

**Basic Course Information**

Semester	<b>Fall 2019</b>	Instructor's Name	<b>Gordon Bailey</b>
Course Title & #	<b>Business Communications</b>	Instructor's Email	<a href="mailto:Gordon.bailey@imperial.edu"><b>Gordon.bailey@imperial.edu</b></a>
CRN #	<b>11551</b>	Webpage (optional)	
Room	<b>3109</b>	Office (PT Faculty:809)	<b>805</b>
Class Dates	<b>Aug 19<sup>th</sup> thru Dec 14<sup>th</sup> 2019</b>	Office Hours (n/a for PT Faculty)	<b>As posted</b>
Class Days	<b>Monday &amp; Wednesday</b>	Office Phone # (PT may use dept. number)	<b>760-355-6150</b>
Class Times	<b>09:40-11:05 am</b>	Who students should contact if emergency or other absence	<b>Please use Email</b>
Units	<b>3 Unit</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

**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**

Textbooks & Other Resources or Links Business Communication: Process and Product, 9 th edition, Guffey & Loewy, South-Western Cengage Learning (ISBN: 978-1-305-95796-1)

**Course Requirements and Instructional Methods**

Demonstration

Discussion

Individual Assistance

Lab Activity

Lecture

Distance Learning

Audio Visual

Computer Assisted Instruction

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.

**Course Grading Based on Course Objectives**

Grade Points

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

Possible Points	Assignment	Specs
550	Chapter tests	110 points per test
150	Messages	3 docs 25, 50, 75.
50	Other messages	25 points
150	Resume/Cover letter/Interview	50 points each
100	Team project	50 points team, 50 points individual

To receive full credit, work must be turned in on time, as designated by the instructor. No credit will be given for late work. Tests must be taken on time, there are no make-up tests. Interaction with the instructor and other students is an integral part of the learning process. However, you must personally use the keyboard and mouse in completing the assignments. All work submitted for grading must be your own. Cheating will result in an 'F' for the assignment or an 'F' for the course at the instructor's discretion. Also, please verify that you have enrolled in the class correctly as for a letter grade or credit/no-credit. Final grades will not be changed for any reason because of student negligence.

**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. **Consider:** specifics for your class/program
- 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 or 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: (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) use of a commercial term paper service

### **Additional Help – Discretionary Section and Language**

- 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. If you feel you need to be evaluated for educational accommodations, the DSP&S office is located in Building 2100, telephone 760-355-6313.

### **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](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/>