

Basic Course Information

Semester:	Fall 2025	Instructor Name:	Guillermo Salgado
Course Title & #:	BUS 260 – Business Communications	Email:	Guillermo.salgado@imperial.edu
CRN #:	10705	Webpage (optional):	www.imperial.edu
Classroom:	2726	Office #:	809 – Business Dept.
Class Dates:	August 14 – December 6	Office Hours:	Mon & Wednesday 1pm to 3pm
Class Days:	Thursday	Office Phone #:	760-355-5746
Class Times:	6:30PM – 9:40PM	Emergency Contact:	760-554-9081
Units:	3	Class Format:	Face-to-Face (in seat)

Course Description

This course will teach the principles of effective communication applied to business letters, memos, e-mail, resumes, and analytical reports. It includes the organization, writing, and presentation of business documents and incorporates the basic principles of speaking effectively for business. (CSU)

Course Prerequisite(s) and/or Corequisite(s)

ENGL 110 with a grade of "C" or better.

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.
2. Write a resume and cover letter as well as organize and conduct a mock interview.
3. Develop and present an oral report.
4. Identify challenges of intercultural communication and demonstrate how culture affects communication effectiveness.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

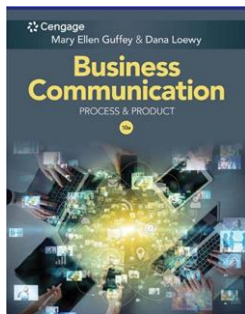
1. Demonstrate knowledge about interpersonal, group, and organizational communication.
2. Identify challenges of communicating with people from other cultures, explain how culture affects communication effectiveness, identify what electronic tools can do for the manager, and analyze ethical dilemmas 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

Title: Business Communication: Process & Product

1. **Edition:** 10th
2. **ISBN:** 9780357129234
3. **Author:** Mary Ellen Guffey, Dana Loewy
4. **Publisher:** Cengage Learning
5. **Copyright Year:** 2022



Course Requirements and Instructional Methods

Demonstration

Discussion

Individual Assistance

Lab Activity

Lecture

Distance Learning

Audio Visual

Computer Assisted Instruction

Course Requirements, via in Classroom Activities & Assignments, will include the following:

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.
3. Using a case study, write a positive,

negative, and persuasive message that meets workplace standards. 4. 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. 5. Research and write an analytical business report integrating graphics, and using an acceptable business format and writing style.

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.

Weekly Class Lecture, Power point presentations, and videos relating to Business Communication.

Exams - Midterm Exam & Final Exam, each valued at 100 points. Exams will be conducted / administered in class. Timed Exams, 2-hour window to complete each Exam. Multiple Choice format. 100 questions. Each question valued at 1 point. **A total of 200 points (20% of grade).**

Weekly Assignments:

1. **Chapter Zoom-In / Case Analysis Questions:** 3 questions, valued at 5 points each. 15 points per Chapter Assignment. *There are 16 Chapters, therefore student can opt to not submit 2 out of the 16 Chapter Zoom-In Assignments, and still have the opportunity to max out on points.*
A total of 200 possible points (20% of grade).
2. **Chapter Critical Thinking Case Analysis Questions:** Choose 1 to answer. 10 points per Chapter Assignment. *There are 16 Chapters, therefore student can opt to not submit 1 out of the 16 Chapter Critical Thinking Case Analysis Questions, and still have the opportunity to max out on points.*
A total of 150 possible points (15% of grade).
3. **Chapter Grammar Questions:** 10 questions, valued at 1 point each. *For this assignment, submit only 10 out of the 16 Chapter's Grammar Questions to have the opportunity to max out on points.*
A total of 100 possible points (10% of grade).

In Class Activities & Assignments:

1. **Chat About It** – Every Chapter Lecture will involve a team building and Oral Communication exercise to be executed during class by each student. Groups / Teams will be assigned 1 Question, in order to collaboratively derive an answer that will be shared with classmates. 10 Points per “Chat About It” Assignment.
A total of 150 possible points (15% of grade).
2. **ACTIVITY Assignment** – Every Chapter Lecture will include an ACTIVITY Assignment, to be discussed in class, yet completed at home. This assignment will require some researching and retrieval of information via internet, business articles, and other credible sources. Students may work on ACTIVITY individually, or grouped in a team. Instructor will announce on a week to week basis. 10 points per “ACTIVITY” Assignment.
A total of 150 possible points (15% of grade).
3. **Resume / Job Interview Assignment** – Assignment due by end of Final Class Session on Week 17. Additional information will be provided by Instructor during Week 1 Class Session regarding assignment.
A total of 50 possible points (5% of grade).

