

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

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Office Hrs: Mon. 2:30-3:30 p.m.; Tues., Wed, and Thurs. 6-7 p.m.

Texts:

1. Required - Bovee & Thill, *Business Communication Essentials*, Fifth Edition
2. Recommended - A collegiate dictionary such as *The American Heritage Dictionary of the English Language* or *Webster's New World Dictionary*.

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 one to two pages and will be typed. To complete this assignment, copy each orange heading in 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

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 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."

Sections:

#20851, Mon., 3:35-6:45 p.m., Rm. 17-9; #20853, Mon., 7:00-10:10 p.m., Rm. 17-9; #20855, Tues., 7:00-10:10 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.

Mt. San Antonio College
BUSO 25: Business Communications (Tuesdays, Fall 2012)
Course Outline and Assignment Sheet

Week 1 – August 28

- Class Outline
- Introduction
 - Chapter 1: Understanding Business Communication
 - Chapter 3: Planning Business Messages

- Homework
(due 9/4)
- Read the first part of Chapter 1: Understanding... (pp. 209 only)
 - Read Chapter 3: Planning Business Messages (pp. 50-66)
 - Outline/Summarize Chapter 3

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

Week 2 – September 4

- Class Outline
- Chapter 5: Completing Business Messages
 - Document formats
 - In-Class Writing using concepts from Chapter 5

- Homework
(Due 9/11)
- Read Chapter 5: Completing Business Messages (pp. 95-112)
 - Outline/Summarize Chapter 5
 - Read Appendix A: Document Formats (pp. A-1 to A-16 located after p. 401)

Week 3 – September 11

- Class Outline
- Chapter 4: Writing Business Messages (Part 1)
 - In-Class Writing using concepts from Chapter 4, Part 1

- Homework
(due 9/19)
- Read the first part of Chapter 4: Writing Business Messages (pp. 72-80 only)
 - Outline/Summarize this portion of Chapter 4

Week 4 – September 19

- Class Outline
- Chapter 4: Writing Business Messages (Part 2)
 - In-Class Writing using concepts from Chapter 4, Part 2

- Homework
(due 9/25)
- Read the last part of Chapter 4: Writing Business Messages (pp.80-89 only)
 - Outline/Summarize this portion of Chapter 4

Week 5 – September 25

- Class Outline
- Chapter 7: Writing Routine...Messages (Part 1)
 - Letter Styles
 - In-Class Writing using concepts from Chapter 7

- Homework
(due 10/2)
- Read the first part of Chapter 7: Writing Routine...Messages (pp. 153-164 only)
 - Outline/Summarize this portion of Chapter 7

Week 6 – October 2

- Class Outline
- Chapter 8: Writing Negative Messages
 - In-Class Writing using concepts from Chapter 8

- Homework
(due 10/9)
- Read Chapter 8: Writing Negative Messages (pp. 180-199)
 - Outline/Summarize Chapter 8

Week 7 – October 9

- Class Outline
- Chapter 9: Writing Persuasive Messages
 - In-Class Writing using concepts from Chapter 9

- Homework
(due 10/16)
- Read Chapter 9: Writing Persuasive Messages (pp. 209-227)
 - Outline/Summarize Chapter 9

Week 8 – October 16

- Class Outline
- Chapter 7: Writing...Positive (Goodwill) Messages (Part 2)
 - In-Class Writing using concepts from chapters covered to date
 - Review for Midterm Exam

- Homework
(due 10/23)
- Read the last part of Chapter 7: Writing...Positive Messages (pp. 164-170 only)
 - NO outline/summary due this week
 - **Review for Midterm Exam** - Review Chapters 1, 3-5, 7-9.
 - Bring a Scantron #882

Week 9 – October 23

- Class Outline
- **Midterm Exam** - Midterm will include questions from Chapters 1, 3-5, 7-9.

- Homework
- No Homework due this week

Week 10 – October 30

- Class Outline
- Chapter 13: Building Careers & Writing Resumes

- Homework
(due 11/6)
- Read Chapter 13: Building Careers & Writing Resumes (pp. 348-369)
 - Outline/Summarize Chapter 13

Week 11 – November 6

- Class Outline
- Chapter 14: Applying & Interviewing for Employment (Part 1)
 - In-Class Writing using concepts from Chapters 13 &14

- Homework
(due 11/13)
- Read the first part of Chapter 14: Applying & Interviewing...(pp. 374-379 only)
 - Outline/Summarize this portion of Chapter 14
 - Complete your Resume and Cover letter

Week 12 – November 13

- Class Outline
- Chapter 14: Applying & Interviewing for Employment (Part 2)

- Homework
(due 11/20)
- Read the last part of Chapter 14: Applying & Interviewing...(pp. 380-396 only)
 - Outline/Summarize this portion of Chapter 14

Week 13 – November 20

- Class Outline
- Chapter 12: Developing Oral Presentations
 - Sign ups for oral presentations

- Homework
(due 11/27)
- Read Chapter 12: Developing Oral Presentations (pp. 319-337)
 - Outline/Summarize Chapter 12
 - Prepare a timed 3-minute oral presentation to be given in class next week.
Use at least one visual aid.

Week 14 – November 27

- Class Outline
- Class Presentations
 - Review for Final Exam

- Homework
(due 12/4)
- Review for Final Exam - The Final will include questions from Chapters 12-14

Week 15 – December 4

- Class Outline
- Class Presentations
 - Review for Final Exam

- Homework
(due 12/11)
- Review for Final Exam - The Final will include questions from Chapters 12-14

Week 16 – December 11

- Class Outline
- **FINAL EXAM** - The Final will include questions from Chapters 12-14
The Final Exam will be held in our usual classroom at _____

SAMPLE WORKBOOK ASSIGNMENT

Chapter 1: Understanding Business Communication

Student Name

Date

Section day/time

I. Understanding Why Communication Matters

-- Communication is transferring information between senders and receivers. Many employers feel that their employees suffer from poor communication skills. Communication is vital to career success, especially in leadership and management roles.

-- Good communication helps with business relationships, problem solving, decision making, productivity, work flow, promotion, and improved professional image.

-- Communication is effective when it provides practical, factual information in a concise and efficient manner. It should state what is expected and show how the reader benefits from this.

II. Communicating in Today's Global Business Environment

-- Employers want employees who can organize and express ideas, listen to others, and evaluate data. They want employees to communicate correctly, efficiently, effectively, and ethically.

-- An audience-centered approach to communication helps maintain business relationships by showing respect, courtesy, and common sense.

III. Exploring the Communication Process

-- Communication is explained in the "Basic Communication Model" as the following process: a sender has an idea, encodes it using words or images, produces it and sends it through a channel such as an e-mail or a phone call. The audience receives the message, decodes it (seeks to understand the meaning), and responds to it by action and/or feedback.

-- Barriers to communication can happen at every stage of the process. Examples would include the sender choosing ineffective words or the wrong channel. The receiver may also fail to receive, pay attention to, or understand the message.

-- New technologies often mean a more interactive style of communication. This "Social Communication Model" has advantages, but can also cause information overload and confusion.