

BA 5: Business Communication | Course Syllabus

Reedley College

Course: BA 5-78855-2016SU: Business Communication

Instructor: Andrew Shinn **Email:** andrew.shinn@reedleycollege.edu

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

Office Hours: Every other Friday as listed below, 4:30pm – 5:30pm

Text: BCOM 7, Lehman and Dufrene

Please purchase the textbook through the bookstore or online at <http://www.cengagebrain.com/shop/search/9781305401938>. You will need an access code that is bundled with the textbook, so you'll need a new textbook. The bookstore will ship if necessary.

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>

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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Grading

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

Quizzes	50%
Discussion	25%
Assignments	25%

Final grades will be based on the following scale:

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

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Due each week:

1. Reading

There will be chapters from the textbook to read each week. The chapters for the following week will be posted on Fridays at 11:59 pm, and should be read first before completing the assignments, contributing to discussions, attending online chats, or taking quizzes.

2. Videos

Each week you'll be assigned videos to watch from the Coursemate companion site to the textbook. You'll need both the Coursemate code for the class (CM-9781305403185-0000206) and the access code from your textbook the first time you sign in to view these videos.

3. Discussion

Each week you'll be assigned a discussion question to answer. You will not be graded on your post until you've commented on at least one other person's discussion post. Your discussion post and response should be completed before 11:59 pm on Saturday of each week.

4. Assignments

Every week you will have a brief written assignment. These will be posted to the weekly folder and are due at 11:59 pm on Saturday of each week.

5. Quizzes

All quizzes will be taken on line. Please sign on to Blackboard to complete your quiz. There will be no make-up quizzes. All chapter quizzes will be closed at 11:59 pm on Saturday.

Bi-Weekly Bus Comm Chat

Friday June 24, Friday July 8, and Friday July 22 from 4:30pm to 5:30pm, I'll be holding an online Bus Comm chat using Google Hangouts on Air. **You are required to attend one out of the three sessions.** A link to the chat session will be posted in the announcement section of Blackboard. You'll need to have these things ready before the chat:

1. A webcam, microphone, and speakers
2. Install the Google hangouts plugin (<https://tools.google.com/dlpage/hangoutplugin>)
3. Sign up for a free Gmail or Google account

Use the online sign-up form to be invited to attend the chat:

<http://goo.gl/forms/VtYSXT3H2s2Bmhmv2>

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Attendance

At the instructor's discretion, you may be dropped if you fail to post for two consecutive weeks during the first four weeks of the course or if you fail to log into Blackboard by Friday, 6/24/16.

Late Work

Late work will only be accepted *at half-credit* with a 2-paragraph explanation. 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 the **DSPS office - ext 3332** as soon as possible.
- *Please see the Reedley College catalog for clarification of issues and additional guidelines.

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