

BUS 290: Business Communication

Fall 2017 Section 1204 Tues/Thurs

MIRACOSTA COLLEGE, San Elijo Campus

If you want to be successful in business, then you should want to know how to communicate effectively in business.

WELCOME to MiraCosta's on-campus offering of BUS 290, Business Communication. This course covers effective written, oral, and electronic communication through carefully organized and designed memos, letters, reports, and presentations. One of the cornerstones of business is effective communications. Business communications are frequently distinctively different from other settings. This course will expose you to the key concepts and principles of communicating in business.

Developing an Education Plan with MCC Counseling staff is highly recommended. Be sure to read this carefully and then keep a copy of this Syllabus handy for easy reference. The Syllabus is also posted on Blackboard under "Course Content."

I am glad that you signed up for the class. This should be a very enjoyable learning experience.

Course Description

This course focuses on the principles of effective written, oral, and electronic communication. It emphasizes solving problems and eliciting positive response through carefully organized and designed memos, letters, reports, and presentations.

Course Details

Semester: Fall 2017, August 21, 2017 – December 16, 2017

Units: 3 hours

ENROLLMENT RESTRICTIONS

Prerequisite: ACE 50 or ESL 50 or ENGL 50 or eligibility determined by the English placement process.

Advisory: ENGL 100

Not open to students with prior credit in BUS 290H.

Acceptable for Credit: CSU

Section: 1204 Meeting Times: Tuesdays/Thursdays 10:30am-11:45am

Location: SAN 307

Websites

- MiraCosta College Home Page: <http://www.miracosta.edu/>
- MiraCosta Business Programs: <http://www.miracosta.edu/business>
- MiraCosta College Blackboard course management: <https://blackboard.miracosta.edu/>
- Instructor Home Pages: <http://www.miracosta.edu/home/dkalescky/>

Student Learning Outcomes (SLOs) & Course Objectives

Student Learning Outcomes (SLOs)

1. Compose effective business messages utilizing best practices of business communication.

Course Objectives

1. Examine the communication process, how human behavior affects communication, and how cultural differences impact the business environment
2. Apply business writing principles to plan and compose clear, concise, and accurate business letters and memos that accomplish writer goals
3. Match the appropriate communication channel with a specific business situation
4. Identify and solve business problems through researching and reporting the findings in formal and informal reports using business writing mechanics and design

5. Summarize report findings in a PowerPoint presentation utilizing charts, graphics, and other techniques to enhance an oral presentation to a group
6. Demonstrate understanding of the job search process by creating a resume and application letter.
7. Apply previously learned word processing skills to create, revise, and print business documents.

Instructor Information

Name: Don Kalescky; **Background:** CMB, Master level; MBA: National Univ; BSBA (Finance): SDSU; AA (Bus Mgt): Mesa College. More of my background can be found at my MCC home page: <http://www.miracosta.edu/home/dkalescky/>
Office hours: Tuesdays/Thursdays 8:15-8:45 AM (unless other obligations interfere). **SAN Cafeteria or other designated location if classroom is not available.**
Phone: 760-757-2121 x1249 **Email:** dkalescky@miracosta.edu
MCC home page: <http://www.miracosta.edu/home/dkalescky/>
Preferred communication: Email or call to arrange a meeting if necessary. Please include your full name and class in all communications. **Response time:** I will attempt to respond to calls or emails promptly, within 24-48 hours.

Teaching philosophy

- We are to be Instructors that Students want to emulate. We must always remember that our words and actions are reflecting what we truly believe. In a positive way we should be noticeably distinguishable.
- We are to incorporate proper ethical response to real life examples used in class. Examples include how do you respond when you have been treated unfairly, work for a very difficult boss, are faced with pressure to be unethical or obviously immoral behavior of others.
- We are to demonstrate deep caring.
- We are to be committed to quality and integrity.
- Students, faculty and staff are to be treated with fairness, honesty, gentleness and compassion.
- Inspiring students to love to learn lays the foundation for a lifelong pursuit of knowledge.
- Students learn best from instructors who are engaged, committed professionals enthusiastic about the subject matter they teach and help students learn.
- Make the course meaningful, impactful and enjoyable for the students. In designing and executing course curriculum, I strive to tie together specific and related subject matter learning with skills and knowledge that are needed for success in the workplace. It is important that the education that students get is of relevant value to the workplace. My goal is to strengthen the value they will add to future employers and to their own career opportunities.
- Be thoughtful and prepared about what and how to present course curriculum. Diligent preparation is critical. Skills like research, critical thinking, punctuality, writing, listening, questioning, self- evaluation and working with others are important. A clearly articulated thorough syllabus and detailed lesson plans are likewise important as is consideration of students' general overall course workload.
- Engage the students. The best learning environment is based on engaged students. Encourage students' participation through a combination of lecture with discussion, real life examples, and student contributions. Students learn through involvement, not just passive listening. Respectfully encourage and support diversity of backgrounds and ideas.
- Seek and be receptive to periodic feedback as to the progress of learning and achievement of learning objectives. I believe that testing is for more than just assessment and is also an opportunity to extend the learning process.
- Enhance learning through servant leadership. It is important to make myself available to students above and beyond class time.

