

Syllabus for: Bus52 – Business Communications	
Semester & Year:	Spring 2015
Course ID and Section Number:	E7195 (031795)
Number of Credits/Units:	3
Day/Time:	Tuesday / Thursday 6:05 pm to 7:30 pm
Location:	CR Eureka Main Campus; HU218
Instructor's Name:	Laura A Wolfsen
Contact Information:	Office location and hours: ½ hour before and after class or by appointment. Email: Thru MyCR or laura-wolfesen@redwoods.edu
Course Description:	
<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>	
Student Learning Outcomes :	
<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:	
<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:	
<p>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.</p>	

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.

Emergency Procedures

Please review the campus evacuation sites, including the closest site to this classroom (posted by the exit of each room) and review www.redwoods.edu/safety.asp for information on campus Emergency Procedures.

During an evacuation:

- Be aware of all marked exits from your area and building. Know the routes from your work area to the nearest exits.
- Once outside, move to the nearest evacuation point outside your building.
- Keep streets and walkways clear for emergency vehicles and personnel.
- Do not leave campus, unless it has been deemed safe by the Incident Commander or campus authorities. (Eureka Main Campus: Be aware CR's lower parking lot and 101 frontage are within the Tsunami Zone).

RAVE – College of the Redwoods has implemented an emergency alert system. Everyone is entered already to receive a message at their CR email address. In the event of an emergency on campus, you can also elect to receive an alert through your personal email, and/or phones at your home, office, and cell. This emergency alert system will be available to all students, staff, and other interested parties.

Registration is necessary in order to receive emergency alerts. Please go to <https://www.GetRave.com/login/Redwoods> and use the "Register" button on the top right portion of the registration page to create an account. During the registration process you can elect to add additional information, such as office phone, home phone, cell phone, and personal email. Please use your CR email address as your primary Registration Email. Your CR email address ends with "[redwoods.edu](http://www.redwoods.edu)."

COLLEGE OF THE REDWOODS
BUSINESS DEPARTMENT

(Please Note: This syllabus is subject to change)

Course Number: BUS52 Syllabus, Spring 2015

Course Title: Business Communications (E7195 / 037195)

Lecture: 2 sessions weekly; 3 Units
Tuesday / Thursday, 6:05 pm – 7:30 pm
Location: Main Campus, HU218

Pre-requisites: English 150 with a minimum grade of "C"

Instructor: Laura Wolfsen, BS Business; MBA
Office Hours: Half hour before class, after class & by appointment
Email: thru MyCR/Canvas Messages (preferred) or 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:
BCOM, 6th edition. Carol M. Lehman and Debbie D. DuFrene, South-Western, Cengage Learning. (ISBN-13: 978-1-285-43271-7)

Other Recommended: None

Student Learning Outcomes

- Upon successful completion of this course, the student will be able to:
- Apply communication terms and concepts to analyze, plan and deliver effective written or oral messages in any business or social setting.
 - Apply effective business presentation skills and guidelines (both content and speaking style).
 - Formulate an effective job search strategy (interview skills, effective resume writing, composing application letters).

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:

- 0-4 absences – No Deduction, positive bubble impact
- >5 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 2014-2015 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; chewing gum is also prohibited.
- Students missing more than four 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.
- Canvas or MyCR will be utilized to post class lecture slides and track student progress. The results of all quizzes, exams and assignments will be posted on Canvas/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 thru MyCR/Canvas.
- Written Assignments are due at the beginning of class.
 - There are five (5) assignments: 1) Intro presentation; 2) Business presentation; 3) Virtual assignment; 4) Bad News Assignment; 5) Job search Assignment
 - Assignments (including quizzes) 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. The Midterm exam is worth 30% of the grade; the Final exam is worth 30% of the grade.
- 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 for a total of 40 points (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 305 points. Exams (midterm & final) are 100 points each and 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 2014-2015 College of the Redwoods Catalog. Academic dishonesty will not be tolerated.

Please review the policy for "Incomplete" grade assignments as described in the 2014-2015 College of the Redwoods Catalog.

Quiz #1 (1/29) – 10 points Topic: Chapters 1&2

Assignment #1 (2/3) - 35 points Topic: Chapter 3

Quiz #2 (2/19) – 10 points Topic: Chapter 10

Assignment #2 (2/26) - 45 points Topic: Chapter 12

Assignment #3 (3/3) - 100 points Topic: Chapter 6-8

Midterm (3/12) – 100 points
 Comprehensive – Chapters 1-5, 10 & 12
 Bonus – Essay Question – up to 4 points

Quiz #3 (3/26) – 10 points Topic: Chapter 6

Assignment #4 (4/2) – 75 points Topic: Chapter 7

Quiz #4 (4/9) – 10 points Topic: Chapter 8

Quiz #5 (4/23) – 10 points Topic: Chapters 9 & 11

Assignment #5 (4/28) – 50 pts Topic: Chapters 13 & 14

Final Exam (5/12) – 100 points
 Comprehensive – Chapters 6-9, 11, 13 & 14
 Bonus – Essay Question – up to 4 points

BUSINESS COMMUNICATIONS (Bus52) SCHEDULE*

Spring 2015

DATE	Exams, etc.	TOPIC	Reading Assignment
Week 1 1/20 & 1/22	Welcome	Orientation to the course / Intro Assignment Establishing a Framework for Business Communication	Syllabus Chap 1
Week 2 1/27 & 1/29	Quiz #1 Ch 1-2	Focusing on Interpersonal & Group Communication	Chap 2
Week 3 2/3 & 2/5	Assignment #1	Planning Spoken & Written Messages "The World" Presentations	Chap 3
Week 4 2/10 & 2/12		Preparing Spoken & Written Messages Communicating Electronically	Chap 4/5
Week 5 2/17 & 2/19	Quiz #2 Ch 10	Managing Data & Using Graphics	Chap 10
Week 6 2/24 & 2/26	Assignment #2	Designing & Delivering Business Presentations	Chap 12
Week 7 3/3 & 3/5	Assignment #3	Business Presentations	
Week 8 3/10 & 3/12		Midterm Review MIDTERM EXAM	Chapters 1-5, 10 & 12
Week 9 3/17 & 3/19		Spring Break	
Week 10 3/24 & 3/26	Quiz #3 Ch 6	Delivering Good & Neutral News Messages	Chap 6
Week 11 3/31 & 4/2	Assignment #4	Delivering Bad News Messages	Chap 7
Week 12 4/7 & 4/9	Quiz #4 Ch 8	Delivering Persuasive Messages	Chap 8
Week 13 4/14 & 4/16		Understanding Report Process & Research Methods	Chap 9
Week 14 4/21 & 4/23	Quiz #5 Ch 9/11	Organizing & Preparing Reports & Proposals	Chap 11
Week 15 4/28 & 4/30	Assignment #5	Preparing Resumes & Application Messages	Chap 13
Week 16 5/5 & 5/7		Interviewing & Preparing Employment Messages Final Exam Review	Chap 14
Week 17 5/12		FINAL EXAM (5:30 pm - 7:30 pm)	Chapters 6-9, 11, 13 & 14

*Please Note: This schedule is tentative and subject to change. (Revised 1/15/2015)