

COURSE SYLLABUS

BA 5

Business Communications

3 credit hours

Instructor: Gary T. Ward, Ph.D.

Class Meets MWF at 3 pm, room PHY 75

Office Hours: MWF 2 to 2:50 pm; Office BE 48B

Phone: 638-3641, ext 3266

Course Description:

Composing and preparing business letters, reports, memos, and oral communications with emphasis on organization, correct grammar, conciseness, and tone.

Library Use: Extensive library use may be required for some assignments.

Prerequisites: None, but recommended preparation is English 25 and English 26. Students must be able to type using a computer and be familiar with basic computer operations (all written assignments must be typed).

Learning Objectives and Outcomes:

1. Students will understand the process of effective business writing.
2. Students will be able to write effective business and sales letters.
3. Students will be able to write effective business and recommendation memos.
4. Students will be able to write effective business proposals and reports.
5. Students will be able to give effective individual and group oral presentations.

Learning Methods:

1. Lecture - guides to shape our learning environment.
2. Class Discussion - free exchange of ideas and experiences.
3. Required Readings - outside articles may supplement text readings.
4. Business Writing - writing is rewriting.

Outcomes Assessment: Students will have achieved course objectives if they complete all written and oral assignments with a cumulative average grade of C or better.

Required Text: Contemporary Business Communication, 3rd Edition, Scott Ober, Houghton Mifflin

Evaluation and Grading:

Total points possible: 3,730. See assignment page for due dates and assignment values.

Course grades will be based on the total number of points obtained by an individual as a percent of total points possible. Additional points (up to 100) may be awarded at the end of the semester based on participation, teamwork, and improvement in writing. There is no extra credit work. Percentages are as follows: 90-100 A; 80-89 B; 70-79 C; 55-69 D; <55 F.

Policies and Procedures:

Failure to attend class on a regular basis will adversely affect your performance in this course. Plagiarism of any kind may result in a grade of "F" for the course. An absence without first notifying the instructor **PRIOR TO THE ABSENCE** constitutes an **UNAUTHORIZED** absence. **THERE ARE NO MAKE-UP ASSIGNMENTS OR EXAMS FOR ANY UNAUTHORIZED ABSENCES.** Last day to drop a course at Reedley College is Friday, March 10.

If a student notifies the instructor **PRIOR** to an exam and will not be able to take the exam at the scheduled date and time, arrangements for the student to take the exam at another date/time will be made. Required reading should be completed before the corresponding lecture/discussion. All grades are final unless an error in math has been made by the instructor. The instructor reserves the right to adjust the course outline, scoring, grading, and content as needed.

COURSE OUTLINE

Week 1	Jan 10 Introduction, Syllabus Assignment: Read chapter 1 of Contemporary Business Communication	Week 5	Feb 7 Chapter 6 continued Assignment: Read Chapter 7
	Jan 12 Chapter 1 Assignment: None		Feb 9 Chapter 7 Assignment: None
	Jan 14 Chapter 1 continued Assignment: Read Chapter 4		Feb 11 Chapter 7 continued Assignment: See assignment page
Week 2	Jan 17 Holiday Assignment: None	Week 6	Feb 14 Chapter 7 continued Assignment: None
	Jan 19 Chapter 4 Assignment: None		Feb 16 Chapter 7 continued Assignment: Read Chapter 8
	Jan 21 Chapter 4 continued Assignment: See assignment page		Feb 18 Holiday Assignment: None
Week 3	Jan 24 Chapter 4 continued Assignment: Read Chapter 5	Week 7	Feb 21 Holiday Assignment: None
	Jan 26 Chapter 5 Assignment: None		Feb 23 Chapter 8 Assignment: None
	Jan 28 Chapter 5 continued Assignment: See assignment page		Feb 25 Chapter 8 continued Assignment: See assignment page
Week 4	Jan 31 Chapter 5 continued Assignment: Read Chapter 6	Week 8	Feb 28 Chapter 8 continued Assignment: Read Chapter 9
	Feb 2 Chapter 6 Assignment: None		Mar 1 Chapter 9 Assignment: None
	Feb 4 Chapter 6 continued Assignment: See assignment page		Mar 3 Chapter 9 continued Assignment: See assignment page

