

Saddleback College
Business Science Division

Bus104: Business Communications

Distance Education Syllabus

Instructor: **Barbara Cox, Ph.D.**

Ticket # 22965

Semester: **Spring 2012**

USE EMAIL! bcox@saddleback.edu

Phone: (949) 582-4818

Office: BGS, Room 210

Office Hours Wednesdays noon to 3pm and by appointment

ORIENTATION TO BE SCHEDULED

COURSE DESCRIPTION

Business Communication presents the principles and styles of effective written business communications. Students will analyze business case studies to create appropriate documents and compose business letters, memorandums, reports, and employment-related documents. Students will also develop planning, organizing, and outlining skills as well as editing proficiency. They will participate in team and Web activities and will improve ethical and cultural sensitivity. Course evaluates grammar skills and improves writing style. Course may be offered by mediated instruction.

LEARNING OBJECTIVES

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

1. Analyze business case studies to compose a variety of appropriate letters, memorandums, email messages, reports, and employment-related documents.
2. Demonstrate mastery of the writing process, including audience analysis, prewriting, writing, and revising.
3. Compose sentences and paragraphs that effectively build written communications with particular emphasis on improving word skills, language, tone, and style.
4. Apply formal business standards of accepted principles of grammar, punctuation, and style.
5. Edit documents to ensure that they are complete, concise, courteous, correct, and consistent.
6. Relate aspects of business communications covered in textbook.
7. Critique case problems to determine whether participants have adhered to the principles of business ethics and cultural and gender sensitivity.
8. Create documents and reports using Web sources.

CLASS FORMAT

This distance education class is a dynamic combination of online presentations, discussions, activities, and assessments... all of which will guide you toward professional business communications. The course is hosted in Blackboard, an online classroom. Here you will find your instruction, "in-class" work,

discussions, supplementary course materials, assignments and assessments. Be prepared to participate fully. Complete reading and other assignments by the assigned dates. Make thoughtful comments and pose interesting questions. Add value to your learning and that of your online classmates.

We will have an in-person orientation, which is strongly recommended.

We will have one required meeting for a major writing assignment or exam. Alternative days/times will be posted for this. Since BUS104 satisfies a requirement for CSU Fullerton and some other four-year colleges, we must fulfill this requirement.

STUDENT RESOURCES

You need a reliable Internet connection for email and for using the Blackboard course system and other online resources.

REQUIRED STUDENT RESOURCES

The bundle from the bookstore includes the textbook below, online access for **WebTutor**, and online access for **Write Experience**. To avoid confusion, it is strongly recommended that you obtain this specific bundle.

Text: *BCOM*, 3rd Edition, by Lehman and DuFrene.

- **PUBLISHER:**Cengage Learning
- **ISBN:**9781133615750
- **NEW:**\$88.00
- **USED:**\$66.00

OPTIONAL STUDENT RESOURCES

Optional: *HOW 10: A Handbook for Office Professionals*, by Clark & Clark. Thomson Learning, 2004 (ISBN: 0-324-17882-4). [Best business writers' reference manual available.]

Optional: *The Elements of Style*, 4th Edition, by Strunk and White. Pearson Education (Prentice Hall), 2000 (ISBN: 0-205-30902-x). [Superb source of basic writing tips.]

Optional: *Merriam-Webster's Collegiate Dictionary*, 11th Edition. Merriam-Webster, Incorporated, 2003 (ISBN: 0-87779-809-5). ["America's Best-Selling Dictionary." America's BEST!]

To reach the Saddleback College Bookstore telephone 949-582-4715, or go online to www.saddleback.bkstr.com.

HOW THIS COUSE WORKS

This distance education course is taught using the textbook, reference books, and various online tools for activities, videos, articles, and so forth. The components are organized into three learning modes: textbook reading, online instruction, and assignments/activities. The main online tools are e mail, Blackboard (at <http://socccd.blackboard.com>) with **WebTutor** for this course, and a writing program called **Write Experience**. Students may also be directed to various Web sites to view video clips, complete activities, or read additional instructional material.

Please bear in mind that this is the first time this course has been offered online at Saddleback College. We are using two completely new online programs (**Web Tutor** and **Write Experience**) and some new

tools, such as e-Lectures and videos with automated question/answer submission. *Expect that we will have some bumps along the way.* Be patient, please. We will work on solving each hurdle as it arises. Your instructor is very sensitive to the problems that new technologies can present, and she will not penalize you for problems with technology!

You *must* have access to a computer with a reliable Internet connection, e-mail, and a newer version of the Internet Explorer or Firefox browser. NOTE: Blackboard does not work with Chrome or Safari. This course is NOT recommended for students who are computer or Internet newbies.

This course is NOT recommended for students who are not strong, disciplined time managers. If you enroll in this online course and then discover that you need the structure of the classroom environment to produce your best learning performance, then you should drop the online course and enroll in a classroom section of BUS104.

