

# BA 38: Business Communications | Course Syllabus

Reedley College

**Course:** BA-5-51027-2019SU  
Business Communications  
Summer 2019

**Instructor:** Dr. Sarah Maokosy

**Email:** [sarah.maokosy@reedleycollege.edu](mailto:sarah.maokosy@reedleycollege.edu)

**Office:** Virtual

**Meeting times:** Online

## Required Reading



**Text:**

**BCOM, 10th Edition**

**Carol M. Lehman; Debbie D. DuFrene; Robyn Walker**

**ISBN-10: 0357026586 | ISBN-13: 9780357026588**

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- June 24- Instruction begins for 6-week classes
- July 4- Independence Day Holiday (Campus Closed)
- August 2- Final examinations; end of 6-, 8-, and 10-week classes

## Catalog Description:

This course teaches students to prepare business letters, reports, memos, and oral presentations used in a business environment. Emphasis is placed on document organization, using correct grammar, writing to the desired audience, and creating appropriate tone.

## Learning 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.

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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

## Learning 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.

## Prerequisites

- Advisory - Eligibility for ENGL 128 Accelerated Reading
- Advisory - Eligibility for ENGL 130 Accelerated Writing
- Advisory - Eligibility for ENGL 132 Accelerated Reading and Writing
- 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

## Learning Methods & Course Activities:

- Lectures based on textbook materials
- Required readings and discussions
- Internet Research

## Course Activities & Evaluations:

### Earned Percentage of Possible Points - Grade:

Participation	15%	90 - 100%	A
Assignments	15%	80 - 89%	B
Quizzes	50%	70 - 79%	C
Final	20%	60 - 69%	D
		< 60%	F

## Policies

### Late Work

Late work will be accepted at half-credit.

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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 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 Canvas system. I use Canvas 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. If your e-mail does not have the required information in the subject line, your email will not be read. Each e-mail you send to me must include the following subject line:  
**Course number, your first and last name, and the subject**  
*For example, if I was a student in BA 39 ( Finite Math), the subject line on my email would be as follows: BA 39 Sarah Maokosy Question about homework*
  2. Use the spell and grammar 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. This is the same as yelling.

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

## Canvas

**ALL assignments are to be turned in via Canvas.**

Assignments e-mailed to the Instructor or submitted on paper will **NOT** be accepted.

The website is: <http://scccd.instructure.com>

- The standard Canvas login is:

**Username:** Your 7-digit student ID number.

**Password:** If you have not previously changed your password, it is:

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*First name initial (upper case) + last name initial (lowercase) + date of birth (mmdd yy)*

**Example:** John Smith born on July 9th of 1988 Password =Js070988

**If you do not know your password and need assistance:** (559) 499-6070

## Cancelled class notification

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

## Attendance and Participation

- Your attendance and participation are important. Online- participation in discussion boards and completion of assignments and quizzes count for your attendance in the course.
- Students missing **six (6)** or more hours may be dropped from the course 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.

## 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:

- 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.**