Course Syllabus

Bus 52 | Business Communications :

Fall 2022 V3731

Instructor's name: Kristen Luke

Course units: 3

Instructor Contact Information

Online course

Office hours: By appointment online

Email address: Kristen-Luke@redwoods.edu

Catalog 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.

- 1. Apply communication terms and concepts to analyze, plan and deliver effective written or oral messages in an 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

Prerequisite

ENGL150 - Precollegiate Reading and Writing

Students must be ENGL-1A ready 1. Developing thesis-driven arguments. 2. Critically read and respond to argumentative texts. 3. Use feedback to support reflective learning, academic inquiry, reading, writing, revision, grammar and proofreading skills. 4. Apply basic grammar and punctuation rules.

AND

Advisory

CIS100 - Basic Computer Skills

Basic computer literacy and ability to use a word processing program to produce simple printed documents are recommended to be successful in this course.

OR

Prerequisite

ENGL102 - Developing Reading and Writing

Students must be ENGL-1A ready 1. Developing thesis-driven arguments. 2. Critically read and respond to argumentative texts. 3. Use feedback to support reflective learning, academic inquiry, reading, writing, revision, grammar and proofreading skills. 4. Apply basic grammar and punctuation rules.

AND

Advisory

CIS100 - Basic Computer Skills

Basic computer literacy and ability to use a word processing program to produce simple printed documents are recommended to be successful in this course.

;or appropriate reading and writing scores on placement exam.

Transfers to: UC and CSU C-ID: BUS 115

Textbook Information:

BCOM

ISBN: 9780357026595

by Carol M. Lehman, Debbie D. DuFrene, Robyn Walker

10th Edition | Copyright 2020

Here is a link to the website provided by the publisher: https://www.cengage.com/c/bcom-10e-lehman/9780357026595PF/ - you can buy the book here. There are several formats that you can choose from. You only need the textbook and you do not need any of the following: MindTap, WebAssign, SAM, Cengage Infuse, CNOW, OWLv2 or Open Now?.

Accessibility

College of the Redwoods is committed to making reasonable accommodations for qualified students with disabilities. If you have a disability or believe you might benefit from disability-related services and accommodations, please contact your instructor or (DSPS (https://www.redwoods.edu/dsps).

Students may make requests for alternative media by contacting DSPS based on their campus location:

- Eureka: 707-476-4280, student services building, 1st floor
- Del Norte: 707-465-2324, main building near library
- Klamath-Trinity: 530-625-4821 Ext 103

During COVID19—DSPS will email approved accommodations for distance education classes to your instructor. In the case of face-to-face instruction, please present your written accommodation request to

your instructor at least one week before the needed accommodation so that necessary arrangements can be made. Last minute arrangements or post-test adjustments usually cannot be accommodated.

Student Support

Good information and clear communication about your needs will help you be successful. Please let your instructor know about any specific challenges or technology limitations that might affect your participation in class. College of the Redwoods wants every student to be successful.

Student feedback policy

I will access the class website regularly and respond to posted questions and messages generally within 24 hours of receipt (I only check my messages once per day). If for some reasons, I miss your message, send me another within 24 hours and I will definitely see it. Additionally, I read and provide feedback to each student's discussion forum posts by the end of the week in which they are due. There is also regular instructor-based communication in the Canvas messaging system. I will give you detailed feedback on your project assignments by two weeks after they are submitted. I generally do not respond to messages during the weekend.

Evaluation & Grading Policy

<u>Course Assignments:</u> Every Sunday, the week's assignments will be listed in Announcements and posted in the Modules section of Canvas. You will complete them by the due date in the week they are assigned. The weekly assignments will typically require you to read textbook chapters, review online power point slides, watch course material videos, participate in discussion forums, and complete chapter quizzes. Several weeks will require a written exam or a project submission.

<u>Canvas Homework Quizzes: (20% of your final grade)</u> These will be multiple choice in their format and contain 15 multiple choice questions. Unless otherwise noted, there will be Canvas quizzes due every Sunday night at 11:45pm. You will be allowed 3 attempts, they are timed (60 minutes) and the questions change with each iteration. The quizzes will remain open to view and study from for the final but please do not submit them after their due date. I will drop your lowest two quiz scores as extra credit assistance.