Course Materials

Required:

- You will need to obtain our textbook by the second week of school for our fast-paced course: BCOM, 8th Edition, Lehman & Dufrene, - ISBN-13: 978-1-305-66086-1. The text can be purchased in MCC's bookstore or direct from the publisher – www.cengagebrain.com for approximately \$75. Chapters 1 & 2 have been scanned and will be available under course content on Blackboard as well as on my website (<http://www.miracosta.edu/home/dkalescky/>). There is a copy of the text on reserve at the San Elijo Library. Email and Internet access are essential for the course as well as basic Microsoft Word skills and PowerPoint familiarity
- Scantrons and #2 pencils are required for quizzes. Availability: MiraCosta College bookstore and other retailers

You are responsible for knowing exactly what materials are needed, what the rules and policies of each vendor are, and for making your own decision. Call or email me if you have any questions.

Your success in this course will depend on your consistent reading, participation, discussion, and application of the textbook and other course material. You must be able to check your e-mail and the Blackboard site regularly.

Optional items; Lined paper to class to take notes and aid in class activities.

Course Content

Suggested weekly success routine: Check the weekly schedule on Blackboard for the chapters/topic covered for each class.

For those class meetings when chapters from the text are covered:

1. Review the Learning Objectives at the beginning of the assigned chapter.
2. Next, read the assigned chapter, noting the Learning Objectives.
3. Complete each Homework Assignment.
4. Introduce any HOMEWORK submission with business memorandum format (sample below):
Date: August 23, 2017
To: Don Kalescky, Instructor BUS 290, Section 1204
From: Jim Smith, Student
Re: Title of Assignment (Example: Chapter 5 Homework)
5. Attend class. Be prepared to discuss the concepts covered in the text and supplemental material and receive clarification on subject matter from the Instructor. Some form of outcomes assessment and/or in class activity will be given during most class meetings.

Oral Presentations, Written Presentations, and Write-Ups: Oral presentations, written reports and letters, and power point presentations are assigned this semester. Topics and format will be discussed thoroughly in class. Oral presentations will be less than 5 minutes in length.

For those weeks when Quizzes are scheduled: Quizzes may be required to be completed online via Blackboard or in-class. Quizzes are open book. Scantrons are required for in-class quizzes.

Course Grading

The final grade will be derived from test scores, class participation, and assignments.

1. No makeup quizzes, presentation assignments, or in-class activities are allowed. Other written assignments may be submitted late for 25% grade reduction within one week or 50% within four weeks of the due date, and after four weeks zero credit will be given. **No late assignment may be submitted after 12/5/17.**
2. Students are expected to actively participate. Regular preparation of assignments will be necessary for active participation. Students will be occasionally invited to help answer questions and solve problems over the course's normal coverage. In addition, students are encouraged to independently raise any questions or make observations whenever they wish.
3. There will be seven quizzes each with 20-25 two-point multiple choice or true/false questions.
4. There will be 30 in-class activities worth 5 points each, graded as completed/not completed basis. To receive credit students must participate fully in the activity. There may be multiple in class activities during any class period.
5. There will be one Business Report project graded using the rubric that will be posted on blackboard and discussed in class. Total points possible will be 200.
6. Homework Assignments – There will be five writing assignments each worth 40 points (200 total).
7. Pass/fail: See below in College Policies & Services

Points:

In Class Activities:	150 points	~ 18%
Quizzes:	300 points	~ 35%
Business Report	200 points	~ 24%
Writing Assignments	200 points	~ 24%

Total 850 points 100%
Grading Scale Subject to adjustment (lowering) by instructor at his sole discretion at the end of the semester, the letter grading will be:

90 and above	765 points and above	A
80-89	680-764 points	B
70-79	595-679 points	C
60-69	510-594 points	D
59 and below	509 points and below	F

The instructor retains sole discretion throughout the semester to make adjustments in the class schedule, scoring, grading, as he deems appropriate or necessary.

