

Mt. San Antonio College
BUSO 25: Business Communications
Course Preview

Instructor: Bonnie Jeffers

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Office Hrs: Wednesdays, 2:00-3:30 p.m.

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Texts:

Required –*Business Communication*, Third Edition, by Kathryn Rentz & Paula Lentz

Grading Procedure:

Attendance/Workbook Assignments (15 x 10 pts each)	15%
In-Class Writing Assignments (8 x 50 points each)	40%
Oral Presentation (50 pts.)	5%
Midterm Examination (includes in-class writing exercise) (200 pts.)	20%
Final Examination (includes in-class writing exercise) (200 pts.)	<u>20%</u>
	100%

NOTE! *** Since attendance and punctuality are crucial in business, they are stressed in this class. Any student who misses three class sessions will be dropped from the class unless special arrangements are made with the professor. Also pay close attention to the following information. It affects your grade.

Workbook Assignments:

-- Workbook assignments will be two to three pages and will be typed. To complete this assignment, use the blue, green, and orange headings to form an outline of the chapter. Under each heading, use bullets to briefly summarize the information in that section. A sample is printed on the back of this packet.

-- Only students attending the class session may submit workbook assignments and one half credit will be subtracted from workbook assignments submitted by students who arrive late or leave early.

-- No make-up work is accepted for workbook assignments. (Note the difference between writing assignments below and workbook assignments.) If you are concerned about the effect your absence will have on your final grade, see me the week of the absence regarding an extra writing assignment.

Writing Assignments and Exams:

-- Writing assignments will be done in class. In emergency situations, make-up arrangements may be made for writing assignments and exams. All make-up writing assignments and exams must be done in my office during my office hours. Students are expected to make advance arrangements for make-up work when possible and to contact me prior to the next class session when advance notice is not possible.

Cheating and Plagiarism:

"The professor who determines that a student has cheated may give the student a failing grade for the assignment, for the course, or may drop the student from the course."

"Plagiarism is a direct violation of intellectual and academic honesty...[It is] representing somebody else's words or ideas as one's own...forms of plagiarism [include] the use of material authored by another person or obtained from a commercial source...without acknowledgment...It may constitute grounds for a failing grade, probation, suspension, or expulsion." (*Mt. San Antonio College Catalog*)

Classroom Etiquette

Students are expected to act in a professional manner while in the class.

- Do not read, do homework, or participate in side conversations during lecture, discussion, or group work time.
- Turn off cell phones and store them off the desk. (Cell phones will be taken from students caught texting or using the phone in any way during class.)
- Be on time. Be involved. Listen actively. Join in discussions.

In addition, the Mt.SAC Student Orientation Handbook gives the following tips for success.

- Make it your goal to have perfect attendance. People are usually able to do what's important to them.
- Learning is work. The responsibility for learning--the work--lies with the student. Being a student is your job--your most important, best-paying job; give it as much attention and effort as you give your other obligations.
- Sit close to the front of the room. Stay away from people who look frivolous or dependent. Decide what impression you wish to make. Try to project interest, enthusiasm, and patience.

Course Description:

"Apply writing principles to produce effective good news, bad news, sales, claims, persuasive, and job seeking correspondence."

Section: #21243, Wednesdays, 3:30-6:40 p.m., Rm. 17-9

Prerequisites: English 1A or equivalent college-level course

Course Objectives:

1. To learn about communication theories and processes that apply to business organizations.
2. To be able to use communication to convey information and influence people favorably.
3. To know how to analyze and solve business communication problems.
4. To improve your ability to express yourself in writing.
5. To develop your skills in non-written communication, including speaking, listening, interviewing, and conducting meetings.
6. To learn about communication management and technological innovations in business communications.
7. To make you more employable in the business world.

Student Learning Objectives:

1. I am able to compose an appropriate, effective letter presenting good news, bad news, sales, or persuasive content.
2. I am able to use informative and sales letters to convey information and influence people favorably.
3. I am able to develop and deliver a 3-5 minute presentation on a business-related topic.

Mt. San Antonio College
BUSO 25: Business Communications (Wednesdays, Fall 2015)
Course Outline and Assignment Sheet

Week 1 – August 26

- Class Outline
- Introduction
 - Chapter 1: Communicating in the Workplace
 - Chapter 2: Understanding the Writing Process

- Homework
(due 9/2)
- Read the last part of Chapter 1: Communicating in the Work... (pp. 14-19 only)
 - Read Chapter 2: Understanding the Writing Process (pp. 22-32 only)
 - Outline/Summarize Chapter 2 (pp. 22-32 only)

***NOTE:** Each week you will be asked to outline and summarize the assigned chapter. To complete this assignment, use the blue, green, and orange headings to form an outline of the chapter. Under each heading, use bullets to briefly summarize the information in that section. This will be two to three pages and will be typed. You will find a sample on the back of this packet.*

Week 2 – September 2

- Class Outline
- Chapter 4: Using an Appropriate Style (Part 1)
 - Document formats
 - In-Class Writing using concepts from Chapter 4, part 1

- Homework
(Due 9/9)
- Read the first part of Chapter 4: Using an Appropriate Style (pp. 65-72 only)
 - Outline/Summarize this portion of Chapter 4

