

# BA 5: Business Communication | Course Syllabus

Reedley College

**Course:** BA-5-59312-2014FA: Business Communication  
Fall 2014

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**Office:** Virtual      **Phone:** (559) 744-3740

**Classroom:** Bus 42      **Meeting times:** M/W/F 2:00pm – 2:50pm

**Holidays:** Monday, 9/1/14 (Labor Day) and Friday, 11/28/14 (Thanksgiving)

**Text:** BCOM 6, Lehman and Dufrene

Please purchase the textbook through the bookstore or online at  
<http://www.cengagebrain.com/shop/search/9781285431642>.

## Required Reading

**Made to Stick: Why Some Ideas Survive and Others Die**  
by Chip Heath et al.  
**Link:** <http://amzn.com/1400064287>

**The Cluetrain Manifesto: 10th Anniversary Edition**  
by Rick Levine et al.  
**Link:** <http://amzn.com/0465024092>

## Recommended Reading

**Getting to Yes: Negotiating Agreement Without Giving In**  
by Roger Fisher et al.  
**Link:** <http://amzn.com/0143118757>

## Outline:

- Compose business letters/memos that persuade, inform, evaluate or deliver good/bad news to specific audiences
- Organize an outline
- Conduct primary or secondary research in preparation for a major report/case study.
- Organize, outline and deliver an oral presentation.
- Create both written and oral communications that are complete, concise and use standard English construction in assignments and exams.
- Create a resume and cover letter that are formatted correctly and persuade potential employers to interview the candidate.

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## Course Deadlines:

8/22 Last Day to drop classes for a full refund

8/29 Last day to withdraw with a W  
Last day to register for full-term classes

10/10 Last Day to drop a full-term class: After this, you will be assigned a letter grade

## Grading

Your final grade will be dependent on exams, projects, homework, and participation.

Final grades will be based on the following scale:

90%-100%	A
80%-89%	B
70%-79%	C
60%-69%	D
Below 60%	F

## Prerequisites

- Advisory - Eligibility for ENGL 125 Writing Skills for College
- Advisory - Eligibility for ENGL 126 Reading Skills for College
- Advisory - Eligibility for MATH 201 Elementary Algebra

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## **COURSE OUTCOMES:**

Upon completion of this course, students will be able to:

1. Organize, compose, and revise effective, written business communication using proper format and content.
2. Demonstrate correct business writing style by writing short, clear, and concise sentences and paragraphs.
3. Demonstrate critical thinking skills by researching, preparing, and presenting formal reports using graphic elements where appropriate.
4. Prepare and deliver oral presentations using appropriate visual aids.
5. Calculate numerical business data and include results in a report, memo, or other business document.

## **COURSE OBJECTIVES:**

In the process of completing this course, students will:

1. Compose business letters/memos that persuade, inform, evaluate, or deliver good/bad news to specific audiences.
2. Organize writing that is clear and concise using short sentences.
3. Conduct primary or secondary research in preparation for major reports.
4. Organize, outline, and deliver oral presentations.
5. Create resumes and cover letters that are formatted correctly and persuade potential employers to interview the candidate.
6. Analyze numerical data found in businesses and use this data in business calculations.

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## Policies

### Late Work

Late work will only be accepted *at half-credit* with a 2-paragraph explanation. *Please include the explanation in the comments section of the assignment on Blackboard when you submit the assignment.* This explanation will cover the following two items:

1. Why the work is late
2. What the student plans to do to avoid turning in late work in the future

### 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 AND the **DSPS office - ext 3332** as soon as possible.

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

### Internet and E-mail access

- Access to broadband Internet is required. If you do not have an Internet connection, you may use the resources in the Reedley College Library or at other computer labs on campus.
- **An email address is required for all students.** If you do not already have one, please either obtain an email address through the RC Library – or any one of the many free email services out there (Gmail, Yahoo, etc.).
- Make sure your e-mail address is updated in the Blackboard system. I use Blackboard to send out information for the course including opportunities for extra credit and reminders about large assignments.
- Please note: I teach multiple courses (and multiple sections of some courses) so I have some rather strict rules about email. They are as follows:
  1. \*Use the subject line correctly. Each e-mail you send to me must include the following subject line:  
**Course number, your first and last name, and the subject you are writing about**  
  
*For example, if I was a student in BA 39 ( Finite Math), the subject line on my email would be as follows: BA 39 Andrew Shinn Question about homework*
  2. Use the spell checker.
    - a. Your e-mail messages represent you. Be accurate and be professional.
  3. Use proper grammar.
    - a. Make a habit of constantly improving the way you communicate.
  4. Do not type in all capital letters. That is the same as yelling.

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Please remember that you are in training for your professional career. One of the best places to start practicing is in this class.

\*If your e-mail does not have the required information in the subject line, your email will not be read.

### Blackboard

ALL assignments are to be turned in via Blackboard. Assignments e-mailed to the Instructor or submitted on paper will not be accepted.

The website is:

<http://blackboard.reedleycollege.edu>

- The standard Blackboard login is:  
Username: your student ID number (example: 0123456)  
Password: your student ID number

Blackboard help is available 24/7. The Blackboard help phone number is 1.866.401.7784

### Cancelled class notification

If class is cancelled, students will be notified via a Blackboard announcement. These announcements will also be e-mailed to your SCCCD e-mail address.

### Attendance and 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 (3) class hours (50 minutes each).
- Students missing **six (6)** or more hours may be dropped from the course for non-attendance. For classes that meet two times per week, students missing **four (4)** or more classes may be dropped for non-attendance. For classes that meet once per week, students missing **two (2)** or more classes may be dropped for non-attendance. For online classes, students missing **two (2)** weeks of discussion or assignments may be dropped for non-attendance.
- Unless you regularly prepare for and attend class you cannot participate fully in the course. Your success in this course depends on your active participation. In fact, your participation and homework is worth a portion of your grade. 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
  - 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, 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 your seat 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).

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- Students attending less than 30 of the normal 50 minutes of class per hour will be counted as absent and subject to the drop policy if 6 or more days are counted as absent. You should be aware that participation points and quiz 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 will be assigned a letter grade.

### **Student Conduct:**

- As stated in your schedule of courses, students are expected to conduct themselves in a responsible manner whenever they are on campus or representing the college in any activity. Board Policy 5410 states the specific rules and regulations and a copy of the policy is available in the college library, the admissions office, Dean of Students & Dean of Instruction offices as well as the student activities office.
- Conduct standards are designed to perpetuate the college's educational purposes, allowing students to enjoy the right of freedom to learn. To that end, students who fail to meet the conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

### **Appropriate Apparel:**

- Please be aware that the role of the Business Department is to prepare you for the world of work. We are charged with teaching you about the various functional areas of business as well as appropriate behaviors and attire. To that end, and in order to better serve the entire class, please refrain from wearing inappropriate apparel to class – including, but not limited to, excessively low cut clothing and low-riding pants. Gentlemen will not wear hats indoors and no one will wear sunglasses unless they have a medical directive stating the sunglasses are necessary for medicinal purposes.

### **Cell Phone Use:**

- 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 lose your points for the day – impacting your attendance/participation credit. If you are penalized more than once for a cell phone “violation,” you can expect to be asked to leave the class. A ringing cell phone or pager may also initiate a pop quiz for the entire class.
- Please do not use cell phones or mobile devices to text, play games, or send e-mails during class unless you've been directed to do so by the instructor.

### **Ethics in the classroom:**

- 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). All assignments will be checked using Turnitin.com, and plagiarism will earn an automatic 0 for the assignment. More than one incident of plagiarism per student will be cause for being dropped from the course.

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