions and discuss them with other students and the instructor
- Online case analysis (20% of grade) and International Etiquette assignments (20% of grade) will assess student ability to apply their learning to situations outside of the United States and/or their personal experience

5. Technical Support

Blackboard will be used to manage this course. All communication to and from students and all assignments will be sent via Blackboard. Blackboard is user friendly and can be accessed from any computer with internet access, whether at home, on campus, or in a local library, and is supported by the Chabot Blackboard Distance Ed. An overview of Blackboard and detailed instructions on operation of the class will be provided to all students during the first week. There is an optional on-campus online learning orientation is also offered by the business faculty at the beginning of each semester. Students must have an email account to participate in the course; free email accounts are available via Hotmail, Yahoo, and other providers. Students who have any difficulties will be able to contact their instructor via email or by phone.

6. Student Services

Students can manage all aspects of this course online – such as:

- Registering for and dropping the course
- Utilizing library services
- Ordering textbooks through the Chabot bookstore website
- Accessing all course materials and assignments
- All campus services are also available to online students.

7. Accommodations for Students with Disabilities

Blackboard meets the basic requirements for accessibility for students with disabilities. Every effort will be made to accommodate students with special needs, and the instructor will meet with Chabot's instructional designer to review the course for accessibility.

8. Class Size & First Term to be offered

Class size will be limited to 44 students. Spring 2007 is the first offering of this course.