

**Syllabus for BUS 52 Business Communications – Pelican Bay**

|                                |                            |                                 |
|--------------------------------|----------------------------|---------------------------------|
| <b>Semester &amp; Year</b>     | Spring 2018                |                                 |
| <b>Course ID and Section #</b> | BUS-52 D5364               |                                 |
| <b>Instructor's Name</b>       | Mrs. Johnson               |                                 |
| <b>Day/Time</b>                | Mondays, 5:00-8:10 pm      |                                 |
| <b>Location</b>                | Pelican Bay – B Yard       |                                 |
| <b>Number of Credits/Units</b> | 3.0 units                  |                                 |
| <b>Contact Information</b>     | <i>Office location</i>     | N/A                             |
|                                | <i>Office hours</i>        | By appointment                  |
|                                | <i>Phone number</i>        | (707) 465-2300                  |
|                                | <i>Email address</i>       | Bernadette-johnson@redwoods.edu |
| <b>Textbook Information</b>    | <i>Title &amp; Edition</i> | BCOM 9 <sup>th</sup> Edition    |
|                                | <i>Author</i>              | Lehman - Dufrene                |
|                                | <i>ISBN 10</i>             | 1-337-11684-X                   |

**Course Description**

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:**

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).

**Skills:** *What abilities must students have in order to demonstrate course outcomes?*

1. Analyze a situation or problem presented in written form and develop an effective business communication appropriate to the situation.
2. Develop and organize written and oral communications that demonstrate both unity and coherence.
3. Critique writing to identify errors, revise and edit effectively.

**Concepts:** *What terms and ideas will students need to understand and be conversant with as they demonstrate course outcomes?*

1. Methods of writing business communications, including format and purpose-driven, focused letters, memos and reports.
2. The relationship of tone, purpose, and audience in business communications and presentations.

**Issues:** *What primary tensions or problems inherent in the subject matter of the course will students engage?*

1. Importance of diversity and the global environment in composing effective communications.
2. Linguistic and organizational choices when composing business communications for different audiences.

## Syllabus for BUS 52 Business Communications – Pelican Bay

### 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 at 707-465-2352.

### Academic Support

Academic support is available at [Counseling and Advising](#) and includes academic advising and educational planning, [Academic Support Center](#) for tutoring and proctored tests, and [Extended Opportunity Programs & Services](#), for eligible students, with advising, assistance, tutoring, and more.

### Academic Honesty

In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left primarily to the discretion of the faculty member. In such cases, where the instructor determines that a student has demonstrated academic dishonesty, the student may receive a failing grade for the assignment and may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500) is available on the College of the Redwoods website at: <http://www.redwoods.edu/board/Board-Policies/Chapter-5-Student-Services>. 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 website.

### Disruptive Classroom Behavior

Student behavior or speech that disrupts the instructional setting will not be tolerated. Disruptive conduct may include, but is not limited to: unwarranted interruptions; failure to adhere to instructor's directions; vulgar or obscene language; slurs or other forms of intimidation; physically or verbally abusive behavior. In such cases, where the instructor determines that a student has disrupted the educational process, a disruptive student may be temporarily removed from class. In addition, he or she may be reported the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500) is available on the College of the Redwoods website at: <http://www.redwoods.edu/board/Board-Policies/Chapter-5-Student-Services>. 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 website.

### Emergency Procedures:

Students and faculty will follow the emergency protocols of Pelican Bay State Prison. Students are expected to be familiar with, and adhere to all safety procedures and guidelines pertinent to the location of their class. Pelican Bay Custody will be consulted for guidance with any safety concerns.

*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.*

### **Creating a Respectful Classroom Environment**

One of the most rewarding aspects of college is the opportunity to engage with people who have different opinions, life experiences, and values than oneself. As such, students and faculty are expected to maintain a professional tone and to treat one another with respect, especially in moments of disagreement or controversy. This means listening actively and maintaining an attitude of professionalism and openness to learning something new from those around you.

An effective classroom culture is *also* one where personal boundaries are respected. Personal boundaries include one's physical space, as well as the sharing of personal information and details about one's life experiences. Neither students or faculty will be expected to share personal information that they do not feel is appropriate and/or relevant to the learning environment.

#### **Examples of Respectful Behavior in the Classroom:**

- ✓ Remaining quiet when someone else is talking.
- ✓ Actively listening to others, especially during presentations.
- ✓ Following instructions from the professor.
- ✓ Asking questions when information is unclear.
- ✓ Coming prepared to each class.
- ✓ Refraining from "side talking", or distracting behavior during class.
- ✓ Offering suggestions and solutions when appropriate.

This course is designed to familiarize students with how to effectively communicate in the business world, so special emphasis will be given to using professional language during class. By using business terminology in class students will gain familiarity and confidence in using this type of language in real life situations.

**Below are the benchmarks for achieving letter grades for this course.** Students should retain ALL graded work in the unlikely event that there is any discrepancy in the overall grade.

