

DE ANZA COLLEGE
BUS 85—BUSINESS COMMUNICATION
SUMMER 2018

Unit(s): 3 || Hours: Three hours online (36 hours total per quarter). || General Education Status:
Non-GE || Program Status: Program Applicable || Credit Status: Credit - Degree applicable ||
Grading Method: Letter Grade

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Office Hours: Online: Fridays, 12 pm – 3 pm

Course Description:

This course examines the principles of communication in the workplace. The course introduces students to common formats such as the memo, letter, and report, and helps students improve writing skills to gain greater mastery of grammar, mechanics, and style. Students learn techniques for writing informational, persuasive, sales, employment, good news, and bad news communications. Other topics include using the appropriate strategies for internal and external communication situations, audience analysis, and communication through recent technology, including e-mail, video-conferencing, and presentations.

Requisites: Advisory - EWRT 211 and READ 211 (or LART 211), or ESL 272 and 273.

Student Learning Outcomes:

Upon successful completion of the course, you should be able to:

- Describe and apply the principles of written and verbal business communications.
- Develop and use a variety of communication strategies that are effective in different business situations.
- Identify the most effective written and oral communication skills that fit personal communication style and situation.

Course Objectives:

By the end of the course, you should be able to:

- Learn and use basic principles of effective business communication
- Understand the impact of verbal and written communication on interpersonal relationships.
- Compose letters that are clear, concise and complete
- Learn how to achieve maximum impact with written messages.
- Learn to compose the most common types of business correspondence and other written materials.
- Apply communication skills learned in the class.
- Learn how to use LinkedIn to connect with potential employers and other business professionals in the network.
- Learn how to effectively communicate across cultures.

Required Text: Business Communication, by Kathryn Rentz, and Paula Lentz (New York, McGraw-Hill/Irwin, 2015). Third Edition.

Computer Access:

You can use the computers in the library to access computer applications and the web. With a Wi-Fi enabled laptop, slate, or Smartphone, you can access the Internet from many hotspots on campus.

Requirements:

- **Orientation:** Complete the orientation on Distance Learning at <https://sway.com/p6KDTuWl0k3kztfq>
- **Canvas Student Guide:** <https://deanza.instructure.com/courses/272>
- **Reading and Review:** Each week you should read the assigned chapter of the textbook and view the corresponding PowerPoint presentation.
- **Assignments**
 - A. ASSIGNMENTS based on questions from the textbook.** These assignments will be evaluated according to the Assignment Rubric indicated in the table below. There are no make-ups if you miss an assignment deadline.

Assignment Rubric

Criteria	A Level Work Outstanding Response	B Level Work Good Response	C Level Work Marginal Response
Completeness	Questions have been fully answered. Followed all directions	Questions fully answered, brief explanations, missed some directions	Assigned questions are skipped or ignored

B. DISCUSSION FORUMS based on chapters from the textbook. Contributing to and participating in the discussion forums are requirements of the course. These discussion forums allow you to demonstrate your understanding of course concepts and learn from the experiences of your classmates. These assignments will be evaluated according to the Discussion Rubric indicated in the table below. There are no make-ups if you miss an assignment deadline.

Discussion Rubric

Criteria	A Level Work Outstanding Response	B Level Work Good Response	C Level Work Marginal Response
Participation in the Learning Community	Discussion postings actively stimulate and sustain further discussion by building on peers' responses	Discussion postings contribute to the class' ongoing conversations	Discussion postings sometimes contribute to ongoing conversations
Comprehension	Demonstrates a keen grasp of key concepts; provides evidence to support statements	Demonstrates a basic understanding of key concepts; refers to evidence to support statements	Some understanding of concepts demonstrated; supporting evidence for statements shaky or missing
Clarity	Message is written clearly and concisely; well organized and complete	Message is clear and well organized but may include irrelevant information; answers all parts of the question	Message is not well organized; contains some irrelevant information; may have neglected to answer a part of the question
Quality of Writing & Proofreading	Written responses are free of grammatical, spelling or punctuation errors. The style of writing facilitates communication.	Written responses include a few grammatical, spelling or punctuation errors that distract the reader.	Written responses contain numerous grammatical, spelling or punctuation errors. The style of writing does not facilitate effective communication.

