

BUS 52 – Business Communications Syllabus

Semester & Year: Fall 2013
Course ID and Section Number: BUS 52 – E5079
Number of Credits/Units: 3.0
Day/Time: TTH 4:30PM – 5:55PM
Location: HU 218
Textbook: See below
Instructor's Name: Chris Gaines
Contact Information: Office location: HU 108B
Office hours: W 9-10AM, TTH 12:15-1:15PM, and by appt
Phone: 707-476-4564
Email: chris-gaines@redwoods.edu (**preferred contact method**)

Course Description (catalog description as described in course outline):

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.

Student Learning Outcomes (as described in course outline):

1. Apply communication terms and concepts to analyze, plan and deliver effective written or oral messages in any business or social setting.
2. Apply effective business presentation skills and guidelines (both content and speaking style).
3. Formulate an effective job search strategy (interview skills, effective resume writing, composing application letters).

Special accommodations: 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.

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.

COURSE MATERIALS

The Market Research Toolbox: A Concise Guide for Beginners. ISBN **978-1412991742**

COURSEWORK

100% of your grade will be based on your contribution to the project.

SCHEDULE

Week	Week Starts	Objectives
1	Aug 26	Orientation to project and data, career and job search
2	Sep 2	Gather data for preliminary scan
3	Sep 9	Analyze data for preliminary scan
4	Sep 16	Preliminary Scan Completed
5	Sep 23	Design Survey
6	Sep 30	Administer Survey
7	Oct 7	Administer Survey
8	Oct 14	Analyze Survey
9	Oct 21	Create Focus Groups
10	Oct 28	Conduct Focus Groups
11	Nov 4	Analyze Focus Groups
12	Nov 11	Design 4 Ps, Begin Pro Formas
13	Nov 18	No class
14	Nov 25	Design 4 Ps, Continue Pro Formas
15	Dec 2	Design 4 Ps, Finish Pro Formas
16	Dec 9	Assemble Components