We will use the Blackboard WebTutor online classroom and Write Experience for the following:

Assignment information, schedule, and submission

Chapter Quizzes and Evidence Writing (Writing that gives evidence of your learning)

e-Lectures, audio summaries, video cases and other instructional content

See more detailed information on assignments and grading later in this syllabus.

BLACKBOARD INFORMATION

- ▮ Blackboard is an online learning system that we use for some distance education and “hybrid” courses. Here's a link to Blackboard: <http://soccdd.blackboard.com>. (There should also be a link on your personal Saddleback “My Site” page.)

Blackboard Username and Password

To access Blackboard:

- ▮ In the blank space next to “user name,” type the first part of your *Saddleback* email user name (e.g., jdoe0). If your Saddleback email address is hgoff04@saddleback.edu then your username would be hgoff04.
- ▮ Your password is your SADDLEBACK email password (default is your student PIN or the last four digits of your social security number + two zeros). IF YOU CHANGED YOUR EMAIL PASSWORD, IT WILL BE THAT PASSWORD.
- ▮ Click the LOGIN button

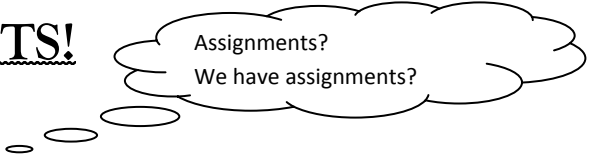
Other Online Access

We will use two access codes that are bundled with your textbook:

WebTutor and **Write Experience**.

We do **not** use the CourseSmart access.

ASSIGNMENTS!



Assignments?

We have assignments?

Textbook and Other Reading

Each week, you will be assigned a textbook chapter to read. Additional pertinent material may also be assigned. See the Assignment Schedule at the end of this syllabus for due dates. Check Blackboard regularly to see any updates to assignments.

Weekly Writing Assignments

Most weeks you will write something that counts toward your grade. Some assignments are very short ... a paragraph or so.

“Evidence Writing”

Students will complete three “Evidence Writing” assignments for this course. These important assignments are considered assessments (evidence) of your learning. You will be asked to write a business document (letter, memo, and so forth) related to the material covered.

Online Discussions/Participation

You are expected to complete the assigned readings and online instruction before contributing to discussions. We will have four discussion questions to which you are required to respond to by the deadline posted by the instructor. You are also required to respond to two other students’ original posts. You need to *add value* to the posts. Posts limited to “OMG,” “I agree,” “Awesome” and similar are not adding value to the discussion. Give examples and reasons for your statements. Discussion grades are earned by a combination of the integrity of content, quality participation, and the value added to the discussion.

ASSESSMENTS

Assessments are “what counts toward your grade.” These include:

Completion of **short assignments** such as video cases.

Completion of three **Write Experience** assignments. Graded credit/no credit.

Chapter Quizzes in WebTutor. Multiple choice and true/false questions.

Evidence Writing 1 and 2. These assessments are significant contributors to your grade. You will be asked to write a document that provides evidence of your learning up to that point in the course. The instructions will be posted in Blackboard and you will submit your document by uploading it.

Evidence Writing 3 (Your “Final Exam”) will be conducted “live.” You will be given several alternative dates/times to select from. The Final will consist of three short written documents. You will have choices of which questions to answer from six possible questions.

GRADING SCALE AND RELATED INFORMATION

Course component	Comment	Points
Chapter Quizzes	14 points plus 1	15 points
Short Writing Assignments, such as the Video responses in WebTutor	Assignments may vary in points	15 points
Write Experience	10 points each (credit/no credit)	30 points
Evidence Writing 1 and 2	10 points each	20 points
Evidence Writing 3("Final Exam")	Must be in-person	20 points

Grade Ranges

- A = 90-100%
- B = 80- 89%
- C = 70- 79%
- D = 60- 69%

* * * 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 OR EMAIL FOR GRADE INFORMATION**. You will receive an email when your grade can be viewed on your MySite page.

POLICIES AND PROCEDURES

Make-up Policy: It is your responsibility to complete assignments by the due date!. **IF YOU MISS AN ASSIGNMENT, contact your instructor immediately!**

IF YOU DECIDE TO DROP THIS COURSE . . .

Go to the Office of Admissions and Records in the Student Services building or drop through your MySite page online. *Your instructor cannot do this for you.* If you fail to drop officially and do not complete the course, you will receive an "F" on your permanent record.

Academic Dishonesty

Any acts of academic dishonesty will be subject to the terms specified in the Saddleback College Course Catalog and the Saddleback College Student Handbook. All terms specified in those documents apply to this course and are hereby incorporated into this syllabus.

ADA Compliance

This course meets the requirements set forth in the accessibility checklist and universal design grid provided by Special Services. The Web pages, video presentations, textbooks and class materials used in this course are accessible to students with disabilities. If you have questions on how to make accommodations please contact Special Services-Mike Sauter.

