

Syllabus for BUS-52 – Business Communication – Del Norte Education Center

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|--------------------------------|----------------------------|--------------------------------|
| Semester & Year | Spring 2018 | |
| Course ID and Section # | D5365 | |
| Instructor's Name | Ms. Rowan | |
| Day/Time | Tuesday – 5:00 – 8:10 p.m. | |
| Location | Pelican Bay | |
| Number of Credits/Units | 3 | |
| Contact Information | <i>Office location</i> | To Be Arranged |
| | <i>Office hours</i> | By Appointment; To Be Arranged |
| | <i>Phone number</i> | Dean's Office: 707-476-4341 |
| | <i>Email address</i> | sandra-rowan@redwoods.edu |
| Textbook Information | <i>Title & Edition</i> | BCOM 9 th Edition |
| | <i>Author</i> | Lehman/Dufrene |
| | <i>ISBN</i> | 978-1-337-11687-9 |

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, email messages and short reports. Oral communications include small group participation and oral PowerPoint presentations.

Student Learning Outcome

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, and 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 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.

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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 for the Del Norte campus:

Please review the campus evacuation sites, including the closest site to this classroom (posted by the exit of each room). The Crescent City campus emergency map is available at (<http://www.redwoods.edu/delnorte/Maps-and-Directions; scroll down to the Safety Map>). For more information on Public Safety, go to <http://redwoods.edu/publicsafety> In an emergency that requires an evacuation of the building:

- Be aware of all marked exits from your area and building.
- 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 campus authorities.

RAVE – College of the Redwoods has implemented an emergency alert system. In the event of an emergency on campus, you can receive an alert through your personal email, and/or phones at your home, office, and cell. 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.” Please contact Public Safety, 707-476-4112, security@redwoods.edu, if you have any questions.

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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.

BUS-52 Business Communication
Spring 2018
Course Syllabus for Section D5365

Lecture Format: 3 Units
Meeting Day/Time: Tuesday – 5:00 8:10 p.m.
Location: Pelican Bay – B Yard

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

Instructor: Ms. Rowan, BA Public and Interpersonal Communication, Psychology: MBA
Office Hours: Half hour before class, after class, and by appointment
Contact Information: via Pelican Bay Education Department

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, email messages and short reports. Oral communications include small group participation and oral PowerPoint presentations.

TEXT:

Required: BCOM, 9th Edition. Carol M. Lehman and Debbie D. DuFrene, South-Western, Cengage Learning. (ISBN: 978-1-337-11687-9)

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, and composing application letters).

COURSE POLICIES:

Class Participation

Students are expected to attend all classes, as attendance is required. Participation is a critical part of the learning process and is closely associated with attendance and classroom preparation. Lack of participation and excessive absences will make it difficult for the student to achieve the course objectives. College of the Redwoods has an excessive absence policy and students missing more than two consecutive class sessions, without a compelling reason, will be withdrawn from the course through the 10th week of instruction.

Teaching/Learning Methodologies

Active participation and involvement in the learning process is an essential component for achieving success in this course. The instructor is a facilitator of this learning process through a variety of activities designed to promote the acquisition of communication skills. Students must prepare for each class session by reading the required material and being prepared for class discussions. Students will engage in various classroom activities to enhance the learning process. It is your responsibility to seek clarification or assistance if assignments are not understood.

Students with special needs must notify the instructor to determine reasonable accommodations. The instructor will work with the Education Department at Pelican Bay to accomplish this, as needed.

CLASSROOM CONDUCT:

Students must adhere to the Student Code of Conduct in the College of the Redwoods 2017-2018 Catalog.

- ❖ Attendance – Refer to policy above.
- ❖ Be prepared for class.
- ❖ Respect all class participants.
- ❖ Adhere to the policies and procedures of Pelican Bay Correctional Facility to eliminate possible disruptions to the classroom.
- ❖ Come to class with an open mind, ready to learn and have some fun in the process.

GRADING:

Course evaluations will be based on quizzes, assignments (both written and oral presentations), and exams. While College of the Redwoods uses the Canvas Learning Management System, students may confer with the instructor throughout the course to determine their grade status. Feedback will also be provided to help students improve their skills.

Grading will be by assessed point values:

| | |
|--------------------|------------|
| Quizzes | 100 points |
| Assignments | |
| Exams | |
| Total: | 30% |

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:

Quizzes: There will be quizzes for each chapter covered in this course, and only 10 will count toward your final grade. Each quiz will be worth 10 points for a possible total of 100 points.

Exams: There may be two exams, a midterm and a final. Neither exam will be cumulative, but rather, will be focused on specific chapters of the textbook.

Assignments: Written assignments are due at the beginning of class. There will be four (3) to

five (5) written assignments throughout the semester, each with a specific point value assigned. Attendance is mandatory for all graded oral presentations and a portion of class time will be allowed to develop and practice them.

Students are responsible for information about academic dishonesty and plagiarism as stated in the 2016-2017 College of the Redwoods Catalog. Academic dishonesty will not be tolerated. Students caught plagiarizing or cheating on exams or assignments will receive an “F” for the exam or assignment.

Please review the policy for “Incomplete” grade assignments as described in the 2016-2017 College of the Redwoods Catalog.

TENTATIVE COURSE SCHEDULE:

| BUS-52 Tentative Course Schedule (I Reserve the Right to Change as Needed) | | |
|---|----------------|---|
| Date | Chapter | Assignments, Quizzes, and Exams |
| 1/16/18 | 1 | Establishing a Framework for Business Communication |
| 1/23/18 | 2 | Focusing on Interpersonal and Group Communication |
| 1/30/18 | 2 and 3 | Assignment 1 - Topic from Chapter 3 (50 Points) – Planning and Decision Making |
| 2/06/18 | 3 | Planning and Decision Making |
| 2/13/18 | 4 | Preparing Written Messages |
| 2/20/18 | Exam 1 | Chapters 1 – 4 (100 points) |
| 2/27/18 | 6 | Delivering Good – Neutral-News Messages |
| 3/6/18 | 7 | Delivering Bad- News Messages |
| 3/20/18 | 8 | Assignment 2 - Topic from Chapters 6 - 8 (100 Points) |
| 3/27/18 | Exam 2 | Exam 2 Chapters 6 - 8 (100 Points) |
| 4/03/18 | 9 and 10 | Report Process and Managing Data |
| 4/10/18 | 11 | Organizing and Preparing Reports and Proposals |
| 4/17/18 | 12 | Designing and Delivering Business Presentations Assignment 3 – Topic from Chapter 12 (50 Points) |
| 4/24/18 | 13 | Preparing Resumes and Application Messages |
| 5/01/18 | 14 | Interviewing for a Job and Preparing Employment Messages |
| 5/08/18 | | Final Presentations from Chapter 14 (Develop Criteria and Practice) |
| There may be a quiz on each assigned chapter. You will keep your top 10 best quiz scores. | | |
| I reserve the right to make changes to this syllabus and schedule as needed. Any changes will be communicated to you. | | |