Course Rules & Expectations

Class Rules: Please: Be prepared (do assignments prior to classes). Attend regularly. **Be on time for class.** Pay attention in class. Participate and act interested in the subject. Do not engage in any form of academic dishonesty. Respect fellow students and instructor. Don't bring food or uncovered beverages into the classroom. Turn off all beepers and cell phones. Do not use any electronic device for anything other than directly related to the current class activities. Dress and act appropriately for a good learning environment.

Communications: Assignments are to be submitted as instructed in class or via Blackboard. Do not attach anything to your emails. All assignments are to have your first and last name clearly identified. Any email communication should reflect your name and class (i.e. Jan Smith, Bus Comm.)

Attendance: Regular attendance for the full class period is important. Please inform the instructor if you will unavoidably miss two consecutive class sessions. Also, be sure not to miss any classes during the first two weeks, and not miss more than four (or "two" if there is only one class session per week) total classes for the semester. Do not interrupt class by entering the classroom if you are more than 10 minutes late. **Violations subject you to being dropped at instructor's sole discretion.**

Class Withdrawal Rules: Students are responsible to complete all necessary paperwork if they decide to withdraw from class. The Instructor must take strong steps to insure all students are attending and active. Therefore, the Instructor retains complete discretion to process a Withdrawal (Drop) for students without additional notice for any of the following (unless discussed with Instructor and approved in advance)

- Failure to input all required information on the Blackboard class web site by the end of the FIRST week of the semester.
- Failure to complete any assignment during the first two weeks of the semester
- Missing ANY class during the first two weeks
- Missing more than 2 consecutive classes or 4 total classes during the semester
- Failure to complete more than 2 consecutive or 4 total Assignments of any type
- Failure to complete more than one exam

Due Dates: See #1 in Course Grading above.

College Policies & Services

Important Dates: (Verify at <http://www.miracosta.edu/calendars.html>)

- August 21 (Monday): First day of Fall classes
- Our first class is Tuesday, August 22
- September 1 (Friday): Last day to add Fall classes with instructor permission.
- September 1 (Friday): Last day to drop Fall full semester classes with no grade placed on permanent record
- September 4 (Monday): College closed – Labor Day
- November 10 (Friday): College closed – Veterans (Legal Holiday)
- November 17 (Friday): Last day to DROP Fall classes with option of "W" grade (this date may change based on changes to the college calendar)
- November 23-24 (Thursday/Friday): College closed-Thanksgiving (Legal Holiday) & Day after Thanksgiving
- December 11-14: Final Exams (see specific class schedule)
- December 16 (Saturday): End of Fall Semester
- Students are responsible for completing all necessary paperwork if they decide to withdraw from the class

Academic Honesty:

All tests and assignments are to be the work of the student. Any exams or assigned work that is turned in by the student for a grade, but, is not the original work of that student will be deemed unacceptable and the student will receive zero points for that work.

Failure to comply with any of the above may result in failure of an assignment, removal from the course, failure in the course, and discipline action deemed appropriate by the instructor in his sole discretion and/or policies and procedures set forth by the Board of Trustees of the MiraCosta Community College District, fully described in the College Catalog.

Incomplete Grade:

Students seeking an "Incomplete" grade must consult with me in person no later than the week prior to finals. Incompletes will only be considered for emergency or other unforeseeable justifiable reasons at the end of the term, and only upon agreement of clear conditions for completing coursework. Incompletes are rarely granted and only if the emergency or other unforeseeable justifiable reason occurs after the date for dropping the class. Work, vacation, family concerns, class schedules, time management problems, and other normal issues all students deal with do not qualify.

Pass/No Pass Grading Option (for graded classes):

You have the option to choose Pass/No Pass grading for this class. If you choose this option, you must submit a Petition for Pass/No Pass to Admissions & Records before 30% of the class has elapsed. This option for grading is nonreversible once selected. The petition form is available online, or from Admissions & Records. Students planning to transfer should consult with a counselor before opting for Pass/No Pass to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information.

Disability Accommodations:

Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services (<http://www.miracosta.edu/student-services/dsps/index.html>) as soon as possible to ensure that such accommodations are implemented in a timely manner. Their phone number is (760) 795-6658 and they are located on the Oceanside campus in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C.

Library Resources:

The MiraCosta College faculty librarians assist students with their research questions, whether academic or personal. Students may obtain assistance from librarians either one-on-one at the reference desk, through class orientations, group workshops, individual appointments, or online. I strongly encourage you to take advantage of library resources. More information regarding the library may be found at their webpage: <http://library.miracosta.edu/homepage>.

