

Saddleback College
BUS102 Oral Business Communications
DISTANCE EDUCATION MODE
SYLLABUS

Ticket Number: 13560
Semester: Spring 2012
Dates: Begin Jan 9. End May 17.

Instructor: Barbara Cox
Office location: BGS210
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Orientation: Live ORIENTATION REQUIRED: Friday, 2/3, 6-7:30pm in BGS 232.

One classroom meeting required for Final Business Presentation to be scheduled. If you cannot attend the one classroom meeting, don't worry. Contact the instructor and alternative arrangements will be made, either live or distance.

Course Description

Create and deliver business-oriented presentations using presentation software. Includes locating, evaluating, synthesizing, outlining and reporting on business communication situations using computer databases. Includes interpersonal communication, teamwork and leadership skills, interviewing, business etiquette, and the reduction of communication anxiety. Students will improve their listening skills as well as their oral and nonverbal competencies necessary for workplace success.

Objectives

Upon completion of this course, the student will be able to:

1. Assess and practice the elements of communication competence needed for success in the workplace.
2. Describe improved listening techniques and empathy for others.
3. Demonstrate awareness of different communication styles to improve interpersonal skills and better handle obstacles to communication.
4. Practice techniques for managing anxiety in presentation situations and for handling conflict in business relationships and communication situations.
5. Conduct himself/herself using proper business etiquette for dining, introductions, and meetings.
6. Create and deliver presentations using presentation software.
7. Prepare presentations following the laws and ethics pertaining to acceptable use of information and technology.
8. Develop informative and persuasive presentations selecting appropriate business topics and utilizing the latest commercial and computer databases.
9. Gather information using appropriate research methods and a variety of sources.
10. Develop a draft, an outline, and a report with bibliography after accessing the accuracy of the information; cite sources correctly.
11. Demonstrate successful interviewing techniques.
12. Describe the impact of technology on oral business communication by completing various Internet activities and reporting on the findings.

Required Texts

1. *Communicating for Results: A Guide for Business and the Professions, Ninth Edition* by Cheryl Hamilton. Publisher: Cengage (formerly Thomson/Wadsworth).
ISBN-13: 9781439036433. “International Edition” okay.
2. *Save our Slides*, Author: Earnest. **ISBN-13: 9780757542251**

How the Course Works

This distance education course is taught using the texts and various online tools. The components are organized into three learning modes: textbook reading, online instruction, and “live” activities.

The main online tools are e-mail, Blackboard (at <http://socccd.blackboard.com>), CCCConfer (at <http://cccconfer.org>), and YouTube (at <http://youtube.com>). Students will also be directed to various Web sites to view video clips, complete activities, or read additional instructional material.

You *must* have access to a computer with a reliable Internet connection, e-mail, and a newer version of Internet Explorer or Firefox browser.

This course is NOT recommended for students who are computer or Internet newbies. This is, after all, an online course.

This course is NOT recommended for students who are not strong, disciplined time managers! If you find that you need the structure of the classroom in order to deliver your best work and acquire the best learning, then take the hybrid version of BUS102, offered Wednesday evenings this semester.

Blackboard

Instructions for accessing Blackboard are provided below.

We will use Blackboard for the following:

- Quizzes and Exams
- Posting to the Discussion Board
- Submitting assignments
- Viewing PowerPoint lecture presentations
- Viewing Learning Activity (assignment) details
- Viewing various articles posted by the instructor
- Viewing the assigned video clips

- Obtaining forms or other documents needed to complete assignments

Note: Blackboard-embedded YouTube videos will not work as well with a Mac. For those clips, Mac users will be provided with the direct link.

CCCConfer

CCCConfer.org is a powerful Web site available for California community college courses. As its name implies, its primary operation is conferencing. The instructor and students, small groups of students, or even pairs of students, can meet at this Web site, where they can hear one another while viewing material (PowerPoint slides, images, documents, etc.) uploaded by the instructor or another participant. The site can be used for students to participate in oral presentations, interviews, and other activities.

Although CCCConfer.org is state-of-the-art technology, it does pose the challenge of scheduling. Depending on the schedules of students, we may or may not avail ourselves of this technology.

Instructions for accessing CCCConfer sessions will be posted in Blackboard.

YouTube

We will use YouTube for two important activities: viewing assigned video clips and uploading videos of student presentations. YouTube provides an alternative for students who cannot attend a key session.

Weekly Assignments

Each week's assignments will include a textbook reading assignment, online instruction, and online learning assignments. **Assignments are due MIDNIGHT FRIDAY of the week assigned.**

Textbook reading will consist of *approximately* one to two chapters per week of the Hamilton textbook *plus* easy readings in *Save Our Slides*.

Online instruction is the distance education alternative to classroom instruction. It may take the form of a presentation to view in Blackboard, on YouTube, or on another Web site. Sometimes the instruction may take the form of additional reading. Online quizzes and exams are considered part of the online instruction time.

Learning assignments will be due weekly and may be in the form of threaded discussions on the Blackboard Discussion Board, written assignments submitted via e-mail or through Blackboard, online chapter previews ("pretests"), or other assignments from the instructor. For example, students may be asked to view a short video clip of an interview and then comment on the clip or answer questions about it. Since some learning activities would normally be carried out during classroom time, some of these activities are considered part of the online instruction time. Others are considered homework.

“Live” Assignments

Students will complete two “field” assignments. These are: create and conduct an interview of at least three people; and complete a business research interview. A third “live” assignment will consist of a persuasive business presentation. We will use a classroom with scheduled time for this or you may make alternative arrangements with the instructor. These are described in detail on Blackboard.

Quizzes and Final Exam

The quizzes will be taken online, in Blackboard.