Week 9	Mar 6 Chapter 9 continued Assignment: Read Chapter 10	Week 16	Apr 24 Chapter 15 continued Assignment: None
	Mar 8 Chapter 10 Assignment: None		Apr 26 Practice Interviews Assignment: None
	Mar 10 Chapter 10 continued Assignment: See assignment page		Apr 28 Practice Interviews Assignment: None
Week 10	Mar 13 Chapter 10 continued Assignment: Read Chapter 11	Week 17	May 1 Presentations Assignment: None
	Mar 15 Chapter 11 Assignment: None		May 3 Presentations Assignment: None
	Mar 17 Chapter 11 continued Assignment: See assignment page		May 5 Presentations Assignment: None
Week 11	Mar 20 Chapter 11 continued Assignment: Read Chapter 12	Week 18	May 8 Presentations Assignment: None
	Mar 22 Chapter 12 Assignment: None		May 10 Presentations Assignment: None
	Mar 24 Chapter 12 continued Assignment: See assignment page		May 12 Presentations Assignment: None
Week 12	Mar 27 Chapter 12 continued Assignment: Read Chapter 13	Week 19	Final Report due Monday, May 15 3:30 pm -5:30 pm
	Mar 29 Chapter 13 Assignment: None		
	Mar 31 Chapter 13 continued Assignment: See assignment page		
Week 13	Apr 3 Chapter 13 continued Assignment: Read Chapter 14		
	Apr 5 Chapter 14 Assignment: None		
	Apr 7 Chapter 14 continued Assignment: See assignment page		
Week 14	Apr 10 Chapter 14 continued Assignment: Read Chapter 15		
	Apr 12 Chapter 15 continued Assignment: See assignment page		
	Apr 14 Chapter 15 continued Assignment: None		
Week 15	Spring Break		

Assignment Page

There is only one way to become a better writer: To write. This course is basically a writing course. Thus, you must write a lot to get better at writing. As you go through the chapters, writing assignments get progressively more difficult. Assignments in the early chapters have lower point totals than later assignments. In addition, grading of assignments gets more rigorous as you progress through the course. Thus, your writing must improve accordingly through the semester. If your writing does not improve, then you have failed the course.

The following list contains all assignments, their values (in points), and when they are due. Late assignments will be penalized 10 percent of their total point value per day for each day late, up to three days. After three days beyond the due date, late assignments will not be accepted.

Chapter 4 assignments due Monday, January 31

Page 127: 2 (10 points)
Page 128: 3, 4, 5, 7 (10 points each)
Page 129: 9, 12 (10 points each)
Total: 70 points

Chapter 5 assignments due Monday, February 7

Page 148: 2, 3, 4, 5 (10 points each)
Page 149: 7 (20 points)
Total: 60 points

Chapter 6 assignments due Monday, February 14

Page 176: 1 (50 points)
Page 177: 2 (50 points)
Page 178: 5, 6 (50 points each)
Total: 200 points

Chapter 7 assignments due Monday, February 28

Page 213: 2 (100 points)
Page 214: 3 (100 points)
Page 215: 7 (100 points)
Page 216: 11 (100 points)
Page 217: 13, 15 (100 points each)
Total: 600 points

Chapter 8 assignments due Monday, March 6

Page 248: 2 (100 points)
Page 249: 4 (100 points)
Page 250: 7 (100 points)
Page 251: 10 (100 points)
Page 252: 17 (100 points)
Total: 500 points

Chapter 9 assignments due Monday, March 13

Page 283: 2, 4 (100 points each)
Page 284: 7 (100 points)
Page 285: 9, 10 (100 points each)
Page 286: 14, 17 (100 points each)
Total: 700 points

Chapter 10 assignments due Monday, March 20

Page 321: 2 (200 points)
Page 322: 4 (200 points)
Total: 400 points
Form groups, choose a project (proposal), and get instructor approval

Chapter 11 assignments due Monday, March 27

Page 361: 2 (200 points)
Seek instructor approval for data gathering methodology

Chapter 12 assignments due Monday, April 10

First draft of report due this date

Chapter 13 (no assignments due)

Chapter 14 assignment due April 24

Resume/cover letter (100 each)
Total: 200 points

Chapter 15 (no assignments due)

Presentations as scheduled (300 points)

Final proposals due Monday, May 15 (500 points)