

BA 5 - Course Syllabus- Spring 2010

Instructor: Mr. Chet Reilly

Mr. Reilly's contact information:

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Office Hours: None, Appointments upon request

Course Title & Code #: BA 5 – BUSINESS COMMUNICATIONS – CODE # 51020

Meeting Day, Time & Location: TUES & THURS - 11:30 AM to 12:45 PM – Soc 36

Course Description: The course is intended to develop the student's knowledge in the area of composing and preparing business letters, reports, memos and oral communications with an emphasis on organization, correct grammar, conciseness and tone.

Prerequisites: None. (Eligibility for English 25 and English 26 recommended)

Learning Objectives & Outcomes:

- Compose business letters/memos that persuade, inform, evaluate, or deliver good/bad news to specific audiences.
- Organize writing that is clear and concise using short sentences.
- Conduct primary or secondary research in preparation for a major report.
- Organize, outline, and deliver an oral presentation.
- Create resumes and cover letters that are formatted correctly and persuade potential employers to interview the candidate.

Learning Methods & Course Activities:

- Lectures based on information provided in the textbook, outside publications, and research.
- Required readings and classroom discussions, activities, and presentations. Please note all readings must be completed prior to class meetings and material discussions.
- Case analyses and problem solving exercises, Internet research, written reports, and oral presentations.
- Tests, quizzes, study guides, and classroom discussions.

Assessment: Students completing all exams, assignments, and activities with a cumulative, average grade of "C" or better will be deemed as having achieved the course objectives previously stated.

Textbook: Excellence in Business Communication John V. Thill & Courtland L. Bovee 8th Ed.
This textbook is required!!!

Required Materials: None specific to this course

Email & Internet: An email address is required of all students.

Course Activities & Evaluations:		Earned Points	Grade:
Class Participation	70 pts	450 – 500 pts	A
Presentations	75 pts	400 – 449 pts	B
Final Paper	75 pts	350 – 399 pts	C
Written Assignments	80 pts	300 - 349 pts	D
Quiz's	100 pts	299 points or less	F
Final	100 pts		

Your course grade will be based on the number of points earned

Attendance & Participation: Your attendance and participation are important. Attendance will be taken at the beginning of each class period. You will be given a “free ride” for up to three (4) class hours (50 minutes each); students **missing more than four (4) or more hours may be dropped from the course for non-attendance.**

Unless you regularly prepare for and attend class you can not participate fully in the course. Your success in this course depends on your active participation. There will be **NO OPPORTUNITY to MAKE UP missed participation points.** Participation points will be earned for activities such as:

- Participating in group discussions
- Participating in group projects
- Demonstration of skills at the board
- Oral presentations
- In class projects and work papers
- And many other activities

Students entering or leaving the classroom at times other than the scheduled start/end of class cause a disruption to students and instructors, and it is RUDE. Class begins on the hour (or half hour – depending on the scheduled start time) not 10 minutes past the hour. In an effort to be courteous to your fellow students and the instructor, please make sure that you are in class and ready to “get to work” on time. Students who are habitually tardy (3 or more times per term) will be penalized, as will those who leave class early – without making prior arrangements.

Students attending less than 45 of the normal 1 hour and 15 minutes of class will be counted as absent and subject to the drop policy if 4 or more days are counted as absent. You should be aware that participation points are often earned at the beginning or end of the class session and there will be no opportunity to make up those points once they are missed.

Drop Policy:

If you decide to drop the course please do not simply stop attending. In order to officially drop a class you must fill out a program change card, available in the admissions and records office. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending you may be saddened by the grade that may be issued.

Homework, Quizzes & Exams: Homework assignments are a way for you to dig deeper into the course materials and prepare for the tests and exams. Homework **WILL NOT BE ACCEPTED LATE.** You are welcome to turn in your homework early if you think you might miss class.

If you are participating in school-sanctioned activities (sports, field trips, etc.) and find it necessary to miss class, it is YOUR RESPONSIBILITY to make sure that all your work is turned in and tests/quizzes are taken PRIOR to your departure. **There will be no special dispensation for absences, homework & tests/quizzes missed.**

Exam dates and chapters to be covered are clearly identified in the Course Schedule. Each quiz is worth 20 points and is multiple choice. The final exam will be worth 100 points and will also be multiple choice. All of the quizzes and final exams will be done on Blackboard. They will be available for 48 hours, starting at noon on the day the quiz or final is listed on the syllabus. You will be given 1 hour to complete the quizzes and 2 hours for the final. You must complete all quizzes and exams in one sitting as the timer will start as soon as you begin the test and will not stop even if you leave the test. Accommodations will be made for students with disabilities.

