



_____, Learner
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Section #6124

BUS-43—BUSINESS COMMUNICATION
“THE SYLLABUS”
Class Syllabus-Fall 2006 (Room V-115)

Course Objectives or Expected Student Outcomes: Upon completion of this course, students will

1. Distinguish among a number of major factors and trends in changing communication technologies.
2. Understand the principles of communication as they apply to communication patterns within an organization.
3. Analyze his/her audience, organize ideas in a logical, persuasive way, support his/her points with details and examples, and draft an appropriate document for each incident.
4. Assess the various styles of writing in business.
5. Write well-organized memos to solve business problems.
6. Write effective short proposals and reports.
7. Appraise various styles and formats used in business letters.
8. Write effective requests, inquiries, replies, announcements, goodwill letters, condolence messages, congratulatory letters, thank-you letters, persuasive letters, and cover letters.
9. Formulate effective speaking and listening skills.
10. Prepare an individualized resume and job application cover letter.
11. Examine current innovations in business communication.
12. Analyze international business communication and develop a cultural sensitivity for foreign nations.
13. Set-up various business communication documents using the microcomputer.

Required Text and Materials: (all available in Bookstore)

Essentials of Business Communication, **Seventh edition**, Dr. Mary Ellen Guffey, South-Western College Publishing, Copyright 2007. (ISBN 0324434723)

- ✓ 16 or 32 MB USB Pen Drive →
- ✓ Three 100-question Scantron test sheets (available in Bookstore)
- ✓ Three-ring binder ½" and five divider tabs.



Prerequisite: BUS 53-Business English

Advisory: ENGL 81-Reading Tactics II

Attendance:

The student is responsible to **attend all** class sessions. You may be dropped from class for excessive absences (10 class hours). See attendance policy in the current college catalog (2006-07, p. 29). MCCD's Academic Honesty policy (p. 19) indicates that a student may be **suspended from the college** for cheating. (Ask me about Perfect Attendance certificate.)

Important dates: Reminder—It is **YOUR** responsibility to drop a class.

Aug. 21 - Add deadline/census date	Sept. 19 - Credit/No Credit deadline
Aug. 27 - Drop deadline w/refund	Nov. 19 - Last Day to Drop a Course w/a "W"
Sept. 10 - Drop deadline w/o a "W" grade	Dec. 12 - Final Exam, Tues., 8-9:50 p.m.

GRADING PROCEDURES

Your grade in this course is based on a percentage of total points earned on tests, classroom assignments, and homework assignments. 90 % = A, 80% = B, 70 % = C.

Make-up Policy:

Homework – **All work must be neatly typed. Assignments** [Assignment Cover sheets are on our intranet in the Student Datafiles/Kline folder on computers here] **will not be accepted if they are over one week past due and will be assessed a 10% late penalty.**

Each document will be graded as follows:

Content/tone/style	15 pts.
Format	5 pts.
Mechanics	5 pts.

Tests – Time allowed per test: 1 hr. 15 min. Tests must be **made up within the week** prior to the following class session. However, if you know you will miss a test, you can arrange to take the test early.

Global Learning Project – written report [see sample of format on our intranet in the Student Datafiles/Kline folder on computers here] (**75 pts.**), presentation slides (**50 pts.**) and oral presentation (**100 pts.**) must be completed on time and cannot be submitted late.

Portfolio – A presentation of your perfected resume, corrected letters and memos, your report and presentation slides AND the corresponding graded document, will be included. See Table of Contents and **highlighted documents in this syllabus** (**100 pts.**) Portfolios will not be accepted late.

"Dress for Success" – Students dress professionally and are evaluated by their classmates, instructor, and sometimes a business guest. (**10 pts.** each x 3=**30 pts.**)

Grading Scale – 1,000 points possible (keep track of your points earned on each document.)

GRADING SCALE:		
90%+	900-1,000	A
80%+	800-899	B
70%+	700-799	C
60%+	600-699	D

Please be sensitive to the learning environment: It is assumed that every student is attending class to learn; therefore, anything which distracts any student from learning is not appropriate classroom behavior. (Examples: Cell phones, playing Solitaire, typing during lecture, conversing during lecture, etc.).

In attempting to keep with a business-like, professional atmosphere, any behavior which would be considered inappropriate in a business setting will be addressed in class (ergonomics, feet on chairs, pencil in mouth, etc.).

