



BUS 260

Business Communications
Fall 2013: Tuesday 6:30 PM – 9:40 PM

Instructor: Sylvia O. Lemus
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Syllabus

Course/Catalog Description

This course will teach the principles of effective communication applied to business letters, memos, and analytical reports. It includes the organization, writing and presentation of business documents and incorporates the basic principles of speaking effectively for business.

Recommended Preparation

Eng. 099 and word processing skills

Student Learning Outcomes

- Use the writing process effectively to communicate positive, negative, and persuasive messages.
- Write a resume and application letter as well as organize and conduct a mock interview.
- Write an analytical business report using primary and secondary research, integrating graphics and using an acceptable format and writing style which demonstrates knowledge of the formal report-writing process.
- Develop and present oral reports.
- Identify challenges of intercultural communication and demonstrate how culture affects communication effectiveness.

Measurable Course Objectives and Minimum Standards for Grade of “C”

- Demonstrate knowledge about interpersonal, group, and organizational communication.
- Identify challenges of communicating with people from other cultures, explain how culture affects communication effectiveness, identify what electronic tools can do for the manager, and analyze ethical dilemmas related to communication.
- Demonstrate knowledge of the writing process including determining the purpose and channel for the message envisioning the audience, adapting the message to the reader, organizing the message using appropriate strategy writing the first draft, revising and proofreading.
- Write routine, good news, bad news and persuasive business letters, memorandums, and e-mail messages that are clear, tactful and free of distracting errors using word processing software.
- Write a resume and application letter as well as organize and conduct a mock interview.
- Write an analytical business report using primary and secondary research, integrating graphics, and using an acceptable format and writing style which demonstrates knowledge of the formal report-writing process.
- Develop and present oral reports.

Required Materials

Business Communication: Process and Product (7th/e). Guffey & Loewy, South-Western Cengage Learning.

Grading Scale:

A – 90% - 100%; B – 80% - 89%; C – 70% - 79%; D – 60% - 69%; F – 0% - 59%

Grading

Tests & Final	40%
Presentations	10%
Memos/Letters	20%
Resume/Cover Letter/Job Interview	15%
Team Project	10%
<u>Class Participation</u>	<u>5%</u>
Total	100%

Assignments

Readings from the textbook are assigned after most class sessions. To simulate typical business projects, a significant portion of your coursework will be completed in teams. Together you will discuss issues, plan documents and oral presentation, critique and revise documents, perform mock job interviews, and deliver an oral presentation to the class. Each member has the opportunity to evaluate your performance. All writing must be your own work and you must do all your own word processing. If you do not have good word processing skills, this is the time to learn. Handwritten documents are not acceptable.

Two (2) hours of independent work done out of class per each hour of lecture or class work, or 3 hours lab, practicum, or the equivalent per unit is expected.

Late Assignments

Anything submitted late will receive only 50 percent of its total points. Being absent or late is not an excuse for submitting a late assignment. Oral assignments cannot be made up.

Disruptive Students

Most of you are here to learn, but some students are not serious. To preserve a productive learning environment, students who disrupt or interfere with a class may be sent out of the room and told to meet with Sergio Lopez, Campus Disciplinary Officer, before returning to continue with coursework. Mr. Lopez will follow disciplinary procedures as outlined in the General Catalog.

Cheating and Plagiarism

IVC expects honesty and integrity from all students. A student found to have cheated on any assignment or plagiarized will receive a zero for the assignment and sent to Disciplinary Officer Sergio Lopez. A second occurrence of cheating or plagiarism may result in dismissal from class and expulsion from IVC as outlined in the General Catalog.

Attendance

Students are expected to attend every class session. Any student who misses the first class will be dropped. Students may be dropped at instructor discretion if they miss more than a week of class hours continuously. Please make arrangements with the instructor or a fellow student to keep up with all assignments in case you cannot attend a class session for any reason.

Need for Assistance

Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP&S) office as soon as possible. Visit or call DSP&S, Mel Wendrick Access Center, Room 2117, (760) 355-6312.