Homework discussion forums: (25% of your final grade) Each week, I will post questions to the discussion forum. Students will respond to the questions and based on the answer, I will provide a grade for the response. A rubric is attached to the discussion forum assignments. There will be several questions each week. You need to provide a unique response to each question. Questions are meant for you to think and ponder various aspects of the course discussed in the text for that week. You may need to do an internet search to find unique answers or because the question requires a little research as occasionally additional information may be required. I will drop your lowest discussion forum week score (1 week of discussion forum). I urge you to look at the discussion forum questions early in the week to avoid it being challenging to find a unique response, one that is different than another student's response or perspective. I also will provide extra credit to students that work to assist other students by providing meaningful feedback.

Resume and LinkedIn profile project: (20% of your final grade) We will draft and review resumes and LinkedIn profiles in this course to aid us in communicating our skills. This project has several steps. You can find out more about the project on the course homepage.

<u>Exams: (35% of your final grade)</u> You will need to take open-book, open notes, multiple choice midterm and final exams within the Canvas system (it will appear the same as your weekly quizzes). The midterm will contain material from the first half of the course and the final will contain material from the second half.

Grading policy

Grading Criteria: "A=93% and above, A=90-92%, B=88-89%, B=83-87, B=80-82%, C+=78-79%, C=70-77%, D=69-60%, F=59% and below

Late work

Late work is not accepted in this course. Exceptions to the late policy are only allowed if a request is made in advance with documentation provided, only. There are absolutely no exceptions to the late policy.

Deadlines and withdrawal policy

Student-initiated withdrawal may occur by 09/06/2022 with nothing recorded in the student transcripts and receive a refund. After that point, a "W" will be recorded on your transcript. Administrative procedure (AP 5075) allows instructors to withdraw students from class for non-participation through the 10th week of class. I will drop you from the course if you miss a quiz, or if you do not participate in and pass the syllabus and canvas informational quiz. You will get one email warning that you have violated the drop policy. And, if you do not respond by continuing to submit assignments in a timely manner as per my discretion, you will be dropped from the course. I am very strict about this policy and there are no exceptions to it. Please contact me with any questions as this is very important information.

Admissions deadlines & enrollment policies

Fall 2022 Dates

• Classes begin: 8/20/22

• Last day to add a class: 8/26/22

Last day to drop without a W and receive a refund: 9/02/22

Labor Day Holiday (all campuses closed): 09/05/22

• Census date: 9/06/22 or 20% into class duration

Last day to petition to file P/NP option: 09/16/22

• Last day to petition to graduate or apply for certificate: 10/27/22

Last day for student-initiated W (no refund): 10/28/22

Last day for faculty-initiated W (no refund): 10/28/22

Veteran's Day (all campuses closed): 11/11/22

- Fall Break (no classes): 11/21/22 11/25/22
- Thanksgiving Holiday (all campuses closed): 11/23/22 11/25/22
- Final examinations: 12/10/22 12/16/22
- Semester ends: 12/16/22
- Grades available for transcript release: approximately 01/06/23

Academic dishonesty

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/or exam and may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500 (https://go.boarddocs.com/ca/redwoods/Board.nsf/Public?open&id=policies)) is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the College Catalog (https://www.redwoods.edu/catalog) and on the College of the Redwoods website (https://www.boarddocs.com/ca/redwoods/Board.nsf/Public?open&id=policies) .

In the academic community, the high value placed on truth implies a corresponding intolerance of

Disruptive 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; and 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, the student may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500 (https://go.boarddocs.com/ca/redwoods/Board.nsf/Public?open&id=policies)) is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the College Catalog (https://www.redwoods.edu/catalog) and on the College of the Redwoods website (https://www.redwoods.edu/).

Inclusive Language in the Classroom

College of the Redwoods aspires to create a learning environment in which all people feel comfortable in contributing their perspectives to classroom discussions. It therefore encourages instructors and students to use language that is inclusive and respectful.

Setting Your Preferred Name in Canvas

Students have the ability to have an alternate first name and pronouns to appear in Canvas. Contact

Admissions & Records (https://www.redwoods.edu/admissions/Forms) to request a change to your

preferred first name and pronoun. Your Preferred Name will only be listed in Canvas. This does not change your legal name in our records.