Course Grading Based on Course Objectives

Overall Points: 1,000

1000 – 900 points = A
800 – 899 points = B
700 – 799 points = C
600 – 699 points = D
0 – 599 points = F

Exams - Midterm Exam & Final Exam, each valued at 100 points. Exams will be conducted / administered in class. Timed Exams, 2-hour window to complete each Exam. Multiple Choice format. 100 questions. Each question valued at 1 point. **A total of 200 points (20% of grade).**

Weekly Assignments:

4. **Chapter Zoom-In / Case Analysis Questions:** 3 questions, valued at 5 points each. 15 points per Chapter Assignment. *There are 16 Chapters, therefore student can opt to not submit 2 out of the 16 Chapter Zoom-In Assignments, and still have the opportunity to max out on points.*
A total of 200 possible points (20% of grade).
5. **Chapter Critical Thinking Case Analysis Questions:** Choose 1 to answer. 10 points per Chapter Assignment. *There are 16 Chapters, therefore student can opt to not submit 1 out of the 16 Chapter Critical Thinking Case Analysis Questions, and still have the opportunity to max out on points.*
A total of 150 possible points (15% of grade).
6. **Chapter Grammar Questions:** 10 questions, valued at 1 point each. *For this assignment, submit only 10 out of the 16 Chapter's Grammar Questions to have the opportunity to max out on points.*
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In Class Activities & Assignments:

4. **Chat About It** – Every Chapter Lecture will involve a team building and Oral Communication exercise to be executed during class by each student. Groups / Teams will be assigned 1 Question, in order to collaboratively derive an answer that will be shared with classmates. 10 Points per “Chat About It” Assignment.
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A total of 50 possible points (5% of grade).

Course Policies

ATTENDANCE: A student who is absent for first class session, and does not communicate with Instructor before end of Week 2 will be dropped from course. 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. **Students who fail to attend class and complete required activities for 3 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.

ONLINE ETTIQUITE = 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 (!!!!)].

CLASSROOM ETTIQUITE: 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.

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 importance 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.

IVC Student Resources

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas.

Anticipated Class Schedule/Calendar

[Provide a tentative overview of the readings, assignments, tests, and/or other activities for the duration of the course. A table format as in the example below may be used for this purpose.]

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 1	Syllabus & Introduction Chapter 1 – Business Communication in the Digital Age Chat About It – In class Team Assignment /Discussion Video: Communication in Business #1 .	Lecture on Chapter 1 Homework (CH 1): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 2	<i>Chapter 2</i> – Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills Chat About It – In class Team Assignment /Discussion Video: Communication in Business #2	Lecture on Chapter 2 Homework (CH 2): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 3	<i>Chapter 3</i> – Intercultural Communication Chat About It – In class Team Assignment /Discussion Video: Communication in Business #3	Lecture on Chapter 3 Homework (CH 3): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 4	<i>Chapter 4</i> – Planning Business Messages Chat About It – In class Team Assignment /Discussion Video: Communication in Business #4	Lecture on Chapter 4 Homework (CH 4): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 5	<i>Chapter 5 - Organizing and Drafting Business Messages</i> Chat About It – In class Team Assignment /Discussion Video: Communication in Business #5	Lecture on Chapter 5 Homework (CH 5): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 6	<i>Chapter 6 – Revising Business Messages</i> Chat About It – In class Team Assignment /Discussion Video: Communication in Business #6	Lecture on Chapter 6, Homework (CH 6): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 7	<i>Chapter 7 – Short Workplace Messages and Digital Media</i> Chat About It – In class Team Assignment /Discussion Video: Communication in Business #7	Lecture on Chapter 7, Homework (CH 7): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 8	<i>Chapter 8 – Positive and Neutral Messages</i> Chat About It – In class Team Assignment /Discussion Video: Communication in Business #8 Review for Midterm (Chapters 1 thru 8)	Lecture on Chapter 8, Homework (CH 8): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1) *Midterm next week
Week 9	Week to Catch up on Lectures / Review for Midterm.	REVIEW FOR MIDTERM
Week 10	<i>Chapter 9 – Negative Messages</i> Chat About It – In class Team Assignment /Discussion Video: Communication in Business #9 Midterm (Chapters 1 thru 8)	Lecture on Chapter 9, Homework (CH 9): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 11	<i>Chapter 10 – Persuasive and Sales Messages</i> Chat About It – Discussion Question (homework via Canvas Discussion)	Lecture on Chapter 10, Pages Homework (CH 10): Zoom-In Questions (3)

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
	Video: Communication in Business #10	Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 12	<i>Chapter 11 – Report Writing Basics</i> Chat About It – In class Team Assignment /Discussion Video: Communication in Business #11	Lecture on Chapter 11, Homework (CH 11): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 13	Chapter 12 – Informal Business Reports Chat About It – In class Team Assignment /Discussion Video: Communication in Business #12	Lecture on Chapter 12, Homework (CH 12): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 14	Chapter 13 – Proposals, Business Plans & Formal Reports Chat About It – In class Team Assignment /Discussion Video: Communication in Business #13	Lecture on Chapter 13, Homework (CH 13): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 15	Chapter 14 – Business Presentations Chat About It – In class Team Assignment /Discussion Video: Communication in Business #14	Lecture Chapters 14, Homework (CH 14): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 16	<i>No Class This Week – Holiday.</i> <i>Chapter 15 - The Job Search, Résumés, and Cover</i> <i>Letters in the Digital Age</i> Chapter 16 – Interviewing & Following Up Chat About It – In class Team Assignment /Discussion	Lecture on Chapter 15 &16 Homework (CH 15 & 16): Zoom-In Questions (3) Critical Thinking Question (1) Grammar & Mech. Quest. (10) Activity Assignment (1)
Week 17	Review Chapter 15 & Chapter 16 Resume & Job - Mock Interview Assignment Final Exam covering Chapters 9 thru 16	Final Exam, Resume & Mock Interview Due before or at end of class session.

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*****Subject to change without prior notice*****