



Basic Course Information

Semester:	Spring 2024	Instructor Name:	Guillermo Salgado
Course Title & #:	Business Communication BUS 260	Email:	Guillermo.salgado@imperial.edu
CRN #:	20073	Webpage (optional):	n/a
Classroom:	3112	Office #:	Building #100 – Student Services Building
Class Dates:	February 13 – June 4	Office Hours:	5pm to 6pm. Monday - Thursday
Class Days:	Tuesday	Office Phone #:	760-355-5746
Class Times:	6:30 pm – 9:40 pm	Emergency Contact:	760-554-9081
Units:	3	Class Format/Modality:	In Seat (On Campus)

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.

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

ENGL 105 or ENGL 110 or ESL 108 - 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.

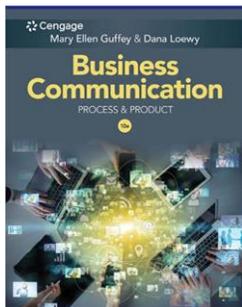
3. Demonstrate knowledge of the writing process including determining the purpose and channel for the message, envisioning the audience, adapting the message to the reader, organizing the message using appropriate strategy, writing the first draft, revising, and proofreading.
4. Write routine, good news, 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

This course is classified as “zero-cost”, meaning students are not required to purchase the textbook. Purchasing e-book or copy is highly advised, yet once again not required.

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

METHODS OF EVALUATION:

Class Activity
Mid-Term/Final Exam(s)
Essays
Oral Assignments
Skill Demonstration
Written Assignments

INSTRUCTIONAL METHODOLOGY:

Audio Visual

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Demonstration
Group Activity
Lecture & Discussion

Course Grading

Exams (40%): There will be 2 Exams, Midterm Exam & Final Exam, each valued at 200 points. Exams will be conducted / administered in class. Timed Exams, 2-hour window to complete each Exam. Multiple Choice format at 100 questions, each question valued at 2 points. **A total of 400 points (40% of grade).**

Weekly Assignments (25%): These assignments are considered work to be done at home.

1. **Chapter Zoom-In / Case Analysis Questions:** 3 questions, valued at 5 points each. 15 points per Chapter Assignment. *10 Zoom Cases will be assigned out of the 16 Chapters.* A total of 150 possible points (15% of grade).
2. **Chapter Critical Thinking Case Analysis Questions:** Choose 1 question to answer per Chapter. 10 points per Chapter Assignment. *There will be 10 Critical Thinking Questions Assigned.* A total of 100 possible points (10% of grade).

In Class Activities & Assignments (35%): During class, if time allows, we will discuss and work on the following Assignments (individually and in groups). For this reason, it is in all student's best interest to attend class, as there may be an opportunity to work on the following assignments.

1. **Chat About It** – Chapter Lectures will involve a team building and Oral Communication exercise to be executed during class by each student. There will be a total of 15 class sessions where this Chat About it – Group Activity will be graded. 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. If you do not attend class, you must submit this work via Canvas or in person during the following class session. A total of 15, at 10 points each. 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 15, at 10 points each. 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, and in class activities during the final 3 class sessions of the semester will allow students to work on Resume Project with classmates, and Instructor (resume workshop). A total of 50 possible points (5% of grade).

Exams (2): 400 points

Weekly Assignments: 250 points

In Class Activities & Assignments: 350 points.

Total Possible Points: 1,000 points

900-1000.....A

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800 - 899.....	B
700 -799.....	C
600 -699	D
Below 600	F

Academic Honesty (Artificial Intelligence -AI)

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

Course Policies

A student who fails to attend the first meeting of a class will be dropped by the instructor. Should readmission be desired, the student’s status will be the same as that of any other student who desires to add a class. Note: 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 who is absent 3 consecutive class sessions, unexcused, will be administratively dropped by Instructor. Those who do not attend the first class session (Week 1), and do not provide an excuse, will be dropped from course.

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.

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

Date or Week	Activity, Assignment, and/or Topic	Assignments & Exams
Week 1 February 13	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): Activity Assignment (1)
Week 2 February 20	<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) Activity Assignment (1)
Week 3 February 27	<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) Activity Assignment (1)
Week 4 March 5	<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) Activity Assignment (1)
Week 5 March 12	<i>Chapter 5</i> - Organizing and Drafting Business Messages 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) Activity Assignment (1)
Week 6 March 19	<i>Chapter 6</i> – Revising Business Messages Chat About It – In class Team Assignment /Discussion	Lecture on Chapter 6, Homework (CH 6): Zoom-In Questions (3)

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Date or Week	Activity, Assignment, and/or Topic	Assignments & Exams
	Video: Communication in Business #6	Critical Thinking Question (1) Activity Assignment (1)
Week 7 March 26	<i>Chapter 7</i> – Short Workplace Messages and Digital Media 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) Activity Assignment (1)
Week 8 April 2 – no class	<i>Chapter 8</i> – Positive and Neutral Messages Chat About It – homework, to be submitted upon return. Review for Midterm (Chapters 1 thru 8), to be shared via Canvas, and in class upon return from break.	Lecture on Chapter 8 to be shared via Canvas. Homework (CH 8): Activity Assignment (1)
Week 9 April 9	Week to Catch up on Lectures / Review for Midterm. MIDTERM REVIEW	REVIEW FOR MIDTERM
Week 10 April 16	<i>Chapter 9</i> – Negative Messages Chat About It – In class Team Assignment /Discussion Video: Communication in Business #9 Midterm Today (Chapters 1 thru 8)	Lecture on Chapter 9, Homework (CH 9): Zoom-In Questions (3) Critical Thinking Question (1) Activity Assignment (1)
Week 11 April 23	<i>Chapter 10</i> – Persuasive and Sales Messages Chat About It – In class Team Assignment /Discussion Video: Communication in Business #10 Midterm Review & Recap	Lecture on Chapter 10, Homework (CH 10): Zoom-In Questions (3) Critical Thinking Question (1) Activity Assignment (1)
Week 12 April 30	<i>Chapter 11</i> – Report Writing Basics 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) Activity Assignment (1)
Week 13 May 7	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) Activity Assignment (1)
Week 14 May 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): Activity Assignment (1)



Date or Week	Activity, Assignment, and/or Topic	Assignments & Exams
Wek 15 May 21	Chapter 14 – Business Presentations Chat About It – In class Team Assignment /Discussion Video: Communication in Business #14	Lecture Chapters 14, Homework (CH 14): Activity Assignment (1)
Week 16 May 28	<i>Chapter 15 - The Job Search, Résumés, and Cover Letters in the Digital Age</i> Chapter 16 – Interviewing & Following Up Chat About It – In class Team Assignment /Discussion Video: Communication in Business #15 & #16	Lecture on Chapter 15 &16 Homework (CH 15 & 16): Activity Assignment (1) Final Exam Study Guide
Week 17 June 4	Final Exam covering Chapters 9 thru 16 Resume & Job - Mock Interview Assignment	Final Exam, Resume & Mock Interview Due before or at end of class session.

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