Canvas Information

If using Canvas, include navigation instructions, tech support information, what Canvas is used for, and your expectation for how regularly students should check Canvas for your class.

Log into Canvas at https://redwoods.instructure.com

Password is your 8 digit birthdate

For tech help, email <u>its@redwoods.edu</u> (mailto:its@redwoods.edu) or call 707-476-4160

Canvas Help for students: https://webapps.redwoods.edu/tutorial/)
(https://webapps.redwoods.edu/tutorial/)

Canvas online orientation workshop: Canvas Student Orientation Course (instructure.com)

Community College Student Health and Wellness

Resources, tools, and trainings regarding health, mental health, wellness, basic needs and more designed for California community college students, faculty and staff are available on the California Community Colleges Health & Wellness website https://www.cccstudentmentalhealth.org/health-wellness-for-students/).

<u>Wellness Central</u> <u>(https://ccconlineed.instructure.com/courses/1895?cf_id=2248)</u> is a free online health and wellness resource that is available 24/7 in your space at your pace.

Students seeking to request a counseling appointment for academic advising or general counseling can email counseling@redwoods.edu (mailto:counseling@redwoods.edu).

Emergency procedures / Everbridge

College of the Redwoods has implemented an emergency alert system called Everbridge. In the event of an emergency on campus you will receive an alert through your personal email and/or phones. Registration is not necessary in order to receive emergency alerts. Check to make sure your contact information is up-to-date by logging into WebAdvisor https://webadvisor.redwoods.edu (https://webadvisor.redwoods.edu) and selecting 'Students' then 'Academic Profile' then 'Current Information Update.'

Please contact Public Safety at 707-476-4112 or security@redwoods.edu if you have any questions. For more information see the Redwoods Public Safety Page (https://www.redwoods.edu/about-us/Home/CR-Police-Department).

In an emergency that requires an evacuation of the building anywhere in the District:

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.

Del Norte Campus Emergency Procedures

Please review the **Crescent City campus emergency map**

(https://www.redwoods.edu/deInorte/Home-old/Maps-Directions) for campus evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information, see the Redwoods Public Safety Page (https://www.redwoods.edu/about-us/Home/CR-Police-Department).

Eureka Campus Emergency Procedures

Please review the <u>campus emergency map</u> <u>(https://www.redwoods.edu/aboutcr/About-CR-Home/Eureka-Map)</u> for evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information on Public Safety go to the <u>Redwoods Public Safety Page</u> (https://www.redwoods.edu/about-us/Home/CR-Police-Department). It is the responsibility of College of the Redwoods to protect life and property from the effects of emergencies within its own jurisdiction.

In the event of an emergency:

- 1. Evaluate the impact the emergency has on your activity/operation and take appropriate action.
- 2. Dial 911, to notify local agency support such as law enforcement or fire services.
- 3. Notify Public Safety 707-476-4111 and inform them of the situation, with as much relevant information as possible.
- 4. Public Safety shall relay threat information, warnings, and alerts through the Everbridge emergency alert system, Public address system, and when possible, updates on the college website, to ensure the school community is notified.
- 5. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet, (evacuation to a safe zone, shelter in place, lockdown, assist others if possible, cooperate with First Responders, etc.).
- 6. If safe to do so, notify key administrators, departments, and personnel.
- 7. Do not leave campus, unless it is necessary to preserve life and/or has been deemed safe by the person in command.

Klamath Trinity Campus Emergency Procedures

Please review the responsibilities of, and procedures used by, the College of the Redwoods, Klamath-Trinity Instructional Site (KTIS) to communicate to faculty, staff, students and the general public during an emergency. It is the responsibility of College of the Redwoods, Klamath-Trinity Instructional Site (KTIS) to protect life and property from the effects of emergency situations within its own jurisdiction.

