

BA 5: Business Communications
Course Syllabus: Fall 2020
Adjunct Instructor: Mark Oller
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Course Title & Code #: BA 5 55655 Business Communications

Meeting Day, Time & Location: Online|Hybrid TTh 11:30-12:45 Business 43 Online

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:

Communicating in Everyday Life
Interpreting Communication
Exploring Language Elements
Mastering Nouns and Pronouns
Expanding Language Skills
Applying the Mechanics of Style
Sharpening Writing Skills
Writing E-Mails, Memos, and Letters
Writing Specific Communications
Preparing and Writing Reports
Working with Technology
Communicating with Customers
Developing Presentation Skills
Searching for Jobs and Writing Resumes
Interviewing and Employment Issues
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: College English and Business Communications – Camp Satterwhite
Publisher: McGraw Hill

Thesaurus

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

Course Activities & Evaluations:	Earned Percentage of Possible Points		Grade:
+/-1140 Total Points Possible	100%	90 - 100%	A
Homework Assignments	60%	80 - 89%	B
Periodic Exams	20%	70 - 79%	C
MidTerm and Final	20%	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:

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 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
2. 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.
3. 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://sccd.instructure.com/>

GRADING

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

ATTENDANCE & PARTICIPATION (online and hybrid classes)

- ***Unless you keep current on homework assignments and tests, you are not fully participating in the course.***
- Keeping up and staying current will be the sole indicator of a student's participation and attendance.
- Any student who is not current on homework assignments and tests as of the end of the third week of instruction will be dropped.
- Students missing **two (2)** weeks of assignments may be dropped for non-attendance.
- Participation points are earned for activities such as:
 - Completing Homework Assignments
 - Completing Tests
 - Participating in online Discussions

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.

Course Policies: Grading and Assessment

GRADING and ASSESSMENT

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

Learning Methods & Course Activities:

Class will be presented with visual demonstrations and specific problem-solving, and students' progress and proficiency will be evaluated by weekly homework assignments, and periodic examinations/tests.

Course Breakdown: Homework 20%, Tests 80%

Grading Scale: 90 - 100% = A | 80 - 89% = B | 70 - 79% = C | 60 - 69% = D | < 60% = F

Course Policies: Late Work

- Each homework assignment requires knowledge and familiarity with the skills and concepts developed in the preceding assignment.
- Homework assignments are for the student's benefit.
- Students must keep current on homework in order to succeed in this course.
- There is no penalty for turning work in late, but since all homework assignments must be completed in sequential order, falling behind becomes its own penalty.

Course Policies: Prerequisites for Success

If a student has not satisfactorily completed the recommended prerequisite courses, the student should not be surprised at the difficulty in understanding the concepts presented in this course.

Success in this course requires of the student a basic understanding of certain mathematical concepts and procedures as well as the student's having developed the habit of thinking *logically*.

Even though mathematics is *used* in Statistics, it is not primarily a mathematical science, but it is rather a *logical science*.

Course Policies: Drop Policy and Drop Dates

DROP POLICY October 9, 2020 is final drop date

- A student will be dropped if the textbook has not been obtained by the end of the third week of instruction
- If you intend to drop a course, *do not simply stop participating!*
- In order to officially drop a class, *you must fill out a program change card*
- The Program Change Card is available in the Admissions and Records Office
- Drop dates are listed in your Reedley College Class Schedule

If you do not officially drop a course but simply stop attending, *the Instructor is required to assign a letter grade.*

Course Policies: Communicating with Instructor

- A current and correct email address is required for all students.
- This email address will be used to contact you through the Canvas portal.
- You should expect a response by the next normal business day.
- If your email is sent on a Friday or on a weekend, you should expect a response on Monday.

When emailing the instructor:

2. Subject Line: Include **Course ID, your first and last name, and the subject you are writing about**
For example: Subject: **BA 10 Mark Oller Question about homework**
3. Use the spell checker.
4. Use proper grammar, not text message lingo.

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.

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.