Grades are final unless an error in math is found in the computation of your grade

On a final note: * Please, if you carry a cell phone or pager, please turn the **ringer off** or to vibrate so the rest of the class is not disrupted by a ring or beep. If your cell phone/pager rings, beeps or makes any other audible sounds in class, you can expect to be asked to leave the class for the day – impacting your attendance/participation credit. If you are “excused” from class more than once for a cell phone “violation”, you can expect to be asked to leave the class for on a permanent basis. **A ringing cell phone or pager may initiate a pop quiz for the entire class.**

Food and drink are not permitted in the classroom.

* **Ethics in the classroom (in person or on-line):** You will notice that we will often discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other).

***Accommodations for students with disabilities:** If you have a verified need for an academic accommodation or materials in alternate media (i.e.: Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me by e-mail or at the cell phone listed above.

* Please see the Reedley College catalog for clarification of issues and additional guidelines.

THIS SYLLABUS AND THE COURSE ACTIVITIES SCHEDULE ARE SUBJECT TO CHANGE AS DEEMED NECESSARY BY THE INSTRUCTOR.

Semester Schedule

	Tuesday	Thursday
Week 1 Jan 12 & 14	Introductions	Ch.1
Week 2 Jan 19 & 21	Ch. 1 & 2	Research Business and set-up a Linked-in Account
Week 3 Jan 26 & 28	Ch. 3	Ch. 3 & 4
Week 4 Feb. 2 & 4	Ch. 4 (Quiz Ch. 1 – 3)	Ch. 5
Week 5 Feb 9 & 11	Ch. 6	Ch. 6 & 7 Write a 2 – 3 page paper explaining the 3-step writing process and why you think it is important.
Week 6 Feb 16 & 18	Ch. 7 (Quiz Ch. 4 – 6)	Ch. 7 & 8 Turn in 1 page term paper proposal
Week 7 Feb 23 & Feb 25	Ch. 8	Ch. 8 & 9
Week 8 Mar 2 & Mar 4	Ch. 9 Send Mr. Reilly an e-mail With a positive job Recommendation for a friend	Ch. 10
Week 9 Mar 9 & Mar 11	Ch. 11 (Quiz Ch. 7 – 10)	Ch. 11 & 12
Week 10 Mar 16 & Mar 18	Ch. 12	Ch. 13
Week 11 Mar 23 & 25	Ch. 14	(Quiz Ch.11 -14) Review Writing Assignment
Week 12 Mar 30 & Apr 1	Spring Break	Spring Break
Week 13 Apr 6 & Apr 8	Ch. 15	Ch. 15 & 16
Week 14 Apr 13 & 15	Ch. 16	Cover Letter Due Discuss oral presentations
Week 15 Apr 20 & 22	(Quiz Ch. 15 – 16)	Review Writing Assignment
Week 16 Apr 27 & Apr 29	Oral Presentations	Oral Presentations
Week 17 May 4 & May 6	Oral Presentations	Oral Presentations
Week 18 May11 & May 13	Oral Presentations Final Paper Due	Finals Review Final
Finals Week May 18 & 20	Final	No Class

Final Paper and Presentation

BA – 5 Business Communications - Term Paper Requirements

This assignment requires that you research and write about a publicly traded company.

To successfully complete this project, you will need to do the following:

- 1) Prepare a one-page project proposal detailing who or what you are going to research and why.
- 2) Use the library and/or on-line resources and research the organization.
- 3) Write a 5 to 7-page paper and address the following topics:
 - a. A history of the company: Date founded, date it went public, and brief overview of most current financial results
 - b. What does the company do?(detail service or product offerings)
 - c. Discuss the company's competitors
 - d. List the company's competitive advantages and where you see the company going in the future.
- 4) Your paper must include a bibliography (works cited/reference) page and it must include **AT LEAST 5 DIFFERENT RESOURCES**. Make sure that you lay out your bibliography properly so that, if I so choose, I can find your resource and read more about the company you are discussing.
- 5) The citations within the body of your paper should be in the form of endnotes instead of footnotes.
- 6) You may use either the MLA or APA format for laying out your paper. Please include a one-line note at the end of your bibliography page indicating which format you choose to use.
- 7) You will have to prepare and present a 10-minute presentation based on your report. Presentations will be scheduled beginning the 15th week of school. Your presentation day and time will be randomly assigned.
- 8) Finally, each of you will be provided a scoring sheet and you will be asked to “grade” your classmates’ presentations.

