

El Camino College
Business Division
Course Syllabus – Spring 2012

BUSINESS 28: Written Business Communications

Instructor: Melissa Som de Cerff
Telephone: 562/708-2621
Email: msomdecerff@elcamino.edu

Meets: Wednesdays, 6:30-9:40 P.M.
Section: 3210
Room: Comm 309

Prerequisite:
Eligibility for English 1A.

Course Description:

In this course students will study the theory and practice of functional writing to give them an understanding of the human relations aspects of communication, to help develop logical patterns of organizing ideas, and to aid in achieving clear, concise expression. Practice in writing various types of business letters and reports will be emphasized throughout the course.

Course Objectives and Student Learning Outcomes:

At the conclusion of this course, students will be able to:

1. Compose various business documents, applying the principles of effective communication.
2. Write clear and effective business documents.
3. Identify and employ the proper approach or plan to be used for various business communication situations.
4. Develop logical patterns of presenting ideas as a means of achieving clear, concise expression.
5. Criticize, evaluate, and revise the content and structure of business communications.
6. Plan, research, and compose formal informational business reports.
7. Evaluate business problems or conflicts, organize strategies, and compose effective written communications under typical business conditions.

Required Textbook:

Lehman & Dufrene, Business Communication, (16th Edition) Mason, OH: South-Western Cengage Learning. ISBN: 978-0-324-78218-9

Major Topics and Assignments / Exams:

CLASS	WEEK	TOPICS	CHPT
2/15	1	Introduction / Establishing a Framework for Business Communications IC: Magnolia Manufacturing Appreciation Message	1
2/22	2	Planning and Preparing Spoken and Written Messages IC: Receiver-Centered Messages & Positive, Tactful Tone	3, 4
2/29	3	Focusing on Interpersonal and Group Communication IC: Team Building Exercise	2
3/7	4	Delivering Good and Neutral News Messages IC: Magnolia Manufacturing Appreciation Message Rewrite Due: Group member list and subject company	6
3/14	5	Understanding the Report Process and Research Methods / Organizing and Preparing Reports and Proposals IC: Tuition Reimbursement Proposal	9, 11
3/21	6	Midterm	
3/28	7	Delivering Bad News Messages IC: Denied Promotion Request Due: Outline of Semester Project	7
4/4	8	Managing Data and Using Graphics	10
4/11		Spring Break – No Class	
4/18	9	Delivering Persuasive Messages IC: Effective Openings, Yo Yo Corporation Rate Increase Memo	8
4/25	10	Preparing Resumes and Application Messages IC: Letter of Introduction Due: Bring Job Description	13
5/2	11	Interviewing for a Job and Preparing Employment Messages IC: Resume	14
5/9	12	Designing and Delivering Business Presentations IC: PowerPoint Slides Due: Resume/Cover Letter Assignment	12
5/16	13	Communicating Electronically IC: Inquiry Re: Product of Your Choice	5
5/23	14	Review for Final Exam Due: Semester Paper	
5/30	15	Due: Oral Group Presentations	
6/6	16	Final Exam	

IC = In Class Assignment

Evaluation:

Your grade will be based on total points earned.

In Class Assignments (20 pts each)	120
Participation	65
Midterm Exam	100
Final Exam	100
Resume/Cover Letter Assignment	40
<u>Oral Presentation/Group Report</u>	<u>75</u>
Total Points	500

Grade	Percent	In the business place, your grade means...
A	90 to 100%	you absolutely deserve a promotion!
B	80 to 89%	you perform well and advancement is likely.
C	70 to 79%	improvement is needed before climbing the ladder.
D	60 to 69%	immediate improvement is required.
F	59% or less	update your resume and clean out your desk!

Policies:

- Only typed assignments will be accepted.
- Homework assignments must be turned in at the beginning of class on the date due.
- If you miss a class it is your responsibility to get notes and handouts from a colleague and to master the material covered on your own.
- No allowances will be made for students to make-up missed assignment, homework, quizzes, or exams.
- Save all your papers until the end of the semester.
- You may be dropped from the course if you miss more than two classes.

Attendance:

Students are expected to arrive on time and actively participate in each class. Students who disrupt the instructor and/or class (cell phones, excessive talking, late arrivals, ect.) may be asked to leave. This is a business class; please act professionally.

Academic Honesty:

All students are expected to abide by and will be held to the academic honesty policy. A few words about academic integrity ...All students are expected to abide by and will be held to the academic integrity policy. Cheating and/or plagiarism violates the college's policy.

Examples of cheating or plagiarism include:

- Representing the words, ideas or work of another as one's own in any academic exercise, including the work of commercial term paper companies;
- Copying or allowing another student to copy from one's paper or answer sheet during an examination;
- Allowing another individual to assume one's identity for the purpose of enhancing one's grade in any one of the following: testing, field trips or attendance;
- Falsifying or attempting to falsify attendance records and/or grade rosters;
- Changing answers on a previously scored test, assignment or experiment with the intent to defraud;
- Inventing data for the purpose of completing a laboratory experiment or case study analysis with the intent to defraud;
- Giving and/or taking information during an examination by any means such as sign language, hand signals or secret codes;
- Obtaining copies of notes, exams or exam questions by any means other than distributing from the instructor. (This includes copying and removing exam questions from the classroom for any purpose.);
- Using study aids such as calculators, tape recorders or notes that have been specifically prohibited by the instructor.

The instructor will follow the academic dishonesty discipline policy (AP5520) for any situations.

Special Resource Center:

The mission of the El Camino College Special Resource Center (SRC) is to facilitate academic success for students with disabilities by providing equal access to educational opportunities in an integrated campus setting. Students with disabilities are an integral and vital part of the El Camino College community. The SRC provides support services, adaptive equipment, computer technology, and specialized instruction to serve students with verified disabilities. The SRC provides accommodations for both academic and extracurricular college activities. The SRC's primary goal is to provide accommodations necessary to assist students with achieving their educational and vocational goals while promoting self-advocacy and independent learning. The SRC Office promotes shared responsibility with the student, instructor, and college staff for student success. The assistance provided by the SRC is in addition to services and instruction otherwise available to all students. In order to be eligible for support services, equipment, or instruction, a student must have verification of his/her disability. Support services are provided on an individual basis as agreed during consultation with a counselor or specialist. Services may include: registration assistance; educational development courses, academic or vocational counseling; educational and diagnostic assessment; American Sign Language and oral interpreting; Braille transcribing; alternate format materials; student skill assistance; testing accommodations; or equipment loans. Support services are directly related to the educational limitations of the verified disabilities of the students to be served. Support services promote the maximum independence, integration, and participation of students with disabilities in the educational process and activities consistent with the mission of El Camino College. (Please refer to ECC

Board Policy 1600). Special classes are available with curriculum designed to provide specialized instruction for various types of disabilities and learning styles. These special classes are listed under Educational Development in the catalog. The Adapted Physical Education Program (APE Program) is available for students who may benefit from physical education offerings with adaptation and personalized instruction. These activity courses are listed within the Physical Education section of the catalog and schedule of classes. All students seeking admission to El Camino College must meet these levels of independence:

- The ability to negotiate the campus facilities independently or with the assistance of their own attendant;
- The ability to take care of personal needs (feeding, toileting) unassisted or to provide one's own attendant care; and
- The possession of a stable level of health to benefit from a full semester's work.

The SRC does not provide assistants for personal use. The Special Resource Center is located on the east side of the Student Services Center. Please visit or contact us. Telephone: 310-660-3295; 310-660-3445 TTY
Website: www.elcamino.edu/academics/src

Instructor reserves the right to make modifications to this syllabus.