

Basic Course Information

Semester:	Spring 2015	Instructor Name:	Sylvia O. Lemus
Course Title & #:	Bus 260, Business Communications	Email:	sylvia.lemus@imperial.edu
CRN #:	20146	Webpage (optional):	
Classroom:	803	Office #:	N/A
Class Dates:	February 17 – June 12, 2015	Office Hours:	N/A
Class Days:	Thursday	Office Phone #:	760-556-8206
Class Times:	6:30 PM – 9:40 PM	Emergency Contact:	Frances Arce-Gomez
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. (CSU)

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



Guffey, Mary Ellen. *Business Communication: Process and Product (8th/e)*. South-Western Cengage Learning. (ISBN: 9781285094069)

Course Requirements and Instructional Methods

INSTRUCTIONAL METHODOLOGY:

Discussion
Group Activity
Lecture
Simulation/Case Study
Distance Learning
Audio Visual
Demonstration

ASSIGNMENTS:

Out-of-class:

- 1) Analyze a problem in a pre-written international letter and identify weaknesses that may cause troubles for intercultural readers.
- 2) Analyze an on-campus problem, develop an oral report, and prepare a presentation using Microsoft office applications.

Reading and Writing:

- 1) Using a case study, write a positive, negative, and persuasive message that meets workplace standards.
- 2) Read and locate a local job opportunity in the newspaper or in an online source, and write a cover letter and resume for that job opportunity.
- 3) Research and write an analytical business report integrating graphics, and using an acceptable business format and writing style.

Out of Class Assignments: The Department of Education policy states that one (1) credit hour is the amount of student work that reasonably approximates not less than one hour of class time and two (2) hours of out-of-class time per week over the span of a semester. WASC has adopted a similar requirement.

Course Grading Based on Course Objectives

Grading

Tests & Final 40%
Homework 30%
Presentations 10%
Team Project 10%
Resume/Cover Letter/Job Interview 5%
Class Participation 5%
Total 100%

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 by the instructor.
- 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.

Online Netiquette

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly online.
- Students are to comply with the following rules of netiquette: (1) identify yourself, (2) include a subject line, (3) avoid sarcasm, (4) respect others' opinions and privacy, (5) acknowledge and return messages promptly, (6) copy with caution, (7) do not spam or junk mail, (8) be concise, (9) use appropriate language, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].

Academic Honesty

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the important of acknowledging and safeguarding intellectual property.

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

- Plagiarism is taking and presenting 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 "cite a source" correctly, 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 that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or plagiarizing 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 Catalog](#) for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service.

Additional Student Services

Imperial Valley College offers various services in support of student success. The following are some of the services available for students. Please speak to your instructor about additional services which may be available.

- [Blackboard Support Site](#). The Blackboard Support Site provides a variety of support channels available to students 24 hours per day.
- [Learning Services](#). There are several learning labs on campus to assist students through the use of computers and tutors. Please consult your [Campus Map](#) for the [Math Lab](#); [Reading, Writing & Language Labs](#); and the [Study Skills Center](#).
- [Library Services](#). There is more to our library than just books. You have access to tutors in the [Study Skills 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 760-355-6313. Please contact them 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.

- [Student Health Center](#). A Student Health Nurse is available on campus. In addition, Pioneers Memorial Healthcare District and El Centro Regional Center provide basic health services for students, such as first aid and care for minor illnesses. Contact the IVC [Student Health Center](#) at 760-355-6310 in Room 2109 for more information.
- [Mental Health Counseling Services](#). Short-term individual, couples, family, and group therapy are provided to currently enrolled students. Contact the IVC [Mental Health Counseling Services](#) at 760-355-6196 in Room 2109 for more information.

Student Rights and Responsibilities

Students have the right to experience a positive learning environment and to due process of law. For more information regarding student rights and responsibilities, please refer to the IVC [General Catalog](#).

Information Literacy

Imperial Valley College is dedicated to helping students skillfully discover, evaluate, and use information from all sources. The IVC [Library Department](#) provides numerous [Information Literacy Tutorials](#) to assist students in this endeavor.