Week 3 – September 9

- Class Outline
- Chapter 4: Using an Appropriate Style (Part 2)
 - In-Class Writing using concepts from Chapter 4, Part 2

- Homework
(due 9/16)
- Read the last part of Chapter 4: Using an Appropriate Style (pp. 73-84 only)
 - Outline/Summarize this portion of Chapter 4

Week 4 – September 16

- Class Outline
- Chapter 4: Using an Appropriate Style (Part 3)
 - In-Class Writing using concepts from Chapter 4, Part 3

- Homework
(due 9/23)
- Read the last part of Chapter 4: Using an Appropriate Style (pp. 84-96 only)
 - Outline/Summarize this portion of Chapter 4

Week 5 – September 23

- Class Outline
- Chapter 5: Writing Good-News & Neutral Messages
 - Letter Styles
 - In-Class Writing using concepts from Chapter 5

- Homework
(due 9/30)
- Read Chapter 5: Writing Good-News & Neutral Messages (pp. 99-130)
 - Outline/Summarize this portion of Chapter 5

Week 6 – September 30

- Class Outline
- Chapter 6: Writing Bad-News Messages
 - In-Class Writing using concepts from Chapter 6

- Homework
(due 10/7)
- Read Chapter 6: Writing Negative Messages (pp. 133-154)
 - Outline/Summarize Chapter 6

Week 7– October 7

- Class Outline
- Chapter 7: Writing Persuasive Messages
 - In-Class Writing using concepts from Chapter 7

- Homework
(due 10/14)
- Read Chapter 7: Writing Persuasive Messages (pp. 157-182 only)
 - Outline/Summarize Chapter 7

Week 8 -- October 14

- Class Outline
- Goodwill Messages
 - In-Class Writing using concepts from chapters covered to date
 - Review for Midterm Exam

- Homework
(due 10/21)
- NO outline/summary due this week
 - **Review for Midterm Exam** - Review Chapters 1, 2, 4-7.
 - Bring a Scantron #882

Week 9 – October 21

- Class Outline
- **Midterm Exam** - Midterm will include questions from Chapters 1, 4-7.

- Homework
- No Homework due this week

Week 10 – October 28

Class Outline • Chapter 11: Communicating in the Job Search (Part 1 - Resumes)

Homework • Read Chapter 11: Communicating in the Job Search (pp. 305-331 only)
(due 11/4) • Outline/Summarize this portion of Chapter 11

Week 11 – November 4

Class Outline • Chapter 11: Communicating in the Job Search (Part 2 - Application Letters)
• In-Class Writing using concepts from Chapter 11

Homework • Read Chapter 11: Communicating in the Job Search (Part 2) (pp. 331-342 only)
(due 11/18) • Outline/Summarize this portion of Chapter 14
• Complete your Resume and Cover letter

Week 12 – November 11 – Veterans' Holiday – NO CLASS

Week 13 – November 18

Class Outline • Chapter 11: Communicating in the Job Search (Part 3 - Interviewing)

Homework • Read Chapter 11: Communicating in the Job Search (pp. 342-347)
(due 11/25) • Outline/Summarize this portion of Chapter 11

Week 14 – November 25

Class Outline • Chapter 10: Communicating Orally
• Sign ups for oral presentations

Homework • Read Chapter 10: Communicating Orally (pp. 279-303)
(due 12/2) • Outline/Summarize Chapter 10
• Prepare a timed 3-minute oral presentation to be given in class next week.
Use at least one visual aid.

Week 15 – December 2

Class Outline • Class Presentations
• Review for Final Exam

Homework • Review for Final Exam - The Final will include questions from Chapters 10-11
(due 12/9)

Week 16 – December 9

Class Outline • **FINAL EXAM** - The Final will include questions from Chapters 10-11
The Final Exam will be held in our usual classroom at _____

SAMPLE WORKBOOK ASSIGNMENT

Chapter 1: Communicating in the Workplace (pp. 14-15)
Date

Student Name
Section day/time

I. The Business Communication Process *(NOTE: This is the first blue heading)*

A. Business Communication as Problem Solving *(NOTE: This is the first green heading)*

-- A problem is a gap between where you are and where you want to be. This can be an opportunity for improvement. *(NOTE: This is a summary of one of the pieces of information in this section)*

-- A well-defined problem can be solved by following a formula. Most problems, however, are ill defined and involve innovation and good judgment. *(NOTE: Often you will need more than one bullet to summarize the information under a single heading)*

B. A Model of Business Communication *(This is the second green heading)*

1. The contexts for communication *(This is the first orange heading)*

-- The larger context of communication involves language, values, and customs. The relationships between the communicators is also part of the context.

-- *(Other summary points here.)*

2. The process of communication *(This is the second orange heading)*

INSTRUCTIONS:

- 1) Use the BLUE headings as the first level of your outline (I, II, III, etc.).
Use the GREEN headings as the second level of your outline (A, B, C, etc.).
Use the ORANGE headings, if present, as the third level of your outline (1, 2, 3, etc.)
- 2) Use bullets to summarize the information in each section. Note that this is a SUMMARY, not a copy of what is in the text. Be brief, but summarize the most important pieces of information in the section.
- 3) Note that you will often need more than one bullet to summarize the information under a heading.
- 4) The outline for each chapter will be two to three pages and will be typed.