College Support Services:

The Tutoring and Academic Support Center (TASC) (<http://www.miracosta.edu/student-services/tutoring/index.html>) and the Writing Center (WC) (<http://www.miracosta.edu/student-services/writingcenter/index.html>) assist students by providing individual and group tutoring, WC drop-ins, learning communities, self-help materials, and student success workshops. Services are free and available to all students during day and evening hours at all MiraCosta College campuses. Take advantage of these academic support services. For more specific information, please call (760) 795-6682 for TASC and (760) 795-6339 for WC.

For Oceanside and San Elijo campuses: At the Writing Center, you can get assistance at any stage of any writing assignment. Whether you're brainstorming ideas, revising what you've written so far, or making a few final edits, they offer thirty-minute, one-to-one, same-day or future appointments. They can even assist you with reading and grammar issues! Their trained writing consultants are good writers and friendly people who enjoy working with students. You can learn more here, where you may make an appointment online: (<https://www.miracosta.edu/student-services/writingcenter/appointment.html>). You may also call 760.795.6861, or stop by the Writing Center, on the first floor of the Hub.

For the CLC: At the Writing Center, you can get assistance at any stage of any writing assignment, whether for ESL, GED, or Adult High School. Whether you're brainstorming ideas, revising what you've written so far, or making a few final edits, they offer thirty-minute, one-to-one, same-day or future appointments. Their trained writing consultants are good writers and friendly people who enjoy working with students. Make an appointment by calling 760.795.8724, or stop by room 130.

Weekly Schedule

Electronic version of Daily Schedule will be posted on Blackboard under Course Content. The following will generally outline the course progress.

Business Communication Spring 2017, Section 1204, 10:30 AM - 11:45 AM

DAY	CLASSROOM ACTIVITIES	STUDENT PREPARATION (Do These Things <u>BEFORE</u> Class)
Tues, 8/22	Introduction to Instructor, Classmates, Syllabus, Text & Blackboard Course Management System	Purchase Text <u>Read Syllabus</u>
Thurs, 8/24	Chapter 1 Framework for Business Communications <ul style="list-style-type: none"> Value of Communications Communications Process Communicating Within an Organization Contextual Forces Influencing Business Communications In-Class Activities	Read Chapter 1
Tues, 8/29	Chapter 2 Interpersonal and Group Communications <ul style="list-style-type: none"> Behavioral Theories Nonverbal Listening as a Skill In-Class Activities	Read Chapter 2
Thurs, 8/31	Chapter 2 Interpersonal and Group Communications <ul style="list-style-type: none"> Group Communications Meeting Management In-Class Activities	Review Chapter 2
Tues, 9/5	Chapter 3 Planning and Decision Making <ul style="list-style-type: none"> Consider the Contextual Forces Determine the Purpose Select the Appropriate Channel and Medium In-Class Activities	Read Chapter 3 Chapter 1 & 2 Quiz Due (Q#1)
Thurs, 9/7	Chapter 3 Planning and Decision Making <ul style="list-style-type: none"> Envision the Audience Adapt the Message to Needs and Concerns Organize the Message In-Class Activities	Review Chapter 3
Tues, 9/12	Chapter 4 Preparing Written Messages <ul style="list-style-type: none"> Effective Sentences and Coherent Paragraphs Revise to Grab Audience's Attention In-Class Activities	Read Chapter 4 <i>Draft Procedural Memo Due</i>
Thurs, 9/14	Chapter 4 Preparing Written Message <ul style="list-style-type: none"> Improve Readability Proofread and Revise In-Class Activities	Review Chapter 4 Procedural Memo Due (WA#1)
Tues, 9/19	Chapter 5 Communicating Electronically <ul style="list-style-type: none"> Appropriate Use of Technology E-Mail Communication 	Read Chapter 5 Chapter 3 & 4 Quiz Due (Q#2)

