

BUS 52 Business Communications

Course Information

- Semester and Year: Spring 2026
- Course ID and Section number: BUS 52 E9909
- Instructor's name: Bernadette Johnson
- M/W 4:30-6:10 pm
- Location: LRC 105
- Course units: 3

Instructor Contact Information

- Office location: Eureka EOPS Office
- Office hours: By appointment
- Phone number: (707) 476-4329
- Email address: Bernadette-johnson@redwoods.edu
- Cell Phone: (707) 460-0957 Text Preferred
- Best Communication Method: Canvas Inbox

My goal is to respond to emails and text messages within 24 hours Mon-Fri. Response times may be longer on weekends.

Required Materials: BCOM 11

Author:	Lehman, Carol M.
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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 situations. The course emphasizes planning, organizing, composition, 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 skills.

What will we be doing in this class?

We will be learning how to think, speak and write as business professionals. This means writing letters, memos, reports, and creating presentations. We will discuss real-life problem-solving and applications of communication in the business world. We will also focus on career planning, resumes, and interviewing. Two major projects for this class are the [Fix-It: Real-World Business Report](#) and the [Job Search Portfolio](#). Our learning environment will be fun and collaborative.

Course Student Learning Outcomes


- Learning Outcome #1 Apply communication terms and concepts to analyze, plan and deliver effective written or oral messages in any business or social setting.
- Learning Outcome #2 Apply effective business presentation skills and guidelines (both content and speaking style).
- Learning Outcome #3 Formulate an effective job search strategy (interview skills, effective resume writing, composing application letters).

Course Calendar

This Course Calendar is subject to change. Please read all **Canvas Announcements** to stay informed of any unplanned changes to this proposed schedule.

Day	Date	Notes	X
Mon	2-Feb		
Wed	4-Feb	NO CLASS- Instructor Absence	
Mon	9-Feb		
Wed	11-Feb		
Mon	16-Feb	NO CLASS- College Holiday	
Wed	18-Feb		
Mon	23-Feb		
Wed	25-Feb		
Mon	2-Mar		
Wed	4-Mar		
Mon	9-Mar		
Wed	11-Mar		
Mon	16-Mar	NO CLASS- Spring Break	
Wed	18-Mar	NO CLASS- Spring Break	
Mon	23-Mar		
Wed	25-Mar		
Mon	30-Mar		

Wed	1-Apr		
Mon	6-Apr		
Wed	8-Apr	NO CLASS- Instructor Absence	
Mon	13-Apr		
Wed	15-Apr		
Mon	20-Apr		
Wed	22-Apr		
Mon	27-Apr		
Wed	29-Apr		
Mon	4-May		
Wed	6-May		
Mon	11-May	NO CLASS - Finals Week	
Wed	13-May	Final Exam 3:15-5:15 pm	

Assignment	Points	Due	Completed 
Letter 1: Dear Professor	20	9-Feb	
Letter 2: Thank You	20	18-Feb	
Reading Quiz Part 1	20	18-Feb	
Presentation 1: Snapshot of Me	40	23-Feb	
Participation Self-Check 1	50	25-Feb	
Letter 3: Cover Letter or Resignation	20	2-Mar	
Reading Quiz Part 2	20	4-Mar	
Bad News Memo Rewrite 1	20	11-Mar	
Presentation 2: Fix It Business Problem	40	23-Mar	

Fix It: Business Report	200	23-Mar	
Participation Self-Check 2	50	25-Mar	
Reaching Quiz Part 3	20	1-Apr	
Bad News Memo Rewrite 2	20	6-Apr	
Presentation 3: Finding My Career Path	40	13-Apr	
Participation Self-Check 3	50	15-Apr	
Bad News Memo Rewrite 3	20	20-Apr	
Reading Quiz Part 4	20	22-Apr	
Presentation 4: Pitching a Campus Event	40	27-Apr	
Participation Self-Check 4	50	4-May	
Reading Quiz Part 5	20	6-May	
Job Search Portfolio	200	6-May	
Final Exam	20	13-May	
Total Possible Points	1000		

Evaluation and Grading Policy

Letter Grade	% of Total Points	Point Range
A	93-100%	930-1000
A-	90-92%	900-929
B+	87-89%	870-899
B	83-86%	830-869
B-	80-82%	800-829
C+	77-79%	770-799
C	73-76%	730-769
C-	70-72%	700-729
D	60-69%	600-699
F	Below 60%	0-599

Assignments are expected to be turned in on time. Late work may be subject to a 10% penalty. All work must be turned in no later than Wed, May 13th at 5:30 pm.

