

<b>Syllabus for: Bus52</b>	
<b>Semester &amp; Year:</b>	Spring 2013
<b>Course ID and Section Number:</b>	E2529 (032529)
<b>Number of Credits/Units:</b>	3
<b>Day/Time:</b>	Tuesday / Thursday 6:05 pm to 7:30 pm
<b>Location:</b>	CR Main Campus; Forum Bldg. Room FM107
<b>Instructor's Name:</b>	Laura A Wolfsen
<b>Contact Information:</b>	Office location and hours: ½ hour before and after class or by appointment. Phone: 707-476-4100 ext. 3084 Email: <a href="mailto:laura-wolfesen@redwoods.edu">laura-wolfesen@redwoods.edu</a> (preferred)
<b>Course Description:</b>	
<p>A course in written and oral communications for the business environment. Students analyze various business situations, producing reasoned and appropriate written or oral responses. Written communication focus on approach and composition of effective business letters, memorandums, e-mail messages and short reports. Oral communications include small group participation and oral powerpoint presentations.</p>	
<b>Student Learning Outcomes :</b>	
<ol style="list-style-type: none"> <li>1. Analyze the audience and identify the purpose of a business communication.</li> <li>2. Formulate logical, coherent, and convincing business communications appropriate for specific business purposes and audiences.</li> <li>3. Analyze, explain, and solve problems within the communication process.</li> <li>4. Recognize and eliminate significant errors in grammar, usage, and punctuation through careful editing and proofreading.</li> <li>5. Apply small-group communication techniques in teamwork assignments.</li> <li>6. Compile and compose an effective personal résumé and application letter.</li> </ol>	
<b>Special accommodations:</b>	
<p>College of the Redwoods complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Please present your written accommodation request at least one week before the first test so that necessary arrangements can be made. No last-minute arrangements or post-test adjustments will be made. If you have a disability or believe you might benefit from disability related services and may need accommodations, please see me or contact Disabled Students Programs and Services. Students may make requests for alternative media by contacting DSPS.</p>	

**Academic Misconduct:**

Cheating, plagiarism, collusion, abuse of resource materials, computer misuse, fabrication or falsification, multiple submissions, complicity in academic misconduct, and/ or bearing false witness will not be tolerated. Violations will be dealt with according to the procedures and sanctions proscribed by the College of the Redwoods. Students caught plagiarizing or cheating on exams will receive an “F” in the course.

The student code of conduct is available on the College of the Redwoods website at:

<http://www.redwoods.edu/District/Board/New/Chapter5/Ap5500.pdf>

College of the Redwoods is committed to equal opportunity in employment, admission to the college, and in the conduct of all of its programs and activities.

**COLLEGE OF THE REDWOODS**  
**BUSINESS DEPARTMENT**

(Please Note: This syllabus is subject to change)

**Course Number: BUS52 Syllabus, Spring 2013**

**Course Title: Business Communications (E2529)**

Lecture: 2 sessions weekly; 3 Units

Tuesday / Thursday, 6:05 – 7:30 pm

Location: Eureka Main Campus, Forum Bldg, Room FM104

Pre-requisites: Bus-152, Engl-150 or equivalent

Instructor: Laura Wolfsen, BS Business; MBA

Office Hours: Half hour before class, after class & by appointment

Phone: 707-476-4100 ext. 3084

Email: [laura-wolfesen@redwoods.edu](mailto:laura-wolfesen@redwoods.edu)

**Course Description**

This course is a study in business communication, which utilizes a strategic model that once understood, will allow students to analyze business communication situations and design effective workplace communications to address them. This course integrates written and oral communication concepts, integrating current technology.