WEEKLY SCHEDULE

Week 1 – Aug. 15

Introduction to course—text, website: <http://guffeyxtra.swlearning.com/> & <http://guffey.swlearning.com/>

Student Introductions

- ✓ Grammar/Mechanics Handbook, pp. GM-1 to GM-45
- ✓ Review of letter styles, Appendix A, pp. A-1 to A-12
- ✓ Handouts: Format for Memos & Letters
- ✓ Learning Style Inventory:
 - <http://www.learning-styles-online.com/inventory/userInfo.asp?groupID=754>

Homework:

- ✓ Introductory Memo - Tell me about yourself:
 - (1) what you want to learn from this class,
 - (2) something about **your culture, (find artifacts and place in container)** and
 - (3) your goals.
- ✓ Diagnostic Grammar test (take home and complete for next class, use Scantron form and pencil).

Reminder: Read Chapter 1 for next class.

Week 2 – Aug. 22

UNIT 1 – *Laying Communication Foundations*, p. 1

Lecture and discussion of Chapter 1, *Building Your Career Success with Communication Skills* (pp. 2-29).

- ✓ How to get to the intranet Student Datafiles/Kline/BUS-43 folder—handout
- ✓ Grammar/Mechanics Checkup 1 (in Shared folder) and Challenge 1, pp. 27-28.
- ✓ **Multi-Cultural Calendar: <http://www.kidlink.org/KIDPROJ/MCC/index.html>**
 - **Click “Country” on left and choose a country to look at their celebrations.**
 - **Why would this be important in business dealings?**

Week 3 – Aug. 29

UNIT 2 – *The Writing Process*, p. 31

Lecture and discussion of Chapter 2, *Creating Business Messages* (pp. 32-55).

- ✓ Confusing Words Pretest (on intranet, in Shared folder)
- ✓ Chapter Review questions, pp. 47-48.
- ✓ Writing Improvement Exercises, pp. 49-51.
- ✓ Check out the trainer/intro/index.html
- ✓ Write a paragraph about your culture and another paragraph about something you learned about another culture—or a country/culture that you would like to learn about. (due next class, 20 pts.)

Grammar/Mechanics Handbook instruction and exercises.

Week 4 – Sept. 5

Lecture and discussion of Chapter 3, *Improving Writing Techniques* (pp. 56-79).

Assignment 1—Chapter 3 Review questions (pp. 70-71) 6, 8, 9, 10, 11, 13, 14 and Writing Improvement exercises (pp. 72-75) questions 19, 20, 33, 34, 38, 39, 44, 45, 50, 51, 53, 54, 55 (40 pts.), due beginning of next class. Your answers must be typed and numbered correctly. Use the form provided on the intranet in Student Datafiles/Kline folder.

“Dress for Success” (10 pts.) First of three opportunities to demonstrate your ability to dress for success.

Week 5 – Sept. 12

Lecture and discussion of Chapter 4, *Revising and Proofreading Business Messages* (pp. 80-96).

- ✓ Chapter Review questions, pp. 89-90.
- ✓ Writing Improvement Exercises, pp. 90-92.
- ✓ **Assignment 2** – Revise and correctly key the letter on p. 94. Due **beginning of next class**. (25 pts.) **“SSL VP CC”** – handout from instructor
- ✓ Form four groups to review for Test 1
- ✓ Register for TappedIn at <http://tappedin.org/tappedin>. Go to Merced College Students room.

Week 6 – Sept. 19

Groups present review for Test 1.

Instructor review of Test 1, too.

- ✓ Possible TappedIn Session with other country/countries or “experts”. Share about your culture and learn about another’s culture.

Week 7 – Sept. 26

Test 1 – Chapters 1-4 (50 pts). Be sure to bring 100-question Scantron form and pencil to class.

UNIT 3 – *Corresponding at Work*, p. 97
Chapter 5, *E-Mail and Memorandums* (pp. 98-133).

Week 8 – Oct. 3

Assignment: 3 – 5.3, and 5.5 (pp. 124-25). We will review the writing errors in 5.3 in class. You will then revise and type your improved memo. In preparing your memo for 5.5, assume your office is in the Merced area. **(50 pts.)** Your documents are due **beginning of next class.**

Chapter 6, *Direct Letters and Goodwill Messages* (pp. 134-171).

Week 9 – Oct. 10

Assignment 4 – 6.1, (p. 158) and 6.5, (p. 161) **(50 pts.)** due **beginning of next class.**

Chapter 7, *Persuasive Messages* (pp. 172-200).

Week 10 – Oct. 17

“Portfolio Requirements” – handout from instructor

Assignment 5 – 7.5, (p. 191) (complete in teams of three), and 7.15 (p. 195) **(50 pts.)**, due **beginning of next class.**

Chapter 8, *Negative Messages* (pp. 201-236).

