

Basic Course Information

Semester	Fall 2014	Instructor Name	Sylvia O. Lemus
Course Title & Number	Business Communications - BUS 260	Email	sylvia.lemus@imperial.edu
CRN #	10244	Webpage (optional)	Please refer to Blackboard
Prerequisite	ENGL 110 with a minimum grade of C or better		
Room	803	Office: Will communicate electronically outside of class	
Class Dates	08/18/14 – 12/13/14	Office Hours: Will communicate electronically outside of class	
Class Days	Thursday	Office Phone #	Cell: 760-556-8206
Class Times	6:30 pm – 9:40 pm	Office contact if student will be out or emergency	sylvia.lemus@imperial.edu
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:

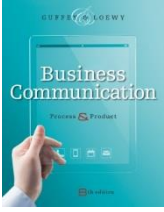
1. Use the writing process effectively to communicate positive, negative, and persuasive messages. (ILO1, ILO2, ILO4)
2. Write a resume and cover letter as well as organize and conduct a mock interview. (ILO1, ILO2, ILO4)
3. Develop and present an oral report. (ILO1, ILO2, ILO4)
4. Identify challenges 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

Readings from the textbook are assigned after most class sessions. To simulate typical business projects, a significant portion of your coursework will be completed in teams. Together you will discuss issues, plan documents and oral presentation, critique and revise documents, perform mock job interviews, and deliver an oral presentation to the class. Each member has the opportunity to evaluate your performance. All writing must be your own work and you must do all your own word processing. If you do not have good word processing skills, this is the time to learn. Handwritten documents are not acceptable.

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

Grading

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

Grading Scale:

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

Late Assignments will not be 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. **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.
- Food and drinks: No food or drinks may be brought to the classroom.

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 – Discretionary Section and Language

- 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 / Calendar

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 1 August 21	<ul style="list-style-type: none"> Syllabus & Introduction Personality Assessment Inventory 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 8/28/14 Text: <ul style="list-style-type: none"> Read Chap. 1 Vision Board
Week 2 August 28	<ul style="list-style-type: none"> Chapter 1, BUSINESS COMMUNICATION IN THE DIGITAL AGE Vision Board Presentation: Group A Discuss importance of communication skills and results of Activity 1.3. Introduce SpeakRight and SpellRight optional self-help online programs. Introduce Grammar/Mechanics Guide, Appendix A. 	Homework: Due on 9/4/14 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 3 September 4	<ul style="list-style-type: none"> Chapter 2, PROFESSIONALISM: TEAM, MEETING, LISTENING, NONVERBAL, AND ETIQUETTE SKILLS Chapter 3, INTERCULTURAL COMMUNICATION Vision Board Presentation: Group B 	Homework: Due on 9/11/14 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 4 September 11	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 9/18/14 Text: Activities 4.10 Web: <ul style="list-style-type: none"> Complete G/M C.L.U.E. exercises for Chapter 4 Personal Language Trainer, Adjectives and Adverbs

Imperial Valley College Course Syllabus – Business Communications – BUS 260

<p>Week 5 September 18</p>	<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. 	<p>Homework: Due on 9/25/14 Web:</p> <ul style="list-style-type: none"> G/M C.L.U.E. Exercise 5 Personal Language Trainer, Commas
<p>Week 6 September 25</p>	<ul style="list-style-type: none"> Chapter 6, REVISING BUSINESS MESSAGES Discuss assigned exercises. Collect and check in 6.1 to 6.9 	<p>Homework: Due on 10/2/14 Text:</p> <ul style="list-style-type: none"> Activity 6.12 Prepare list of weaknesses <p>Web:</p> <ul style="list-style-type: none"> Complete G/M C.L.U.E. exercises for Chapter 6
<p>Week 7 October 2</p>	<p>Unit One Two, Chapters 4-6</p> <ul style="list-style-type: none"> Chapter 7, SHORT WORKPLACE MESSAGES AND DIGITAL MEDIA 	<p>Homework: Due on 10/9/14 Text:</p> <ul style="list-style-type: none"> Activity7.1 Revise document and print <p>Web:</p> <ul style="list-style-type: none"> Complete G/M C.L.U.E. exercises for Chapter 7
<p>Week 8 October 9</p>	<ul style="list-style-type: none"> Chapter 8, POSITIVE MESSAGES Chapter 9, NEGATIVE MESSAGES 	<p>Homework: Due on 10/16/14 Text:</p> <ul style="list-style-type: none"> Activity8.9 Revise and print e-mail message Activity 9.5 Prepare list of weaknesses <p>Web:</p> <ul style="list-style-type: none"> Complete G/M C.L.U.E. exercises for Chapter 8 Complete G/M C.L.U.E. exercises for Chapter 9
<p>Week 9 October 16</p>	<ul style="list-style-type: none"> Chapter 10, PERSUASIVE MESSAGES Team Activity 10.10 	<p>Homework: Due on 10/23/14 Text:</p> <ul style="list-style-type: none"> Activity10.4 Revise and print e-mail message <p>Web:</p> <ul style="list-style-type: none"> Complete G/M C.L.U.E. exercises for Chapter10
<p>Week 10 October 23</p>	<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 10/30/14 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 Chapter11
<p>Week 11 October 30</p>	<ul style="list-style-type: none"> Chapter 12, INFORMAL BUSINESS REPORTS Chapters 13, PROPOSALS, BUSINESS PLANS, AND FORMAL REPORTS 	<p>Homework: Due on 11/6/14 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
<p>Week 12 November 6</p>	<ul style="list-style-type: none"> Chapter 14, BUSINESS PRESENTATIONS Begin to prepare Group Presentation 	<p>Homework: Due on 11/13/14 Text:</p> <ul style="list-style-type: none"> Group Activity: Complete the Review Questions for Chapter 14
<p>Week 13 November 13</p>	<ul style="list-style-type: none"> Chapter 15, THE JOB SEARCH AND RÉSUMÉS IN THE DIGITAL AGE 	<p>Homework: Due on 11/20/14 Text:</p> <ul style="list-style-type: none"> Prepare your Professional Resume Prepare a Cover Letter Prepare a Thank you for your interview

Imperial Valley College Course Syllabus – Business Communications – BUS 260

Week 14 November 20	<ul style="list-style-type: none">• Chapter 16, INTERVIEWING AND FOLLOWING UP• In-class Mock Interviews	Homework: Due on 12/4/14 Text: <ul style="list-style-type: none">• Prepare a Thank you for your interview• Prepare for Team Presentations
Week 15 December 4	Team Presentations	Prepare for Final
Week 16 December 11	Final	