DE ANZA COLLEGE
BUS 85—BUSINESS COMMUNICATION
SUMMER 2022

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

Instructor: Oduro 'Tach' Takyi
Email: **takyioduro@fhda.edu**
Telephone: 510-684-8960
Office Hours: Online video conferencing through Zoom on Wednesdays at 1pm

Instructor to Student Contact:

I am here to help. I enjoy working with students and want you to know that your success is paramount to me. An open channel of communication contributes to that success; therefore, here is my promise to you:

- The best way to get in touch with me is via the Canvas Inbox, or you can also email me at **takyioduro@fhda.edu**. I will get back to you within 24 hours.
- I will send out weekly announcements in the Announcement Forum to keep you up-to-date on the course.
- I will grade your work within 72 hours of the due date, provide feedback to help you improve your assignments, and accept revisions when needed.
- I will foster an atmosphere of respect, trust, and collegiality.

Course Description:

Application of writing skills to business communications; public relations functions of business correspondence.

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 be able to:

A. Apply basic principles of effective business communication.
B. Articulate the impact of verbal and written communication on interpersonal relationships.
C. Compose letters that are clear, concise and complete.
D. Demonstrate how to achieve maximum impact with written messages.
E. Compose the most common types of business correspondence and other written materials.
F. Apply communication skills learned in the class.
G. Use LinkedIn to connect with potential employers and other business professionals in the network.
H. Demonstrate effective cross-cultural communication skills.

Required Text: Essentials of Business Communication, by Mary Ellen Guffey, and Dana Loewy (Boston, Cengage, 2019), eleventh Edition.
ISBN = 978-1-3376707-9-1 = Digital Media, paper back
ISBN = 978-1-3373864-9-4 = Redshelf eBook, $42, the most cost-effective

Highly Recommended Applications:

A full-featured word processing program such as Word, WordPerfect, or OpenOffice is recommended. Office 2010 is available at the De Anza Bookstore at educational prices for students.
OpenOffice is downloadable for free from **www.openoffice.org.** For assignments needing only basic word processing features, a web-based service can be used.
  Some of these include Google Docs at **http://docs.google.com**, Zoho at **http://www.zoho.com** and Buzzword at **http://acrobat.com**. Windows Mobile, Blackberry, Palm, iPhone, and Android versions are available for your Smartphone.

Recommended Applications:

Other nice to have programs include a graphics/presentation program such as Microsoft's PowerPoint, Google's Presentations, or Apple's Keynote; a personal information manager program such as Outlook, Google Calendar, and others; and an organizer such as EverNote or OneNote. Many of these are available as both desktop and apps.

A cloud app you may want is Dropbox.com for online storage of your files. It lets you access your files from any Internet connected desktop, Smartphone, and/or slate. In your presentations, you can also record your voice with your slides using a free tool like Jing.

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://deanza.instructure.com/courses/1106**

- **Canvas Student Guide:** **https://deanza.instructure.com/courses/272**

- **Reading and Review**: This is a 12-week course compressed into a 6-week summer schedule. Each week you should read the assigned chapters of the textbook and view the corresponding PowerPoint presentation.

- **Assignments** are based on questions from the textbook. These assignments will be evaluated according to the Assignment Rubric indicated in the table below.

Assignment Rubric

Criterion	'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

- **Discussions - General Guidelines & Expectations**

If you've taken an online course before, then you're likely aware that discussions are often a significant part of these courses. Although different,

these discussions are meant to take the place of both the in-class discussions we might have if we were meeting in a classroom, as well as some of the exercises we would work through to generate some conversation.

The discussions are based on chapters from the textbook. Contributing to and participating in the discussions 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.

Student Expectations

TRY: The purpose of discussions is to explore material together. This means I am not always expecting you to have the right answer. Make a sincere effort to engage with the material. Be willing to support each other or pitch in with guidance if you see a classmate struggling. Remember: The purpose of a discussion is to test ideas, make mistakes in a low-stakes environment, and use it as a spring board to improve.

