

## **BA 5: Business Communication**

*Reedley College*

**BA-5-78854, Summer 2016 (4-week)**

**Hours:** Online

**Instructor:** Andrew Shinn, MBA

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**Text/Voicemail:** (559) 744-3740

**Office Hours:** Upon request

### **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. Advisories include: Eligibility for ENGL 125 & 126 and MATH 101

### **Learning Objectives & Outcomes:**

- 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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### **Learning Methods & Course Activities:**

- Lectures based on information provided in outside publications and research.
- Required readings and online discussions. Please note all readings must be completed prior to class meetings and online discussions.
- Quizzes and tests

### **Assessment**

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

### **Required Text**

BCOM 7: Business Communication, by Lehman/DuFrene

<http://www.cengagebrain.com/shop/search/9781305401938>

*Note: You will be required to buy a new copy of this book, either from the site above or from the Reedley College Bookstore. It will come with a printed access code that will allow you to access course materials necessary for course participation.*

### **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>

### **Email & Internet**

An email address is required of all students. Access to broadband Internet is required for our weekly online group chats. 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.

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### Grading

Your course grade will be based on the percentage of points (total earned / total possible).

Course Activities & Evaluations:		Earned Percentage of Possible Points - Grade:	
Participation/Discussions	30%	90 - 100%	A
Homework/Projects	30%	80 - 89%	B
Quizzes & Exams	40%	70 - 79%	C
		60 - 69%	D
		< 60%	F

### Attendance & Participation (30%)

Your participation is important. We learn from each other and hone our communication skills together. It's important that you contribute to discussions and bring your experiences to the learning environment.

You will be required to attend at least one class discussion using Blackboard Collaborate. These sessions are scheduled from 4:30-5:30 pm every Friday of the course (5/27, 6/3, 6/10, 6/17).

### Homework & Projects (30%)

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 unless prior arrangements have been made. Homework is composed of a variety of personal reflections, responses to the text, and written communications. For specific homework requirements, please review the rubrics on Blackboard.

- All homework assignments must be submitted via Blackboard. Homework that is not submitted via Blackboard will not be accepted.

### Quizzes & Exams (40%)

Quizzes will be assigned each week. All quizzes will be based on material covered in course readings.

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

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### Blackboard

- 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 phone number is 1.866.401.7784

### 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.

### 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).

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### **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, or the **DSPS office - ext 3332** as soon as possible
- \*Please see the Reedley College catalog for clarification of issues and additional guidelines.

### **As a general rule of thumb for all written assignments**

Exercises will be graded upon depth of reflection, correct format, punctuation and grammar, clarity of thought, originality and applicability of ideas presented.

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