

**Basic Course Information**

Semester:	<b>Fall 2016</b>	Instructor Name:	<b>Alison Brock</b>
Course Title & #:	<b>BUS 260, Business Communication</b>	Email:	<b>alison.brock@imperial.edu</b>
CRN #:	<b>10159</b>	Webpage (optional):	<b>Canvas</b>
Classroom:	<b>3109</b>	Office #:	<b>3114</b>
Class Dates:	<b>8/15 – 12/9</b>	Office Hours:	<b>Monday – Thursday 11:10 – 12:10</b>
Class Days:	<b>Mondays and Wednesdays</b>	Office Phone #:	<b>760-355-6485</b>
Class Times:	<b>8:00-9:25</b>	Emergency Contact:	<b>Frances Arce-Gomez</b>
Units:	<b>3</b>		

**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, **8<sup>th</sup> 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!\*\*\***

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**

Grade	Points
A	900-1000
B	800-899
C	700-799
D	600-699
F	0-599

Grades will be posted regularly on Canvas. You may earn up to 1000 points, as follows:

Points possible	Assignment/Assessment	Details
550	Chapter tests - <b>NO MAKE-UPS</b>	110 points per test X 5 tests
150	Positive/Negative/Persuasive Messages	3 documents, increasing point value: 25, 50, 75
50	Other messages	25 points each X 2 types
150	Resume/Cover letter/Job interview	50 points each X 3
100	Team project	50 points team, 50 points individual

**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.

<b>Anticipated Class Schedule/Calendar</b>		
<b>Week</b>	<b>In-Class Topics</b>	<b>Assignment</b>
1	Introductions: Self-sell (Easterling tribute) <b>UNIT TOPIC 1: PROFESSIONALISM</b> Business Communication in the Digital Age (Ch. 1)	Read Chapter 1 & Appdx. A, 1 - 3 Activity 1.3 C.L.U.E. Review 1
2	Professionalism (Ch. 2), Listening quiz Create teams: 1.6., etc., Assign meeting email	Read Chapter 2 & Appdx A, 4 - 10 Activity 2.2, 2.13, C.L.U.E. Rev. 2
3	Intercultural Communication (Ch. 3) High/low context exercise, Gesturing Across Cultures video	Read Ch. 3 & Appdx A, 11 - 18 C.L.U.E. Review 3
4	<b>Monday holiday</b> <b>Exam 1</b> , Comma worksheet	Read Ch. 4 & Appdx A, 19 - 20 C.L.U.E. Review 4
5	<b>UNIT TOPIC 2: BUSINESS WRITING</b> Planning Business Messages (Ch. 4), Writing Exercises Organizing & Drafting Business Messages (Ch. 5) Writing exercises, Begin positive message	Read Ch. 5 & Appdx A, 21 - 26 Write positive message C.L.U.E. Review 5
6	Continue Ch. 5 Revising Business Messages (Ch. 6), Writing Exercises Revise positive message	Read Ch. 6 & Appdx A, 27 - 30 Complete positive message C.L.U.E. Review 6
7	Continue Ch. 6 Instructions for submitting work on Blackboard <b>Exam 2, Turn in Positive Message</b>	Read Ch. 7 & Appdx A, 31 - 38 C.L.U.E. Review 7
8	Short Workplace Messages and Digital Media (Ch. 7) Positive and Negative Messages (Chs. 8 & 9) Writing exercises, Begin negative message	Read Chs. 8 & 9 & Appdx A, 39 – 46, lists of confusing/frequently misspelled words Complete negative message C.L.U.E. Reviews 8 & 9
9	Continue Chs. 8 & 9 <b>Turn in Negative Message</b> Persuasive and Sales Messages (Ch. 10) Begin persuasive message	Read Ch. 10 & Appdx A, 47 - 50 Complete persuasive message C.L.U.E. Review 10
10	Continue Ch. 10 <b>Exam 3, Turn in Persuasive Message</b>	Read Chapter 15, C.L.U.E. 15 Find target job/Write resume
11	<b>UNIT TOPIC 3: JOB SEARCH</b> The Job Search and Resumes in the Digital Age (Ch. 15) Resume critiques	Read Ch. 16 Write cover letter C.L.U.E. Review 16
12	Interviewing and Following Up (Ch. 16) <b>Exam 4, write interview questions</b>	Finalize resume and cover letter Prepare for interview Extra: Thank you message
13	<b>Interviews, Turn in resume and cover letter</b> (perfectinterview.com/imperial) <b>UNIT TOPIC 4: REPORTS AND PRESENTATIONS</b> Reporting in the Digital-Age Workplace (Ch. 11) Team meeting: Create work plan	Read Chapter 11 C.L.U.E. Review 11 Prepare your part of presentation Read Chapter 14, C.L.U.E. 14
14	Continue Ch. 11 Business Presentations (Ch. 14), Team meeting	Voice message about team topic Continue work on presentation
15	<b>Exam 5</b> , Team meeting, Jobs speech Cushion	Practice presentation

16	<b>Team presentations/team member evaluations</b>	Celebrate, you did it! :)
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**\*\*\*Tentative, subject to change without prior notice\*\*\***