#### **Grading:**

93-100% = A  
90-92% = A-  
87-89% = B+  
83-86% = B  
80-82% = B-  
77-79% = C+  
70-76% = C  
60-69% = D  
0-59% = F

**Course Outline** –Below is the plan for assignments to be completed over the semester. Students are expected to complete assignments per this plan, regardless of class cancelations or absences. The instructor reserves the right to change this plan, if needed. Students will be informed of any major changes to the plan in writing, whenever possible. Chapter reading is to be completed prior to arriving for class. **Late assignments may receive up to a 20% deduction in points.**

| <b>Class Meeting</b>    | <b>Chapter Reading</b> | <b>Assignment Due</b>                 |
|-------------------------|------------------------|---------------------------------------|
| Jan 15 - Holiday        | NO Class               | NO Class                              |
| Jan 22                  |                        | Review Syllabus                       |
| Jan 29                  | 1                      | Quiz 1                                |
| Feb 5                   | 2                      | Quiz 2                                |
| Feb 12                  | 3                      | Quiz 3, Individual Presentation       |
| Feb 19 - Holiday        | NO Class               | NO Class                              |
| Feb 26                  | 4 & 6                  | Quiz 4                                |
| March 5                 | 7                      | Quiz 5                                |
| March 12 - Spring Break | NO Class               | NO Class                              |
| March 19                | 8 & 9                  | Study Guide, Quiz 6,                  |
| March 26                | 10                     | Mid Term                              |
| April 2                 | 11                     | Quiz 7, Team Presentations - Bad News |
| April 9                 | 12                     | Quiz 8                                |
| April 16                | 13                     | Quiz 9                                |
| April 23                | 14                     | Quiz 10                               |
| April 30                | Final Review           | Resume, Role Play Interviews          |
| May 7                   |                        | Final Exam                            |

| <b>Assignment</b>                             | <b>Point Value</b>      |
|---|-------------------------|
| Individual Presentation                       | 50                      |
| Current Events – (3)                          | 150 total (50 pts each) |
| Mid-Term Study Guide                          | 50                      |
| Team Presentation – Bad News                  | 100                     |
| Resume  | 100                     |
| Class Participation                           | 200                     |
| Reading Quizzes                               | 100                     |
| Mid Term                                      | 100                     |
| Final Exam                                    | 150                     |
| <b>Total</b>                                  | <b>1000 points</b>      |
| <i>Extra Credit – Job Interview Role Play</i> | 25                      |

**Individual Presentation:** Each student will give an oral presentation to the class. Students will choose from a variety of topics. Grading for this assignment will be based on the following:

- 1- **Introduction:** Student clearly introduces self, subject matter, and purpose of speech.
- 2- **Content:** Student provides information that is relevant, interesting and well organized.
- 3- **Style:** Student manages and minimizes speech anxiety, and chooses language appropriate for audience, and intended purpose of the speech. Verbal and non-verbal language is effective.
- 4- **Conclusion:** Student provides a clear, well-organized and interesting summary of the content.
- 5- **Feedback:** Student provides time for audience question and receives feedback in a professional manner.

**Current Events:** Each student will present 3 “current events in business” to the class over the course of the semester. Each report will include the title of the article, source and date of publishing. The current event must be tied to a concept related to the course content and/or textbook. A **one page summary** will be submitted for each and will include the following:

- 1) **Why did you choose this article? What did you learn?**
- 2) **How does it relate to our class?**
- 3) **What questions do you have after reading this article? What would you like to know more about?**

#### **Mid Term Study Guide:**

Students will create a 2-3 page study guide in preparation for the mid-term exam. The study guide is an example of a written business document. The study guide will be an outline of key concepts from the textbook provided in a well-organized, easy to read format that may include illustrations and/or charts.

#### **Team Presentation – Bad News:**

Students will work in teams of 3-5 to create a cohesive communication strategy to respond to a situation where “bad news” must be given in a simulated business environment. Case studies will be provided by instructor. Students will present their communication strategy, including examples of what will be communicated to whom, as well as when and how. The team will turn in a written 1-2 pg. document that outlines their strategy. Further details will be provided in class regarding the specific expectations of this assignment.

#### **Resume:**

Each student will prepare a 1-2 page resume to include the following:

- ✓ **Contact information**
- ✓ **Desired Position**
- ✓ **Skills**
- ✓ **Experience**
- ✓ **Education**

**Class Participation:**

**Before class** - Student are expected to come prepared to learn. This means chapter reading has been done ahead of time, required materials are brought to class. Students have set aside an appropriate amount of study time outside of class.

**During class** – Students display active listening, respectful communication, and are fully engaged and cooperative during all class activities. Assignments are turned in on time.

**After class** – Students take time to review information provided during class.

*Each student will self-evaluate their participation at the end of the course. The participation grade will be based on this self-evaluation and the observations of faculty.*

**Reading Quizzes:**

There will be 10 quizzes based on the assigned chapter reading per course outline. Questions will be primarily short answer and/or essay format.

**Mid-Term:**

The mid-term exam will cover chapters 1,2, 3, 4, 6, 7, 8 and 9.

**Final Exam:**

The final exam will be cumulative and will cover **all assigned chapters**.

**Extra Credit:**

Students will be given the opportunity to participate in a “moc” job interview role-play at the end of the semester.