Prerequisites/corequisites/ recommended preparation

Recommended Preparation: ENGLC1000 Academic Reading and Writing

Major Assignments

(See Canvas for complete details on all assignments.)

Class Participation (20% of final grade)

This is an in-person class that requires regular attendance and active participation. You will grade yourself* on your participation performance using four **“Participation Self-Checks”** throughout the semester. The Self-Check will ask you to evaluate yourself in four categories: **Preparation, Engagement During Class, Collaboration & Respect and Effort and Growth**. It is highly recommended that you keep track of any absences by using the checklist provided in this syllabus. ***You do not owe me an apology if you need to miss class.*** I will assume that something else (family, work, life) has to take priority on a day you miss. If you know in advance that you will not be in class on the day you are scheduled to do a presentation, please arrange with me an alternate day ahead of time. Repeated absences, regardless of reasons, will affect your final grade.

*Your instructor reserves the right to alter your grade if it does not align with their observations.

Memos: (20 points each) Students will revise 3 “bad news” memos. This will be done as an in-class activity and will involve consultation with classmates.

Letters: (20 points each) Students will write three formal letters for this class.

- Letter 1: Dear Professor
- Letter 2: Thank You Letter
- Letter 3: Cover Letter or Letter of Resignation

Presentations: (40 points each) There will be 4 formal presentations in this class. This is a chance for you to practice developing slideshows and speaking to an audience similar to a typical business setting. The Four Presentations are:

- ✓ #1 Snapshot of Me
- ✓ #2 Fix It – Business Problem/Solution
- ✓ #3 Finding My Career Path
- ✓ #4 Pitching a Campus/Community Event

Fix It: A Real World Business Report – (200 points)

Assignment: Write a professional analytical report that examines a real-world business problem, compares possible solutions, and recommends the best option. Choose one workplace-related problem or question, such as:

- High employee turnover
- Low customer satisfaction
- Poor internal communication
- Scheduling inefficiencies
- Training gaps
- Technology adoption issues
- (You may propose your own topic with instructor approval.)

You will write a 5 -7 page analytical report that:

1. Describes the problem
2. Analyzes at least two possible solutions
3. Compares advantages and disadvantages
4. Recommends the best solution using evidence and credible sources
5. Includes all required sections

Job Search Portfolio – (200 points)

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

binder.

1. Vision Board

It can be your binder cover. Get creative! Design a motivational page with an inspirational quote, personal mission statement and images that inspire you.

2. Ideal Career for Me

Write a one-page self-reflection on your ideal career based on your personality preferences, values, and ideal work culture.

Include three career descriptions from [O*Net](#) for three "ZONES" (different levels of experience) that align with your self-reflection.

3. Job Search Strategy

Develop a specific plan to reach your short and/or long-term employment goal(s).

Answer the following questions:

1. What type of job do you want?
2. Where would you like to work?
3. What would your ideal workplace environment and culture be like?
4. How many hours do you want to work? Part-time or full-time?
5. What are the ideal skills, experience, and education for a strong candidate seeking this type of work?

Create an action plan with a timeline that leads you to your goal. Incorporate alternative actions (Your Plan B) so that you know what to do if your most direct path doesn't work out.

Example: I want to be a teacher, but if I don't get hired the first time around, I will seek out other employment that gives me other experience working with kids. If I can't find a paid job working with kids, I will seek out volunteer opportunities to gain this experience.

4. Resume, Cover Letter and Interview Question Prep

Resume Must Include:

- ✓ Desired Employer
- ✓ Your Contact Information

- ✓ Work Experience
- ✓ Education
- ✓ Other Training/Certifications

3 references

A cover letter addressed to your desired employer applying for a specific position.

Write sample answers to 5 of the top interview questions for the field you plan to pursue.

5. Recognition

A section that contains copies of certificates, achievements, recognitions and three letters of recommendation.

Textbook Reading and Exams/Quizzes (120 points total)

You will be reading the required textbook for this class in 5 large sections called “Parts”. This reading is expected to be done outside of class. There will be one reading quiz per “Part” and you will take these quizzes in Canvas outside of class. Our final exam will be cumulative and you will take it during our designated **final exam block**:

Wed, May 13th 3:15 -5:15 pm.

Educational Accessibility and 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
- 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.

SASS office locations and phone numbers

Eureka campus

- Phone: 707-476-4280
- Location: Learning Resource Center (Library)

Del Norte campus

- Phone: 707-465-2353
- Location: main building, near the Library

Klamath-Trinity campus

- Phone: 707-476-4280