

**BA 5: Business Communication**  
**Course Syllabus: Spring 2017**  
**Adjunct Instructor: Mark Oller**  
**Email: mark.oller@reedleycollege.edu**

**Course Title & Code #:** BA 5 59858 Business Communication

**Meeting Day, Time & Location:** MWF 2:00-2:50pm @ Business 43

**Course Description:** This course teaches students to prepare business letters, reports, memos, oral presentations, visual presentations, and other business messaging in a business environment. Emphasis is placed on document organization, proper grammar, writing/communicating to the desired/intended audience, and creating the proper tone in business communications.

**Prerequisites:** Understanding of English and English grammar.  
Advisories include: Eligibility for ENGL 125 & 126 and MATH 101

**Course Overview**

The basic outline and direction of this course will be as follows:

Framework for Business Communications  
Interpersonal and Group Communication  
Purpose, Channel, Audience, Adaptation, Organization  
Written messages: vocabulary, voice, mood, tense, etc.  
Electronic messaging: voice mail, e-mail, etc.  
Neutral messaging  
Good news/Bad news messaging  
Persuasive Messaging  
Communication Successes and Breakdowns  
Customer Relations  
Political Relations  
Co-Worker Relations  
Reports, Citations, Research  
Data, Graphs, Charts  
Words and Pictures: A Picture Paints a Thousand Words  
Reports and Proposals  
Presentations  
Resumes, Applications,  
Interviewing: Preparing Employment Messaging  
Negotiations  
Robert's Rules of Order  
Boardroom Minutes, Agenda, etc.

**Learning Methods & Course Activities:**

In-class presentations, weekly outside readings, writing assignments, tests.

**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.

**Textbooks:** BCOM – 9<sup>th</sup> Edition, Carol M. Lehman; Debbie D. DuFrene  
Publisher: Cengage

Thesaurus

Made to Stick: Why Some Ideas Survive and Others Die  
Chip and Dan Heath  
Publisher: Random House

The ClueTrain Manifesto: The End of Business as Usual  
Rick Levine, Christopher Locke, Doc Searls, and David Weinberger  
Publisher: Basic Books

Course Activities & Evaluations:	Earned Percentage of Possible Points	Grade:	
Class Participation/Discussions	10%	90 - 100%	A
Homework Assignments	40%	80 - 89%	B
Periodic Exams	16%	70 - 79%	C
MidTerm and Final	34%	60 - 69%	D
		< 60%	F

## INTERNET & E-MAIL

An email address is required for all students. Make sure your current, correct e-mail is updated in the Canvas system. I will use this system to contact you via e-mail. When emailing the instructor, please adhere to the following:

- \*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 were a student in BA 10 (Intro to Business), the subject line on my email would be as follows: BA 10 Mark Oller Question about homework*
- Use the spell checker. Be accurate and be professional. People judge you based on how well you control the English language; especially when it is written.
- Use proper grammar. Make a habit of constantly improving the way you communicate. Don't use text message lingo. The grammar you use creates an impression for others. Give them the impression that you are intelligent.

## CANVAS

- The website is:  
<https://scccd.instructure.com/>

## GRADING

- The course grade will be based on a student's point total as a percentage of total points possible.

## ATTENDANCE & PARTICIPATION (face-to-face classes)

- Your attendance and participation are important. Attendance will be taken at random points during each class period.
- 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.
- Any student who misses a class during the first **three (3)** weeks of instruction, may be dropped.
- Unless you regularly attend class, and have prepared adequately for each class period, you are not fully participating 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 is no opportunity to make up for missed participation points.
- Participation points will be earned for activities such as:
  - Remaining attentive during class presentations
  - Completing Homework Assignments
  - In class projects and work papers
- 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 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).**
- Remember: “Early is on time. On time is late. Late is unacceptable.”
- 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 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.

## **HOMEWORK, QUIZZES, & EXAMS**

- Certain Homework Assignments will only be made available in class, and there will be no opportunity to make up for missed assignments.
- All homework assignments that are submitted via Blackboard or e-mail must be named correctly. Homework that is not submitted with the correct name will not be accepted. When naming a homework assignment, make sure to include your first and last name, the course abbreviation, official assignment title.
- **For example:** *Tomas Chavez, BA 10, Bankruptcy Case.*
- There will be no special consideration given for absences.

## **DROP POLICY March 10, 2017**

- 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:**

- 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. No one will wear sunglasses unless they have a medical directive stating the sunglasses are necessary for medicinal purposes.

## **CELL PHONE USE:**

- Please, if you carry a cell phone or pager, 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.

## **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).

## **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.

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