	In-Class Activities	Chapter 3&4 Quiz Due
Thurs, 9/21	Chapter 5 Communicating Electronically <ul style="list-style-type: none"> • Web Page Communication and Social Media • Voice and Wireless Communications • Technology and the Future In-Class Activities	Review Chapter 5
Tues, 9/26	Chapter 6 Delivering Good- and Neutral-News <ul style="list-style-type: none"> • Deductive Organizational Pattern • Good News Messages In-Class Activities	Read Chapter 6
Thurs, 9/28	Chapter 6 Delivering Good and Neutral News <ul style="list-style-type: none"> • Routine Claims, Requests and Messages • Procedural Messages In-Class Activities	Review Chapter 6 Good New Letter Due (WA#2)
Tues, 10/3	Chapter 7 Delivering Bad News <ul style="list-style-type: none"> • Choosing the Appropriate Channel and Organizational Pattern • Developing the Bad News Message In-Class Activities	Read Chapter 7 Chapter 5 & 6 Quiz Due(Q#3)
Thurs, 10/5	Chapter 7 Delivering Bad News <ul style="list-style-type: none"> • Refusing a Request • Denying a Claim or Credit • Delivering Constructive Criticism • Negative Organizational News In-Class Activities	Review Chapter 7
Tues, 10/10	Chapter 8 Persuasive Messages <ul style="list-style-type: none"> • Persuasion Strategies • Persuasive Requests In-Class Activities	Read Chapter 8 Bad News Business Letter Due (WA#3)
Thurs, 10/12	Chapter 8 Persuasive Messages <ul style="list-style-type: none"> • Sales Strategies • Sales Messages In-Class Activities	Review Chapter 8
Tues, 10/17	Chapter 9 Report Process and Research Methods <ul style="list-style-type: none"> • Characteristics of Reports • Basics for Reports • Selecting and Gathering Information In-Class Activities	Read Chapter 9 Chapter 7 & 8 Quiz Due (Q#4) Persuasive Letter Due (WA#4)
Thurs, 10/19	Chapter 9 Report Process and Research Methods <ul style="list-style-type: none"> • Collecting and Organizing the Data • Arriving at an Answer In-Class Activities	Review Chapter 9
Tues, 10/24	Chapter 10 Managing Data and Using Graphics <ul style="list-style-type: none"> • Communicating Quantitative Information • Using Graphics • Types of Graphic Aids In-Class Activities	Read Chapter 10
Thurs, 10/26	Chapter 10 Managing Data and Using Graphics <ul style="list-style-type: none"> • Types of Graphic Aids, continued • Graphics in Text 	Review Chapter 10

	In-Class Activities	
Tues, 10/31	Chapter 11 Organizing Chapter and Preparing Reports and Proposals <ul style="list-style-type: none"> • Parts of a Formal Report • Organization of Formal Reports In-Class Activities	Chapter 9 & 10 Quiz Due (Q#5) Read Chapter 11
Thurs, 11/2	Chapter 11 Organizing and Preparing Reports and Proposals <ul style="list-style-type: none"> • Choosing a Writing Style • Short Reports • Proposals In-Class Activities	Review Chapter 11
Tues, 11/7	Chapter 12 Designing and Delivering Business Presentations <ul style="list-style-type: none"> • Planning • Organizing Content • Designing Compelling Visuals In-Class Activities	Read Chapter 12 Research Report Due
Thurs, 11/9	Chapter 12 Designing and Delivering Business Presentations <ul style="list-style-type: none"> • Refining Your Delivery • Adapting In-Class Activities	Review Chapter 12
Tues, 11/14	Chapter 12 Designing and Delivering Business Presentations In-Class Business Presentations In-Class Activities	Chapter 11 & 12 Quiz Due (Q#6) Business Presentation Due
Thurs, 11/16	Chapter 12 Designing and Delivering Business Presentations In-Class Business Presentations In-Class Activities	
Tues, 11/21	Chapter 12 Designing and Delivering Business Presentations In-Class Business Presentations In-Class Activities	Presentation Self-Reflection Due
Thurs, 11/23	No Class-Thanksgiving	
Tues, 11/28	Chapter 13 Preparing Resumes and Application Messages <ul style="list-style-type: none"> • Preparing for the Job Search • Planning a Targeted Resume In-Class Activities	Read Chapter 13
Thurs, 11/30	Chapter 13 Preparing Resumes and Application Messages <ul style="list-style-type: none"> • Resumes for Print and Electronic Delivery • Supplementing a Resume • Composing Application Messages In-Class Activities	Review Chapter 13
Tues, 12/5	Chapter 14 Interviewing for a Job and Preparing Employment Messages <ul style="list-style-type: none"> • Types of Employment Interviews • Preparing for an Interview In-Class Activities	Read Chapter 14 Resume Due (WA#5)

Thurs, 12/7	Chapter 14 Interviewing for a Job and Preparing Employment Messages • Interview practice In Class Activities	Study Chapters 13-14
Thurs, 12/14 10:00-11:50	Final Chapter 13 & 14 Quiz (Q#7)	

Important Notice: This syllabus is subject to change at any time at the complete discretion of the Instructor; notice will be given to the students by email or with an announcement on the class Blackboard site. It is the student's responsibility to maintain a current email address in the Blackboard system and to check their email and the Blackboard site regularly, at least several times each week.