Week 11 – Oct. 24

Assignment 6 – 8.6, (p. 228) and 8.16 (p. 232) **(50 pts.)** due **beginning of next class.**

Test 2 – Produce: Direct Letters and Memorandums (Chapters 5 and 6, 50 pts.)

UNIT 4 – *Reporting Workplace Data*, p. 237
Lecture and discussion of Chapters 9, *Informal Reports* (pp. 238-266); and Chapter 10, *Proposals and Formal Reports* (pp. 267-314).

- ✓ **Decide which country/culture you will share about for presentations**
- ✓ **Group or Individual presentation**

Week 12 – Oct. 31

Complete discussion of Chapter 10. **Assignment 7 (20 pts.)** due **beginning of next class**. Key a sample report (instructor handout) to demonstrate your formatting knowledge and prepare for your presentation report.

“Dress for Success” (10 pts.) Second of three opportunities to demonstrate your ability to dress for success.

Week 13 – Nov. 7

Test 3 – Chapters 5-8 (50 pts.). Be sure to bring 100-question Scantron form and pencil to class.

Study pp. GM-2 to GM-5 Grammar/Mechanics—bring questions to next class.

Review for Writing/Producing Test 2 by revising previously graded letters for your portfolio.

UNIT 5 – *Developing Speaking and Technology Skills*, p. 315
Chapter 11, *Communicating in Person, in Meetings, by Telephone, and Digitally* (pp. 316-343).

Week 14 – Nov. 14

Assignment 8 – Chapter 11 Review questions 6, 7, 8, 11, 14 (pp. 336-337) [3 pts. each], and Grammar/Mechanics Challenge 11, p. 341 (**40 pts.**), due **beginning of next class**.

Test 4 – Produce: Negative and Persuasive Messages (Chapters 7 and 8, 50 pts.).

Chapter 12, *Making Effective and Professional Oral Presentations* (pp. 344-374).

Week 15 – Nov. 21

Test 5 – Grammar/Mechanics (50 pts.).

UNIT 6 – Communicating for Employment, p. 375
Chapter 13, *The Job Search, Resumes, and Cover Letters* (pp. 376-418).

Week 16 – Nov. 28

Assignment 9 – Personal **Resume** and Application Letter for job you have researched (**50 pts.**) due **beginning of next class**. Job advertisement must be included.

Chapter 14, *Employment Interviewing and Follow-up Messages* (pp. 419-452).

Complete your short informational **report (75 pts.)** and **PowerPoint slides (50 pts.)** for your presentation due **end of class today**.

Week 17 – Dec. 5

Portfolio Due end of class today (100 pts.).

Week 18 – Dec. 12 FINAL EXAM 8-9:50 p.m.

Final “**Dress for Success**” (10 pts.)

Group and/or Individual **Presentations** (100 pts.) Portfolios returned.



KEEP TRACK!

ASSIGNMENT	DATE DUE	POINTS POSSIBLE	POINTS EARNED	SUB - TOTAL
Two paragraphs about culture (yours & another's)	9/5	20		
"Dress for Success"	9/5	10		
Assignment 1 (Chap. 3, sentences)	9/12	40		
Assignment 2 (Chap. 4, letter revision)	9/19	25		
TEST 1 – Chapters 1-4 (multiple choice)	9/26	50		
Assignment 3 (Chap. 5, 2 memos)	10/10	50		
Assignment 4 (Chap. 6, 2 letters)	10/17	50		
Assignment 5 (Chap. 7, 2 letters)	10/24	50		
TEST 2 – Chapters 5 & 6 (production)	10/24	50		
"Dress for Success"	10/31	10		
Assignment 6 (Chap. 8, letter/memo)	10/31	50		
TEST 3 – Chapters 5-8 (multiple choice)	11/7	50		
Assignment 7 (Chap. 10, Sample Report)	11/7	20		
TEST 4 – Chapters 7 & 8 (production)	11/14	50		
Assignment 8 (Chap. 11, questions, punc.)	11/21	40		
TEST 5 – Grammar/Mechanics	11/21	50		
GLOBAL LEARNING PROJECT – Written Report – 3-5 pp. per person	11/28	75		
PowerPoint Slides – 3-5 pp. per person Presentation (final exam)		50		
Assignment 9 (Chap. 13, Resume, Letter of Application)	12/5	50		
PORTFOLIO (highlighted documents)	12/5	100		
"Dress for Success"	12/12	10		
FINAL EXAM (8:00-9:50 p.m.)	12/12	100		
TOTAL:		1,000		