1. In the event of an emergency, communication shall be the responsibility of the district employees on scene.

- 1. Dial 911, to notify local agency support such as law enforcement or fire services.
- 2. If safe to do so, notify key administrators, departments, and personnel.
- 3. If safe to do so, personnel shall relay threat information, warnings, to ensure the school community is notified.
- 4. Contact 530-625-4821 to notify of situation.
- 5. Contact Hoopa Tribal Education Administration office 530-625-4413
- 6. Notify Public Safety 707-476-4111.
- 1. In the event of an emergency, the responsible district employee on scene will:
- 1. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet.
- 2. Lock all doors and turn off lights if in lockdown due to an active shooter or similar emergency.
- 3. Close all window curtains.
- 4. Get all inside to safe location Kitchen area is best internal location.
- 5. If a police officer or higher official arrives, they will assume command.
- 6. Wait until notice of all is clear before unlocking doors.
- 7. If safe to do so, move to the nearest evacuation point outside building (Pooky's Park), directly behind the Hoopa Tribal Education Building.
- 8. Do not leave site, unless it has been deemed safe by the person in command. Student Support Services (required for online classes)

Student Support Services

The following online resources are available to support your success as a student:

- <u>CR-Online</u> <u>(https://www.redwoods.edu/online)</u> (Comprehensive information for online students)
- <u>Library Articles & Databases</u> (https://redwoods.libguides.com/az.php)
- Canvas help and tutorials (https://webapps.redwoods.edu/tutorial/)
- Online Student Handbook (https://www.redwoods.edu/Portals/72/Documents/Students/CR-OnlineStudentHandbook.pdf)

<u>Counseling</u> <u>(http://www.redwoods.edu/counseling)</u> offers assistance to students in need of professional counseling services such as crisis counseling.

Learning Resource Center includes the following resources for students

- <u>Academic Support Center</u> ((https://www.redwoods.edu/asc) for instructional support, tutoring, learning resources, and proctored exams. Includes the Math Lab & Drop-in Writing Center
- <u>Library Services</u> ((https://www.redwoods.edu/library) to promote information literacy and provide organized information resources.
- Multicultural & Diversity Center (https://www.redwoods.edu/student-services/Home/Multiculturaland-Diversity-Center)

Special programs are also available for eligible students include

- Extended Opportunity Programs & Services (EOPS) (https://www.redwoods.edu/student-services/Home/EOPS) provides services to eligible income disadvantaged students including: textbook award, career academic and personal counseling, school supplies, transportation assistance, tutoring, laptop, calculator and textbook loans, priority registration, graduation cap and gown, workshops, and more!
- The TRiO Student Success Program provides eligible students with a variety of services including trips to 4-year universities, career assessments, and peer mentoring. Students can apply for the program in <u>Eureka</u> ((https://www.redwoods.edu/delnorte/TRiO)
 ((https://www.redwoods.edu/delnorte/TRiO)
- The <u>Veteran's Resource Center</u> (https://www.redwoods.edu/student-services/Home/Vets) supports and facilitates academic success for Active Duty Military, Veterans and Dependents attending CR through relational advising, mentorship, transitional assistance, and coordination of military and Veteran-specific resources.
- Klamath-Trinity students can contact the CR KT Office for specific information about student support services at 530-625-4821

Course Summary:

Date	Details	Due
Sun May 9, 2021	Discussion forum questions week 16 **extra credit** (https://redwoods.instructure.com/courses/15107/assignment)	due by 11:59pm
Sun Aug 28, 2022	Syllabus and Canvas site quiz (https://redwoods.instructure.com/courses/15107/assignment	due by 11:59pm ts/308204)
Sun Sep 4, 2022		due by 11:59pm ts/308192)
	Discussion forum questions week 1 (https://redwoods.instructure.com/courses/15107/assignment)	due by 11:59pm ts/308218)
	Discussion forum questions week 2 (https://redwoods.instructure.com/courses/15107/assignment)	due by 11:59pm
Sun Sep 11, 2022		due by 11:59pm s/308206)

Date	Details	Due
	Discussion forum questions week 3 (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308219)
	Example/sample resume (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308551)
Sun Sep 18, 2022		due by 11:59pm /308190)
	Chapter 5 quiz (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308196)
	Discussion forum questions week 4 (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308229)
	Draft resume and peer reviews (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308550)
Sun Sep 25, 2022		due by 11:59pm /308179)
	Chapter 6 quiz (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308212)
	Chapter 7 quiz (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308210)
Sun Oct 2, 2022	Chapter 5 quiz (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308189)
	Discussion forum questions week 6 (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308217)
Sun Oct 9, 2022	Chapter 6 quiz (https://redwoods.instructure.com/courses/15107/assignments	due by 11:59pm /308182)