Quizzes will consist of multiple-choice and true-false questions. Students will complete four quizzes. Each quiz will address three to four weeks of learning.

The Final Exam

The Oral Persuasive Business Presentation will be the Final Exam.

Grading

Subject to Change

Component	Points
Quiz (4 x 5 points each)	20
Online Learning Assignments	40
Field Assignment: Marketing Interview	10
Field Assignment: Business Research Interview	10
Persuasive Oral Business Presentation	20
Total	100

Grades

Points	Grade
90 – 100	A
80 - 89	B
70 - 79	C
60 - 69	D
Below 60	F

*****IMPORTANT GRADE INFORMATION*****

The Family Rights and Privacy Act of 1974 restricts the release of certain student information such as grades. Therefore, please do not call for grade information. Your grades will be made available to you as soon as possible through your MySite page.

If you decide to drop this course, you must go to the Office of Admissions and Records in the Student Services Building.

If you fail to officially drop and do not complete the course, you will receive an "F" on your permanent record. This is a College rule. Your instructor cannot change it.

Disability Accommodations

If you have specific disabilities and require accommodations, please let me know early in the semester, so that your learning needs may be appropriately met. You will need to provide documentation of your disability to the Special Services Office in Student Services Center, Room 113.

Students with disabilities, including non-visible disabilities such as chronic diseases, learning disabilities, head injury and attention deficit disorder, are encouraged to contact the instructor to discuss appropriate accommodations that might be helpful to them.

Students with disabilities who may need academic accommodations should discuss options with their professors during the first two weeks of class.

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with the instructor. All discussions are and will remain confidential.

**Bus102 Oral Communications Spring 2012 ASSIGNMENTS SUBJECT TO CHANGE!
CHECK BLACKBOARD FOR UPDATES**

Week	DUE	Textbook Reading	Online Reading/Viewing/Other	Discussion Boards and Uploads	Tests	Field Assignments
1	1/13	Obtain the two textbooks. Access Blackboard and explore. Read syllabus CAREFULLY.				
2	1/20	Chapter 1, The Communication Process; Chapter 2, Organizational Communication	Communication Apprehension: self-assessment	My Communication Fears 3 points		
3	1/27		Dale Carnegie's Golden Book	My Golden Rules 3 points		
4	2/3	Chapter 3, Improving Interpersonal Relationships	Explore site on global business and culture 10-item quiz on dining customs Short quiz on gift-giving Communication Styles in text Optional: Temperament Sorter	My Cultural IQ 3 points My Communication Style optional 0 points		
5	2/10	Chapter 4, Effective Listening	Listening: Complete the sections from the Business Listening site Listen to Pike and Gordon audio file. Field Assignment 1 DUE	My Listening 3 points	Quiz 1 5 points	Field Assignment 1 Upload Report DUE FRIDAY 10 points
6	2/16*	Chapter 5, Nonverbal Communication	Videos on body language Videos on Non-Verbals; mirror test Read short article on Gestures	Body Language 1 See 3 points		
7	2/24	Chapter 6, Overcoming Obstacles Chapter 7, Interview Basics	Video on interview jitters	No DB this week.		
8	3/2	Chapter 8, Employment Interview	Three videos on job interviews WetFeet.com ... career research Read list of interviewing mistakes	My Interview Tips 3 points	Quiz 2 5 points	Field Assignment 2 Upload Report DUE FRIDAY 10 points
9	3/9	Chapter 9, Small-Group Communication	What would you do video	Resolving Conflict 3 points		
10	3/23*	Chapter 10, Participation and Leadership in Teams	7 Rules of Motivation Text and videos on Maslow	Motivating Others 3 points		
11	3/30	Chapter 11, Informative Presentations	Communicating Clearly We Sweat informative video	Giving Directions Critique 3 points Informative Presentation Critique 3 points	Quiz3 5 points	
12	4/6	Chapter 12, Researching, Supporting, Delivering <i>Save Our Slides</i> , First half	Plagiarism. Finding valid, relevant information	Informative Presentation Plan 5 points		
13	4/13	Chapter 13, Visual Aids Finish reading <i>Save Our Slides</i>	See Blackboard for online reading.	Informative Presentation Visuals 5points		
14	4/20	Chapter 14, Persuasive Presentations	PowerPoint Pointers Video 10-20-30 rule	My Persuasive Presentation Plan DRAFT DUE	Quiz 4 5 points	PERSUASIVE PRESENTATION Plan 6 points Visuals 6 points Delivery 8 points
15	4/27		See Blackboard for online reading.	My Persuasive Presentation Visuals DRAFT DUE REVISED PLAN DUE		
16	5/4		Persuasive Presentations	My Persuasive Presentation: Final		
Finals	5/11		Persuasive Presentations	My Persuasive Presentation: Final		
Points				40	20	40

*Dates adjusted for holidays.

NOTES

1. The dates given in Column 2 ("DUE") indicate the deadline for the work listed in that row. The dates are the Friday of each week. The deadline is the end of that day, that is, 11:59PM, just before midnight.
2. The textbook reading consists of one to two chapters per week. Note that these chapters are quite short. *Your quizzes are based on chapter readings.*
3. The Online assignments consist of short videos or readings or an online self-assessment or activity. Most of the videos are one to three minutes long.
4. The Discussion Board is where you will post your comments on the reading, the videos, or other online assignment. These Discussion Boards and online assignments are worth 40 % of your grade. They are definitely not difficult, and I expect to see well crafted, thoughtful entries. Responses to classmates' entries should *add value* to the entry. More information in Blackboard.
5. Each quiz is worth 5 points, so if you have test anxiety, lose it. All quizzes are Open Book. The questions drill into detail, so read *carefully*.
6. Field assignments are the live applications of what you are learning. They have a combined value of 40% of your grade.