Grading:

Because writing is a skill, all your work and the final course grade will be evaluated on a performance scale rather than a curve. Assignments are based on both your knowledge about writing concepts and your application of these concepts to a variety of writing assignments.

Indicated below are the weighting of various components of your final grade and the scale used to determine the course grade.

ASSIGNMENT	POINTS
Chapter Assignments	300
Online Forum Discussions	200
Investment Club Report Presentation	150
Cover Letter, Resume & LinkedIn Profile	175
Cultural Differences Report	175
TOTAL	1000

Grading Scale Based on Points:

970 - 1000	A+
930 - 969	A
900 - 929	A-
860 - 899	B+
830 - 859	B
800 - 829	B-
760 - 799	C+
700 - 759	C
660 - 699	D+
630 - 659	D
600 - 629	D-
0 - 599	F

- **Examinations: There are no examinations for this course.**
- **Attendance/On Time Policy:**

This is an asynchronous online course, which means we will not have an official meeting time or place (actual or virtual). Instead the success of this course depends on your keeping up with the syllabus, your level of involvement with Canvas, and the online activities Canvas.

Even though it is asynchronous, it does not mean that there is no time component. In fact, the success of many of the activities depends on your participation in a timely manner.

If for any reason, you are facing any difficulties, or encountering any issues which prevents you from submitting your assignment on time, please let me know; I cannot read your mind.

- **Late Assignments:** 5-point deduction
- **Dropping:**

There is a deadline for drops. After the deadline neither you nor your instructor can drop you. If, for whatever reason, you choose to drop or withdraw from this course, it is your responsibility alone to initiate the drop or withdraw by the appropriate deadline, either online or in person. Since this is an online class, instructor will drop students who fail to submit two consecutive assignments.

- **Incomplete Grades:**

An 'incomplete' grade is only appropriate for verifiable unforeseen illness/injury or other unforeseen emergency situations, not doctor's appointments you forgot you had and did not reschedule, jury duty you could have requested to do after the quarter is over, or because you forgot to drop in time.

- **Academic Integrity:**

I don't expect you to cheat in this class but, for all your classes, you should be aware of the college Academic Integrity Policy and its consequences for students.

You will be required to comply with all rules and regulations as outlined in the De Anza College Student Handbook <http://www.deanza.edu/studenthandbook/index.html> (especially the section on academic integrity <http://www.deanza.edu/studenthandbook/academic-integrity.html>) as well as any in the De Anza College Catalog <http://www.deanza.edu/publications/catalog/>).

All information in the student handbook applies in this course and students will be held accountable for this information. In addition to outlining expectations of classroom behavior, the handbook contains many helpful resources for students.

In the handbook you will find descriptions of cheating and plagiarism: "**Cheating** is the act of obtaining or attempting to obtain credit for academic work through the use of dishonest, deceptive or fraudulent means... **Plagiarism** is representing the work of someone else as your own" (and the Student Handbook gives many detailed examples), and these statements: "It is

the student's responsibility to know what constitutes academic dishonesty...When students are caught cheating or plagiarizing, a process is begun which may result in severe consequences." The consequences can include "receiving a failing grade on the test, paper or exam...receiving a grade of F in the course...being placed on disciplinary probation...suspension."

Note to Students with Disabilities:

If you have a disability-related need for reasonable academic accommodations or services in this course, provide instructor with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days' notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753—DSS main number) or EDC advisor (864-8839—EDC main number).

Online Education Center Hours of Operation:

Monday to Thursday - 9:00 AM to 5:00 PM

Friday - 9:00 AM to 4:00 PM, when classes are in session.

Online Tutoring:

De Anza College provides all registered students with online tutoring service through **NetTutor**. Online tutoring is available in a wide variety of subjects, 24/7, to supplement on-campus tutoring that Student Success Center provides. This service is available to all students who have courses in Canvas and takes the place of SmartThinking. There is new link in your course Navigation: NetTutor. With NetTutor, students can sign up for synchronous sessions, as well as get asynchronous help with questions and papers.