**Text**

Required:

BCOM4, 2012-2013 edition. Carol M. Lehman and Debbie D. DuFrene, South-Western, Cengage Learning. (ISBN-10: 1-133372430)

Other Recommended: None

**Student Learning Outcomes**

Upon successful completion of this course, the student will be able to:

- Analyze the audience and identify the purpose of a business communication.
- Formulate logical, coherent, and convincing business communications appropriate for specific business purposes and audiences.
- Analyze, explain, and solve problems within the communication process.
- Recognize and eliminate significant errors in grammar, usage, and punctuation through careful editing and proofreading.
- Apply small-group communication techniques in teamwork assignments.
- Compile and compose an effective personal résumé and application letter.

## Organization of Course

### Class Participation

Students are expected to attend all lectures, as attendance is required. Participation is a critical part of the learning process and is closely associated with attendance. Lack of participation and excessive absences will jeopardize the status of the student in that course objectives may not be met. For this reason, your attendance will affect your grade as follows:

- 0-3 absences – No Deduction, positive bubble impact
- ≥4 absences – Negative bubble impact

The only exception to this policy is for an emergency. In that case, you need to notify me in **advance** that you will be unable to attend class.

### Teaching/Learning Methodologies

Student participation is critical to the overall success of the class. Active involvement in the learning process is essential. Instructors serve as facilitators of learning and engage students in a variety of activities to promote the acquisition of communication skills. Reading course materials is essential to achieving subject matter mastery, and students should come to class prepared.

Though lecture is an important element of the classroom experience, additional participative activities (e.g. discussion, reflection and application) enhance the learning process. Each member of the class, instructor and student alike, is responsible for creating an effective and enjoyable learning environment.

**Note: If you are having difficulty with course content or assignments, please make an appointment with your instructor immediately.**

Students with special needs will be accommodated. Please let your instructor know about any special needs that you may have and contact College of the Redwoods' Disabled Student Programs and Services (DSPS) at 707-476-4280 for information and assistance with support services.

**Classroom Conduct** (Reference Student Code of Conduct in College of the Redwoods 2012-2013 Catalog)

- Attendance - Please be prompt. Late arrivals are disruptive to both lectures and class discussion and show disrespect to those who are on time.
- Be prepared for class.
- **No Cell Phones.** Please turn off your cell phone (or any other electronic devices) prior to entering the classroom.
- Respect all class participants.
- No sunglasses are to be worn in the classroom.
- Students missing more than five consecutive class sessions will be dropped from the class.

## Grading

- Evaluation will be based on quizzes, assignments, midterm and final examination.
- Exams – The midterm and final are 100 points each and are not cumulative; each will contain a maximum four point bonus (Essay Question). Exam questions will be variable.
- Sakai's MyCR will be utilized to take quizzes, post class lecture slides and track student progress. The results of all quizzes, exams and assignments will be posted on MyCR.

### Percentage of Grade:

Quizzes	20%
Assignments	20%
Midterm	30%
Final	<u>30%</u>
	100%

Grading Scale:	93-100%	=	A	90-92%	=	A-		
	83-86%	=	B	87-89%	=	B+	80-82%	= B-
	70-76%	=	C	77-79%	=	C+		
	60-69%	=	D					

If your final grade is on the "bubble" (e.g., 79% or 89%, **class participation will be the deciding factor.** Extra credit is at the Instructor's discretion.

### Assignments

- Five quizzes with the lowest score deleted from final grade calculation. No make-up quizzes will be administered. All quizzes are on-line through MyCR.
- Written Assignments are due at the beginning of class.
  - There are five (5) assignments. Together they comprise 20% of the grade.
  - For unexcused tardiness and unexcused absences, assignments submitted after class begins will be considered late. Late assignments will receive a 50% deduction. Any assignment turned in more than one week late will receive no credit. For excused tardiness and excused absences a minimum two-hour notification prior to class is required via e-mail. Midterm and Final exams **cannot** be made up.
- Attendance is required for all presentations. There will be no make-up presentations. It is expected you will attend your fellow classmates' presentations as a professional courtesy – even if you have already completed your presentation.