Anticipated Class Schedule/Calendar		
Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 1 February 19	<ul style="list-style-type: none"> • Introductions 	
Week 2 February 26	<ul style="list-style-type: none"> • Syllabus 	Homework: Due March 5 Text: <ul style="list-style-type: none"> • Read Chap. 1 • Vision Board
Week 3 March 5	<ul style="list-style-type: none"> • Vision Board Presentations • Chapter 1, BUSINESS COMMUNICATION IN THE DIGITAL AGE • Review textbook features. Discuss how to read the textbook. • Discuss importance of www.cengagebrain.com site. Emphasize completing Communication Assessment (Activity 1.3) at site. • Introduce the Grammar/Mechanics (G/M) C.L.U.E. program. 	Homework: Due on March 12 Text: <ul style="list-style-type: none"> • Read Chap. 2 • Communication Assessment (Activity 1.3) Web: <ul style="list-style-type: none"> • Complete G/M C.L.U.E. exercise for Chapter 1. • Complete G/M C.L.U.E. exercise for Chapter 2.
Week 4 March 12	<ul style="list-style-type: none"> • Chapter 2, PROFESSIONALISM: TEAM, MEETING, LISTENING, NONVERBAL, AND ETIQUETTE SKILLS • Chapter 3, INTERCULTURAL COMMUNICATION • Personality Assessment Inventory 	Homework: Due on March 19 Text: <ul style="list-style-type: none"> • Complete Chapter Review questions for Chapters 2 & 3. Web: <ul style="list-style-type: none"> • Complete G/M C.L.U.E. exercises for Chapter 3
Week 5 March 19	Unit One Test, Chapters 1-3. <ul style="list-style-type: none"> • Chapter 4, PLANNING BUSINESS MESSAGES • Discuss selected items from Activities 4.1 to 4.6. 	Homework: Due on March 26 Text: Activities 4.10 Web: <ul style="list-style-type: none"> • Complete G/M C.L.U.E. exercises for Chapter 4
Week 6 March 26	<ul style="list-style-type: none"> • Chapter 5, ORGANIZING AND DRAFTING BUSINESS MESSAGES • Discuss selected student answers 5.1 to 5.7. Discuss 5.13, Brainstorming, or one of the other activities. 	Homework: Due on April 2 Web: <ul style="list-style-type: none"> • G/M C.L.U.E. Exercise 5
Week 7 April 2	<ul style="list-style-type: none"> • Chapter 6, REVISING BUSINESS MESSAGES • Discuss assigned exercises. Collect and check in 6.1 to 6.9 	Homework: Due on April Text: <ul style="list-style-type: none"> • Activity 6.12 Prepare list of weaknesses Web: Complete G/M C.L.U.E. exercises for Chapter 6 <ul style="list-style-type: none"> • Take-home Test
April 9 Spring Break	No Class	
Week 8 April 16	Unit One Two, Chapters 4-6 Due <ul style="list-style-type: none"> • Chapter 7, SHORT WORKPLACE MESSAGES AND DIGITAL MEDIA 	Homework: Due on April 23 Text: <ul style="list-style-type: none"> • Activity 7.1 Revise document and print Web: <ul style="list-style-type: none"> • Complete G/M C.L.U.E. exercises for Chapter 7

Anticipated Class Schedule/Calendar		
Week 8 Continued	<ul style="list-style-type: none"> Chapter 8, POSITIVE MESSAGES 	<p>Homework: Due on April 23</p> <p>Text:</p> <ul style="list-style-type: none"> Activity 8.9 Revise and print e-mail message <p>Web:</p> <ul style="list-style-type: none"> Complete G/M C.L.U.E. exercises for Chapter 8
Week 9 April 23	<ul style="list-style-type: none"> Chapter 9, NEGATIVE MESSAGES Chapter 10, PERSUASIVE MESSAGES Team Activity 10.10 	<p>Homework: Due on April 30</p> <p>Text:</p> <ul style="list-style-type: none"> Activity 9.5 Prepare list of weaknesses Activity 10.4 Revise and print e-mail message <p>Web:</p> <ul style="list-style-type: none"> Complete G/M C.L.U.E. exercises for Chapter 9 Complete G/M C.L.U.E. exercises for Chapter 10
Week 10 April 30	<p>Unit Test Three, Chapters 7-10</p> <ul style="list-style-type: none"> Chapter 11, REPORTING IN THE DIGITAL AGE WORKPLACE 	<p>Homework: Due on May 7</p> <p>Text:</p> <ul style="list-style-type: none"> Group Activity: Complete the Review Questions for Chapter 11 <p>Web:</p> <ul style="list-style-type: none"> Complete G/M C.L.U.E. exercises for Chapter 11
Week 11 May 7	<ul style="list-style-type: none"> Chapter 12, INFORMAL BUSINESS REPORTS Chapters 13, PROPOSALS, BUSINESS PLANS, AND FORMAL REPORTS 	<p>Homework: Due on May 14</p> <p>Text:</p> <ul style="list-style-type: none"> Group Activity: Complete the Review Questions for Chapter 12 & 13 <p>Web:</p> <ul style="list-style-type: none"> Complete G/M C.L.U.E. exercises for Chapter 12 & 13
Week 12 May 14	<ul style="list-style-type: none"> Chapter 14, BUSINESS PRESENTATIONS <p>Begin to prepare Group Presentation</p>	<p>Homework: Due on May 21</p> <p>Text:</p> <ul style="list-style-type: none"> Group Activity: Complete the Review Questions for Chapter 14
Week 13 May 21	<ul style="list-style-type: none"> Chapter 15, THE JOB SEARCH AND RÉSUMÉS IN THE DIGITAL AGE 	<p>Homework: Due on May 28</p> <p>Text:</p> <ul style="list-style-type: none"> Prepare your Professional Resume Prepare a Cover Letter Prepare a Thank you for your interview letter
Week 14 May 28	<ul style="list-style-type: none"> Chapter 16, INTERVIEWING AND FOLLOWING UP In-class Mock Interview 	<p>Homework: Due on June 4</p> <p>Text:</p> <ul style="list-style-type: none"> Prepare for Team Presentations
Week 15 June 4	Team Presentations	Prepare for Final
Week 16 June 11	Final	