

BUS 52 Business Communications

Course Information

Semester & Year: Spring 2025

Course ID and Section number: E7647

Instructor's name: **Bernadette Johnson**

Day and time of required meetings: **M/W 4:30 – 5:55 pm**

Location: **LRC 105**

Course units: 3

Textbook: We will be using a free electronic textbook listed below. You can also find it in the CR online library, and I hope to put a printed copy on reserve for you to check out if you prefer to read things on paper.

BUS 104 – Business Communication

<https://oercommons.org/courseware/lesson/119817/student/>

Instructor Contact Information

Office location: EOPS

Office hours: By Appointment

Phone number: Office (707) 476-4329 or Cell (707) 460-0957 Text Preferred

Email address: bernadette-johnson@redwoods.edu

Catalog Description

This course applies the principles of ethical and effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business settings. The course emphasizes planning, organizing, composing and revising business documents using word processing software for written documents and presentation-graphics software to create and deliver professional-level oral reports. This course is designed for students who already have college-level writing skills.

Course 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).

Prerequisites/corequisites/ recommended preparation

ENGL 1A College Composition

This syllabus is subject to change. Significant changes will be provided in writing and on Canvas.

Major Assignments/Grading

Class Participation – 50% of final grade

This class will be delivered in-person taught in a “workshop” format. This means each time we meet there will be “hands on” activities to practice developing communication skills. **It is essential that you attend class regularly.** It will not be possible to make up these assignments outside of class. Our classroom will be equipped with computers that we will be using regularly. Please be sure to have your CR Portal sign-in information so that you can actively participate.

You can earn up to 2 points for class meetings with a total of 50 points possible for the semester. This represents 50% of your overall grade.

To receive full credit for class participation you must sign in at the beginning of class and fully engage in the activities assigned. Failure to sign-in or submit required “workshop” activities will result in a reduction in points earned for participation.

Business Problem – Communication Strategy Presentations 20% of final grade

You will research and share in class two 5-minute presentations that explain a business problem and an effective communication strategy to address it.

Presentation #1 Due Feb 19

Value: 10 points/10% of final grade

Presentation #2 Due April 21

Value: 10 points/10% of final grade

Choose a *Business Communication Issue* from the list below:

- 1) Digital Transformation & Technology Integration
- 2) Remote and Hybrid Work
- 3) Internal Communication & Transparency
- 4) Cross-Cultural Communication
- 5) Crisis Communication
- 6) Brand Messaging & Storytelling
- 7) Communication Overload
- 8) Employee Communication & Well-being
- 9) Personalization & Customer Communication
- 10) Ethical Communication

Apply it to a real-life business problem. Develop a communication strategy that could be used to ideally respond to this problem. Create a 5-minute presentation with a slideshow to be shared in class.

For your 2nd presentation, choose a different real-life problem and use feedback from your first presentation to improve your second.

Personal Portfolio Assignment – 10% of final grade

Due: March 26, 2025

Value: 10 points/10% of final grade

Create a portfolio showcasing your business communication skills. The portfolio will be a chance to practice creating documents that can be used in future opportunities, including interviews.

Your portfolio must contain 5 elements, **divided by tabs** in a 1 – 1 ½ inch binder.

- 1) A Vision Board containing an inspirational quote, personal mission statement and images that motivate or inspire you.
- 2) A resume including:
 - a. Desired Employer
 - b. Your Contact Information
 - c. Work Experience
 - d. Education
 - e. Other Training/Certifications
 - f. 3 references
- 3) A cover letter addressed to your desired employer applying for a specific position.
- 4) A section titled: Recognition containing copies of certificates, achievements, recognitions or letters of recommendation.
- 5) A detailed 5-year plan with educational, personal and professional goals laid out year by year with action items, measurable goals and deadlines. AND a 10 year “ultimate goal” written in paragraph form.
 - a. Example: “In ten years, I would like to own a profitable photography business that is recognized in the community for excellence in artistic quality and customer satisfaction.”

Practice Interview – 10% of final grade

This will be a “choose your own adventure” activity. You will write a 1-page reflection on your experience. You may choose from one of the following options:

- 1) Participate in an interview for an actual job opportunity.
- 2) Utilize the Career Center to participate in a practice interview.
- 3) Schedule an appointment with your instructor or ask another staff or faculty at CR to conduct a practice interview with you.
- 4) Conduct a practice interview with an outside professional agency, or business.
- 5) Request in “in class” interview where your classmates can give you feedback.

Communication Terms Final Exam – 10% of grade

We will take a final exam in Canvas that will cover communication terms and concepts. Your textbook will be a good resource for studying. More details to come!

Grading

Final Grade	Minimum Points Earned
A	93
A-	90
B+	87
B	83
B-	80
C+	77
C	73
C-	70
D	69
F	68

Important Dates

Our class will not meet on the following dates:

- Jan 20th MLK Campus Holiday
- March 17-21 Campus Spring Break
- March 31 Cesar Chavez Campus Holiday
- April 23 *Instructor Planned Absence*

Last Day to Drop: March 28, 2025

Final Exam Date and Time: Wed, Jan 3:15 -5:15 pm

College Policies and Services

Educational Accessibility & Support

College of the Redwoods is committed to providing reasonable accommodations for qualified students who could benefit from additional educational support and services. You may qualify if you have a physical, mental, sensory, or intellectual condition which causes you to struggle academically, including but not limited to:

- Mental health conditions such as depression, anxiety, PTSD, or bipolar disorder
- Common ailments such as arthritis, asthma, diabetes, autoimmune disorders, and diseases
- Temporary impairments such as a broken bone, recovery from significant surgery, or a pregnancy-related disability

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- Neurodevelopmental disorders such as a learning disability, intellectual disability, autism, acquired brain injury, or ADHD
- Vision, hearing, or mobility conditions

Available services include extended test time, quiet testing environments, academic assistance and tutoring through the [LIGHT Center](#), counseling and advising, alternate formats of course materials (e.g., audio books, braille, E-texts), assistive technology, learning disability assessments, approval for personal attendants, interpreters, priority registration, on-campus transportation, adaptive physical education and living skills courses, and more. If you believe you might benefit from disability- or health-related services and accommodations, please contact [Student Accessibility Support Services \(SASS\)](#). If you are unsure whether you qualify, please contact Student Accessibility Support Services (SASS) for a consultation: sass@redwoods.edu.

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/or exam 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. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the [2024-2025 College Catalog](#) and [CR Board and Administrative Policies](#).

AI Use Class Policy

Generative AI tools, such as ChatGPT and Google's Bard, are likely to be widely used in the workplace moving forward. It's important for you to understand how to use them ethically and effectively. For that reason, in this class, you will sometimes be invited to use such a tool in the completion of an assignment. In this class, using generative AI tools is not cheating if the outputs are screened by you for accuracy, bias, appropriateness, and fidelity to your perspective. **You MUST cite any AI sources used.**

Expected 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. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the [2024-2025 College Catalog](#) and [CR Board and Administrative Policies](#).

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.

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](#) and selecting 'Students' then 'Academic Profile' then 'Current Information Update.'

Please contact Public Safety at 707-476-4112 or campus-safety@redwoods.edu if you have any questions. For more information visit [Campus Safety](#). Please review the [EurekaEmergencyMap_S24.pdf](#) for campus evacuation sites, including the closet site to this classroom (posted by the exit of each room).

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.

To learn more about campus-specific Emergency Procedures, click on a title bar below, or click the down arrow to expand them all.

Additional Campus Resources and Supports can be found on Canvas.