## Assignment, Quiz and Exam Blueprint

All quizzes are scheduled as on-line activities and are 10 points each, lowest score dropped. Quizzes are available on-line for several days. Missed quizzes cannot be made up without prior arrangements. Assignments are due at the beginning of the class period. The five assignments have a cumulative value of 345 points. Exams (midterm & final) are not cumulative. Extra points: Midterm & final will include a maximum of 4 bonus points each in the form of an Essay Question. Other extra points are at the discretion of the instructor.

Students are responsible for information about academic dishonesty and plagiarism as stated in the 2012-2013 College of the Redwoods Catalog. Academic dishonesty will not be tolerated.

Please review the policy for "Incomplete" grade assignments as described in the 2012-2013 College of the Redwoods Catalog.

Quiz #1 (1/24) – 10 points	Topic: Chapters 1 & 2
Assignment #1: The Toast (1/29) - 40 points	Topic: Chapter 3
Quiz #2 (2/14) – 10 points	Topic: Chapter 10
Assignment #2: Virtual (2/21) – 45 points	Topic: Chapter 12
Assignment #3: Presentation (2/26) - 100 points	Topic: Chapter 12
Midterm (3/7) – 100 points Comprehensive – Chapters 1-5, 10 & 12 Bonus – Essay Question – up to 4 points	
Quiz #3 (3/21) – 10 points	Topic: Chapter 6
Assignment #4: Bad News (3/28) - 75 points	Topic: Chapter 7
Quiz #4 (4/4) – 10 points	Topic: Chapter 8
Quiz #5 (4/18)	Topic: Chapters 9 & 11
Assignment #5: Resumes & Interviewing (4/22) – 75 points	Topic: Chapters 13 & 14
Final Exam (5/7) – 100 points Comprehensive – Chapters 6-9, 11, 13 & 14 Bonus – Essay Question – up to 4 points	

## BUSINESS COMMUNICATIONS (Bus52) SCHEDULE\*

### Spring 2013

DATE	Exams, etc.	TOPIC	Reading Assignment
Week 1 1/15 & 1/17	Welcome	Orientation to the course / Intro Assignment Establishing a Framework for Business Communication	Syllabus Chap 1
Week 2 1/22 & 1/24	Quiz #1 Ch 1-2	Focusing on Interpersonal & Group Communication	Chap 2
Week 3 1/29 & 1/31	Assignment #1	Planning Spoken & Written Messages Toasts	Chap 3
Week 4 2/5 & 2/7		Preparing Spoken & Written Messages Communicating Electronically	Chap 4/5
Week 5 2/12 & 2/14	Quiz #2 Ch 10	Managing Data & Using Graphics	Chap 10
Week 6 2/19 & 2/21	Assignment #2	Designing & Delivering Business Presentations	Chap 12
Week 7 2/26 & 2/28	Assignment #3	Business Presentations	Chap 12
Week 8 3/5 & 3/7		Midterm Review MIDTERM EXAM	Chapters 1-5, 10 & 12
Week 9 3/12 & 3/14		Spring Break	
Week 10 3/19 & 3/21	Quiz #3 Ch 6	Delivering Good & Neutral News Messages	Chap 6
Week 11 3/26 & 3/28	Assignment #4	Delivering Bad News Messages	Chap 7
Week 12 4/2 & 4/4	Quiz #4 Ch 8	Delivering Persuasive Messages	Chap 8
Week 13 4/9 & 4/11		Understanding Report Process & Research Methods	Chap 9
Week 14 4/16/& 4/18	Quiz #5 Ch 9/11	Organizing & Preparing Reports & Proposals	Chap 11
Week 15 4/23 & 4/25	Assignment #5	Preparing Resumes & Application Messages	Chap 13
Week 16 4/30 & 5/2		Interviewing & Preparing Employment Messages Final Exam Review	Chap 14
Week 17 5/7	5:30 - 7:30 pm	FINAL EXAM	Chapters 6-9, 11, 13 & 14

\*Please Note: This schedule is tentative and subject to change.