

COLLEGE OF THE REDWOODS
BUSINESS DEPARTMENT

(Please Note: This syllabus is subject to change)

Course Number: BUS 52 Syllabus, Spring 2009

Course Title: Business Communications (E1267)

Lecture: 2 sessions weekly; 3 Units
Tuesday / Thursday, 2:30 - 3:55 pm
Location: Eureka Campus - FM107

Pre-requisites: None

Instructor:
Laura Wolfsen, BS Business; MBA
Office: TBA phone: 707-476-4100 ext. 3084
Email: 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:
Business Communication (2008). C. Lehman and D. DuFrene, 15th edition, Thomson South-Western. (ISBN-10: 0-324-54278-X)

Recommended: None

Course Objectives

Upon successful completion of this course, the student will be able to:

- Using the strategic communications model, analyze the audience, identify the purpose and compose appropriate & effective business communications (oral & written) to address a specific situation or problem.
- Utilizing the writing process, recognize and eliminate significant errors in grammar, usage and punctuation through careful editing and proofreading.
- Prepare and present a business presentation.
- Compile job interview questions and compose an effective personal resume.
- Apply small group communication techniques in teamwork assignments.

Organization of Course

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

- Arriving on time. Please be prompt. Late arrivals are disruptive to both lectures and class discussion and show disrespect to those who are on time.
- Attendance (see above). Be prepared for class.
- No Cell Phones. Please turn off your cell phone (or any other electronic device) prior to entering the classroom.
- Respect all class participants.

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 five point bonus (Ethical Essay Question). Exam questions will be variable.
- Blackboard and Gradebook will be utilized to post class lecture slides and track student progress. The results of all quizzes, exams and assignments will be posted on Blackboard.

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+		
	61-69%	=	D					

If your final grade is on the “bubble” (e.g., 79% or 89%, **class participation will be the deciding factor.**

Assignments

- Five quizzes with the lowest score deleted from final grade calculation. No make-up quizzes will be administered.
- Written Assignments are due at the beginning of class.
 - There are four (4) assignments. Each assignment is worth 5% 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 or CR office phone.
- 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 for the beginning of the class period. Quizzes are 10 points each, lowest score dropped. Assignments are due at the beginning of the class period. The four assignments have a cumulative value of 100 points. Exams (midterm & final) are not cumulative. Extra points: Midterm & final will include a maximum of 5 bonus points each in the form of an Ethical Essay Question.

Students are responsible for information about academic dishonesty and plagiarism as stated in the 2008-2009 College of the Redwoods Catalog. Academic dishonesty will not be tolerated.

Please review the policy for "Incomplete" grade assignments as described in the 2008-2009 College of the Redwoods Catalog.

Quiz #1 (1/22) – 10 points	Topic: Chapter 1
Quiz #2 (1/29) – 10 points	Topic: Chapter 2
Assignment #1 (2/12) - 25 points	Topic: Chapter 4
Assignment #2 (2/26) - 25 points	Topic: Chapter 12
Midterm (3/12) – 100 points Comprehensive – Chapters 1-5, 10 & 12 Bonus – Ethical Essay #1 – up to 5 points	
Quiz #3 (3/26) – 10 points	Topic: Chapter 6
Quiz #4 (4/2) – 10 points	Topic: Chapter 7
Quiz #5 (4/9) – 10 points	Topic: Chapter 8
Assignment #3 (4/23) - 25 points	Topic: Chapter 13
Assignment #4 (5/7) – 25 points	Topic: Chapter 14
Final Exam (5/12) – 100 points Comprehensive – Chapters 6-9, 11, 13 & 14 Bonus – Ethical Essay #2 – up to 5 points	

I want every student to succeed in this class and to enjoy your learning experience. Please feel free to talk with me to discuss your progress throughout the semester.