

Basic Course Information

Semester	Fall 2014	Instructor Name	Alison Jill Brock
Course Title & #	BUS 260, Business Communications	Email	alison.brock@imperial.edu
CRN #	10243	Webpage (optional)	See class Blackboard page
Room	3109	Office	Room 1713
Class Dates	8/19-12-9	Office Hours	M: 12:00-12:30 T: 12:30-2:00 R: 12:30-2:00 F: 10:15-10:45
Class Days	Tuesdays/Thursdays	Office Phone #	760-355-6485
Class Times	8:35 – 10:00 a.m.	Office contact if student will be out or emergency	Use email address above
Units	3		

Course 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. Prerequisite: ENGL 110

Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to: (1) Use the writing process effectively to communicate positive, negative, and persuasive messages. (ILO1, ILO2, ILO4), (2) Write a resume and cover letter as well as organize and conduct a mock interview. (ILO1, ILO2, ILO4), (3) Develop and present an oral report. (ILO1, ILO2, ILO4), (4) Identify challenges of intercultural communication and demonstrate how culture affects communication effectiveness. (ILO1, ILO2, ILO4, ILO5)

Course Objectives

Upon satisfactory completion of the course, students will be able to: (1) Demonstrate knowledge about interpersonal, group, and organizational communication, (2) 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, (3) 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, (4) 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, (5) Write a resume and application letter as well as organize and conduct a mock interview, (6) 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, (7) Develop and present oral reports.

Textbooks & Other Resources or Links

Business Communication: Process and Product, **8th edition**, Guffey & Loewy, South-Western Cengage Learning (ISBN: 9781285094069)

Course Requirements and Instructional Methods

This class will simulate a business environment as we explore professionalism, business writing, job search techniques, and reports and presentations. You will have the opportunity to practice networking within a small group and receive feedback from those teammates on your business documents. (Though remember that all documents must be your own work and must be created with word processing software.) Together your team will also discuss issues and plan a presentation. Each team member will have the opportunity to evaluate your performance at the end of the course. During the job search unit, you will participate in mock interviews with classmates outside your regular team.

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

Course Grading Based on Course Objectives

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

Grades are posted regularly on Blackboard. You may earn 1,000 points as follows:

- 550 Chapter tests (5 tests, 110 points each)
- 150 Email/Letters/Memos (3 documents, increasing point value: 25, 50, 75)
- 50 Other communication channels (2 forms, 25 points each)
- 150 Resume/Cover letter/Job interview (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.... **No late assignments are accepted.**

Attendance

- A student who fails to attend the first meeting of a class or does not complete the first mandatory activity of an online class will be dropped by the instructor as of the first official meeting of that class. Should readmission be desired, the student's status will be the same as that of any other student who desires to add a class. It is the student's responsibility to drop or officially withdraw from the class. See General Catalog for details.
- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absences exceed the number of hours the class is scheduled to meet per week may be dropped. For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as 'excused' absences.

Classroom Etiquette

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class unless otherwise directed by the instructor.
- Food and Drink are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed.

- Disruptive Students: Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the General Catalog.
- Children in the classroom: Due to college rules and state laws, no one who is not enrolled in the class may attend, including children.

Academic Honesty

- Plagiarism is to take and present as one's own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to correctly 'cite a source', you must ask for help.
- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment or using or attempting to use materials, or assisting others in using materials, or assisting others in using materials, which are prohibited or inappropriate in the context of the academic assignment in question. Anyone caught cheating will receive a zero (0) on the exam or assignment and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the General School Catalog for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to the following:
 - plagiarism
 - copying or attempting to copy from others during an examination or on an assignment;
 - communicating test information with another person during an examination;
 - allowing others to do an assignment or portion of an assignment
 - use of a commercial term paper service

Additional Help

- Blackboard support center: <http://bbcrm.edusupportcenter.com/ics/support/default.asp?deptID=8543>
- Learning Labs: There are several 'labs' on campus to assist you through the use of computers, tutors, or a combination. Please consult your college map for the Math Lab, Reading & Writing Lab, and Learning Services (library). Please speak to the instructor about labs unique to your specific program
- Library Services: There is more to our library than just books. You have access to tutors in the learning center, study rooms for small groups, and online access to a wealth of resources.