Date	Details	Due
	Discussion forum questions week 7 (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm 8221)
	Final draft of the resume (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm <u>8552)</u>
Sun Oct 16, 2022	Chapter 7 quiz (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm 8183)
	Discussion forum questions week 8 (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm 8223)
Sun Oct 23, 2022	Chapter 8 quiz (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm 8199)
	Discussion forum questions week 9 (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm 8231)
Sun Oct 30, 2022	Chapter 9 quiz (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm <u>8180)</u>
	Discussion forum questions week 10 (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm 8225)
Sun Nov 6, 2022	Chapter 10 quiz (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm <u>8197)</u>
	Discussion forum questions week 11 d (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm 8224)
	Draft LinkedIn profile and peer reviews	ue by 11:59pm 8553)
Sun Nov 13, 2022	Discussion forum questions week 12 d (https://redwoods.instructure.com/courses/15107/assignments/30	ue by 11:59pm 8227)

Date	Details	Due
	Chapter 11 quiz due to the contract of the contraction of	oy 11:59pm
	Final draft submission of LinkedIn profile due b (https://redwoods.instructure.com/courses/15107/assignments/30923	oy 11:59pm <u>3)</u>
	Chapter 12 quiz (https://redwoods.instructure.com/courses/15107/assignments/30820	oy 11:59pm
Sun Nov 20, 2022	Discussion forum questions week 13 (https://redwoods.instructure.com/courses/15107/assignments/30823	oy 11:59pm <u>2)</u>
Sun Dec 4, 2022	Chapter 13 quiz (https://redwoods.instructure.com/courses/15107/assignments/30818	oy 11:59pm
	Discussion forum questions week 14 (https://redwoods.instructure.com/courses/15107/assignments/30822	oy 11:59pm <u>6)</u>
Sun Dec 11, 2022	Chapter 14 quiz (https://redwoods.instructure.com/courses/15107/assignments/30820	oy 11:59pm
	Discussion forum questions week 15 due b (https://redwoods.instructure.com/courses/15107/assignments/30823	oy 11:59pm <u>3)</u>
Fri Dec 16, 2022	Final Exam due by (https://redwoods.instructure.com/courses/15107/assignments/30821	oy 11:59pm
		<u>0)</u>
		<u>1)</u>

Date Details Due

Chapter 03: Planning and

Decision Making

(https://redwoods.instructure.com/courses/15107/assignments/308242)

Chapter 04: Preparing Written

Messages

(https://redwoods.instructure.com/courses/15107/assignments/308243)

Chapter 05: Communicating

Electronically

(https://redwoods.instructure.com/courses/15107/assignments/308244)

Chapter 06: Delivering Good-

and Neutral-News Messages

(https://redwoods.instructure.com/courses/15107/assignments/308245)

Chapter 07: Delivering Bad-

News Messages

(https://redwoods.instructure.com/courses/15107/assignments/308246)

Chapter 08: Delivering

Persuasive Messages

(https://redwoods.instructure.com/courses/15107/assignments/308247)

Chapter 09: Understanding the

Report Process and Research

Methods

(https://redwoods.instructure.com/courses/15107/assignments/308248)

Chapter 10: Managing Data

and Using Graphics

(https://redwoods.instructure.com/courses/15107/assignments/308249)

Chapter 11: Organizing and

Preparing Reports and Proposals

(https://redwoods.instructure.com/courses/15107/assignments/308250)

Chapter 12: Designing and

Delivering Business Presentations

(https://redwoods.instructure.com/courses/15107/assignments/308251)

Date Details Due

⊘ Chapter 13: Preparing Resumes and Application

Messages

(https://redwoods.instructure.com/courses/15107/assignments/308252)

Chapter 14: Interviewing for a Job and Preparing Employment

Messages

(https://redwoods.instructure.com/courses/15107/assignments/308253)

 Optional Rough Draft of New Venture assignment

 Optional Rough Draft of New Venture assignment
 Optional Rough Draft of New Venture assignment
 Optional Rough Draft of New Venture assignment
 Optional Rough Draft of New Venture assignment
 Optional Rough Draft of New Venture assignment
 Optional Rough Draft of New Optional Rough Draft of New Venture assignment
 Optional Rough Draft of New O

(https://redwoods.instructure.com/courses/15107/assignments/308237)