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| Syllabus for: (name of class) | |
| Business 52: Business Communications | |
| Semester & Year: | Spring 2014 |
| Course ID and Section Number: | BUS-52-E5732 |
| Number of Credits/Units: | 3 |
| Day/Time: | M/W 10:05 – 11:30 AM |
| Location: | HU 216 |
| Instructor's Name: | Michael Dennis |
| Contact Information: | Office location and hours: HU 108A, M 1:15-2:45 Phone: 476 4367 Email: michael-dennis@redwoods.edu |
| 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) : | |
| <ol style="list-style-type: none"> 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 accommodations document to me as promptly as possible so that necessary arrangements can 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. | |
| 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://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf | |
| Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the college catalog and on the College of the Redwoods homepage. | |
| 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.

Textbook: BCOM by Lehman. ISBN 978-1-2850-9424-3

Prerequisites: English 150.

Recommended Preparation: CIS-100.

MyCR: This course will not make use of MyCR. We will be using Google Docs and other Google Apps.

Course Calendar: (Subject to instructor's revision)

| Week | Week Starts | Activities |
|------|-------------|------------------------------------|
| 1 | Jan 20 | |
| 2 | Jan 27 | |
| 3 | Feb 3 | |
| 4 | Feb 10 | Take-Home Exam #1 |
| 5 | Feb 17 | |
| 6 | Feb 24 | |
| 7 | Mar 3 | Take-Home Exam #2 |
| 8 | Mar 10 | |
| 9 | Mar 17 | |
| 10 | Mar 24 | |
| 11 | Mar 31 | Brand Brief Draft Presentation Due |
| 12 | Apr 7 | |
| 13 | Apr 14 | |
| 14 | Apr 21 | Final Presentation File Due |
| 15 | Apr 28 | |
| 16 | May 5 | Take-home exam #3 |
| 17 | May 12 | Final Presentation Performance |

Course Requirements:

Take-Home Exam #1: This take-home exam will center around communication strategies for a business or other organization that must manage a 'bad news' event.

Take-Home Exam #2: This take-home exam will center around expressing an educational-career plan and communicating that plan in a way that is both ethical and effective.

Take home Exam #3: This take-home exam will center around a SWAT analysis of the college's 'Brand Brief.'

Final Presentation: Students will construct a presentation of the college's brand brief. They will deliver this presentation to at least one real world group outside the classroom. (College committee, chamber of commerce, high school, etc.)