Disabled Student Programs and Services (DSPS)

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. The DSP&S office is located in Building 2100, telephone 760-355-6312 if you feel you need to be evaluated for educational accommodations.

Student Counseling and Health Services

Students have counseling and health services available, provided by the pre-paid Student Health Fee. We now also have a fulltime mental health counselor. For information see <http://www.imperial.edu/students/student-health-center/>. The IVC Student Health Center is located in the Health Science building in Room 2109, telephone 760-355-6310.

Student Rights and Responsibilities

Students have the right to experience a positive learning environment and due process. For further information regarding student rights and responsibilities please refer to the IVC General Catalog available online at http://www.imperial.edu/index.php?option=com_docman&task=doc_download&gid=4516&Itemid=762

Information Literacy

Imperial Valley College is dedicated to help students skillfully discover, evaluate, and use information from all sources. Students can access tutorials at <http://www.imperial.edu/courses-and-programs/divisions/arts-and-letters/library-department/info-lit-tutorials/>

Anticipated Class Schedule

SCHEDULE:		
Week	In-Class Topics	Assignment
	UNIT TOPIC 1: PROFESSIONALISM	
1	Introductions: Self-sell Business Communication in the Digital Age (Ch. 1) Introduction to C.L.U.E. Reviews	Read Chapter 1 Read Appendix A, Guides 1 - 3 Activity 1.3 C.L.U.E. Review 1
2	Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills (Ch. 2) Create teams	Read Chapter 2 Read Appendix A, Guides 4 - 10 Activity 2.2, 2.13 C.L.U.E. Review 2
3	Intercultural Communication (Ch. 3) High/low context exercise	Read Chapter 3 Read Appendix A, Guides 11 - 18 C.L.U.E. Review 3
4	Exam 1 UNIT TOPIC 2: BUSINESS WRITING Planning Business Messages (Ch. 4) Discuss Document 1	Read Chapter 4 Read Appendix A, Guides 19 - 20 Read Appendix B Write Document 1 C.L.U.E. Review 4
5	Organizing & Drafting Business Messages (Ch. 5) Writing exercises Organize Document 2	Read Chapter 5 Read Appendix A, Guides 21 - 26 Write Document 2 C.L.U.E. Review 5
6	Revising Business Messages (Ch. 6) Revise Documents 1 & 2	Read Chapter 6 Read Appendix A, Guides 27 - 30 Complete Document 1 & 2 revisions C.L.U.E. Review 6
7	Exam 2 Turn in Documents 1, 2 Short Workplace Messages and Digital Media (Ch. 7)	Read Chapter 7 Read Appendix A, Guides 31 - 38 Send email C.L.U.E. Review 7
8	Positive and Negative Messages (Chs. 8 & 9) Writing exercises Begin Document 3	Read Chapters 8 & 9 Read Appendix A, Guides 39 – 46 and the lists of confusing and frequently misspelled words Document 3 C.L.U.E. Reviews 8 & 9
9	Persuasive and Sales Messages (Ch. 10)	Read Chapter 10

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	Revise Document 3	Read Appendix A, Guides 47 - 50 Finalize Document 3 C.L.U.E. Review 10
10	Exam 3 Turn in Document 3 UNIT TOPIC 3: JOB SEARCH The Job Search and Resumes in the Digital Age (Ch. 15) Write resume	Resume worksheet/find a target job Read Chapter 15 Complete resume and cover letter C.L.U.E. Review 15
11	Interviewing and Following Up (Ch. 16) Exam 4 Resume critiques	Read Ch. 16 C.L.U.E. Review 16 Finalize resume and cover letter Prepare for interview (perfectinterview.com/imperial)
12	Interviews Turn in resume and cover letter UNIT TOPIC 4: REPORTS AND PRESENTATIONS Reporting in the Digital-Age Workplace (Ch. 11)	Extra: Write a thank you letter to your interviewer Read Chapter 11 C.L.U.E. Review 11
13	Team meeting: Create work plan Informal Business Reports (Ch. 12)	Prepare your portion of the team presentation Read Chapter 12 C.L.U.E. Review 12
14	Team meeting Business Presentations (Ch. 14)	Read Chapter 14 Voice message about team topic Continue working on presentation C.L.U.E. Review 14
15	Exam 5 , optional team meeting Team presentations	Practice presentation
16	Team presentations/team member evaluations	Celebrate, you did it! :)

Tentative, subject to change without prior notice