

**BUS 260, BUSINESS COMMUNICATIONS**  
**Syllabus**  
**Spring 2014: Mondays/Wednesdays 8:30 to 10 a.m.**

<b>INSTRUCTOR:</b>	Alison Jill Brock, CPA (inactive), MSAcc. Office: 1713 Email: alison.brock@imperial.edu Phone: 760-355-6485
<b>COURSE OBJECTIVE:</b>	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.
<b>STUDENT LEARNING OUTCOMES:</b>	Upon course completion, the successful student will be able to:  Use the writing process effectively to communicate positive, negative, and persuasive messages. (ILO1, ILO2, ILO4)  Write a resume and application letter and conduct a mock interview. (ILO1, ILO2, ILO4)  Write an analytical business report using primary and secondary research, integrating graphics, and using an acceptable style, demonstrating knowledge of formal writing. (ILO1, ILO2, ILO4)  Develop and present oral reports. (ILO1, ILO2, ILO4)  Identify challenges of intercultural communication and demonstrate how culture affects communication effectiveness. (ILO1, ILO2, ILO4, ILO5)
<b>PREREQUISITE:</b>	ENGL 110 and word processing skills
<b>REQUIRED Materials:</b>	<i>Business Communication: Process and Product, 7e</i> , Guffey & Loewy, South-Western Cengage Learning
<b>GRADING SCALE:</b>	A 90% -100% B 80% - 89% C 70% - 79% D 60% - 69% F 0% - 59%
<b>GRADING:</b>	Grades are posted regularly on Blackboard. You may earn 1,000 points as follows: 550 chapters tests (5 tests, 110 points each) 150 memos/letters (3 documents, 50 points each) 50 electronic communication (2 forms, 25 points each) 150 resume/cover letter/job interview (3, 50 points each) 100 team project Therefore, to earn an A, you must earn at least (1,000 X 90%) 900 points; to earn a B, you must earn at least (1,000 X 80%) 800 points; and so forth.... <b>No late assignments are accepted.</b> We will follow IVC's cheating policy.
<b>ASSIGNMENTS:</b>	All assigned documents must be created with word processing software. Bring a printed copy of your documents to class to receive feedback from your teammates. To simulate typical business projects, a significant portion of your coursework will be completed in teams. Together you will discuss issues, critique documents, perform mock job interviews, and plan a

	presentation. Each team member has the opportunity to evaluate your performance.	
<b>NEED FOR ASSISTANCE:</b>	If you have any condition, such as a physical or learning disability, for which you need extra assistance, please provide me with information about your special needs as soon as possible so that appropriate accommodations are made. You should also meet with the DSP&S staff.	
<b>SCHEDULE:</b>		
Week	Topics	Assignment
1	Monday holiday; Introductions Effective and Ethical Communication at Work (Ch. 1) Grammar and Mechanics C.L.U.E. Review 1 & 2	Read Chapter 1 *Activity 1.1, 1.14 *C.L.U.E. Review 3
2	Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills (Ch. 2) Create teams; C.L.U.E. Review 4 & 5	Read Chapter 2 *Activity 2.1 *C.L.U.E. Review 6 & 7
3	Intercultural Communication (Ch. 3) High/low context exercise C.L.U.E. Review 8, 9, & 10	Read Chapter 3 Read appendixes
4	<b>Exam 1</b> Planning Business Messages (Ch. 4); Plan Document 1	Read Chapter 4 Plan (and draft) Document 1; <b>Send email</b>
5	Monday holiday; Organizing & Writing Business Messages (Ch. 5); Organize and write Document 1	Read Chapter 5; Plan, organize and write Document 2
6	Revising Business Messages (Ch. 6) Revise Documents 1 & 2	Read Chapter 6; Complete Document 1 & 2 revisions
7	<b>Exam 2; Turn in Documents 1, 2</b> Electronic Messages and Digital Media (Ch. 7)	Read Chapter 7
8	Positive and Negative Messages (Chs. 8, 9) Document 3	Read Chapters 8 & 9 Document #3
9	Persuasive and Sales Messages (Ch. 10) Revise Document 3; Resume worksheet	Read Chapter 10; *Activity 10.26; Finalize Document 3; Find a job
10	<b>Exam 3; Turn in Document 3</b> The Job Search, Resumes, and Cover Letters (Ch. 15) Write resume	Read Chapter 15; Complete resume and cover letter
11	Interviewing and Follow-Up (Ch. 16) Resume critiques	Read Ch. 6; Finalize resume and cover letter; Prepare for interview
12	<b>Exam 4</b> <b>Interviews; turn in resume and cover letter</b>	*Write a thank you letter to your interviewer
13	Report and Research Basics (Ch. 11) Team: Plan responsibilities, schedule	Read Chapter 11; Prepare your portion of the team presentation
	SPRING BREAK	
14	Business Presentations (Ch. 14) Team: Plan presentation	Read Chapter 14; <b>Voice message about team topic</b>
15	<b>Exam 5</b> Team: plan presentation	Prepare oral presentation
16	<b>Team presentations/team member evaluations</b>	Celebrate, you did it! : )

Tentative, subject to change without prior notice

**\*\*\*TIP: Before beginning, know your purpose!\*\*\***