RESPECT: A big challenge of online communication is that many of the nonverbal signals that accompany verbal messages are gone. If someone presents a viewpoint different from yours, do not go immediately on the offensive. If a post upsets you, read it, breathe, and then come back to respond when you've had time to relax and do so with a cooler head.

Grading Criteria for discussions: For written discussions, I do not set a specific word count other than expecting your initial post to be longer than your responses to your classmates. These are the general criteria I look at when assessing a grade on a discussion:

- Completeness: Does it answer the prompt of the discussion?
- Coherent: Does the post stay on topic (for the most part)?
- Grammar: Does the post contain numerous spelling and typographical errors? This is where typing your post on a phone can get you in trouble. Remember, spellcheck is always out to get you on mobile devices.
- Punctuality: Is the post on time?

Essentially, as long as you post on time, make an attempt to answer the prompt, and do not go off on too wild a tangent, you'll do fine on discussions.

Overall Grading for the course: 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
Assignments	350 = 35%
Discussions	350 = 35%
Term Project #1 - Use LinkedIn to Connect With Employers & Professionals	100 = 10%
Cover Letter & Resume	50 = 5%
Term Project #2 - Investment Club Power Point Report Presentation	75 = 7.5%
Cross Cultural Communication	75 = 7.5%
TOTAL	1000 = 100%

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.**

Assignments and Due Dates:

Week 1
Assignment: Letter of Introduction
Assignment - Chapter 2: Planning Business Messages
Due Date: July 5, 2022

Week 2
Assignment - Chapter 4: Revising Business Messages
Discussion – Best Apps to Communicate in the Workplace

Due Date: July 11, 2022

Week 3
Assignment: Chapter 6 – Adjustment Letter
Discussion – Short Workplace Messages & Digital Media
Due Date: July 18, 2022

Week 4
Assignment: Chapter 7 - Negative Message: Request Refusal
Discussion: Chapter 8 – Is Remote Work Really Impeding Collaboration & Negotiation
Due Date: July 25, 2022

Week 5
Discussion: Chapter 10 - Proposals & Formal Reports
Discussion: Chapter 11 - Professionalism at Work: Meetings – Attacking Dysfunction
Assignment – Cross Cultural Communication
Due Date: August 1, 2022

Week 6
Assignment – Cover Letter & Resume
Term Project #1 – Use LinkedIn to Connect With Employers & Professionals
Term Project #2 - Investment Club Report Power Point Presentation
Due Date: Aug 4, 2020

- **Late Assignments:** Points will be deducted for late assignments. If you fail to participate in the discussions, instructor cannot reopen it for you. If you do not comment on the post of a fellow student, you will be graded on your post only.

- **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 prevent you from submitting your assignment on time, please let me know; I cannot read your mind.

- **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.

- **Withdrawal:** A 'W' is assigned to drops after the first two weeks of a regular 12-week term and/or 20% of a course if a shorter term course. A 'W' will be assigned to all drops between 20% and 75% of a term.

- **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. At least 75% of the class must have been completed to qualify for an 'Incomplete' status.

- **Important Dates:**

  Academic Calendar: http://www.deanza.edu/calendar/

- **Academic Integrity:**

I do not 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, as outlined below:
https://www.deanza.edu/policies/academic_integrity.html)

 "**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."

- **Mutual Respect Policy**:

https://www.deanza.edu/policies/respect.html

- **Student Rights & Responsibilities:**

 https://www.deanza.edu/student-development/conduct.html

- **Student Grievance Procedure**:

https://www.deanza.edu/policies/grievances.html

- **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.
Contact Us: https://www.deanza.edu/online-ed/
Telephone number: 408.864.8969

- **Student Success Center**:

Need help with this course? Want to have more personal connections this quarter? Student Success Center tutors and workshops are ready for you! Watch the SSC Welcome Video to learn more.

- **Tutoring:**

Go to http://deanza.edu/studentsuccess and click to join a Zoom tutoring room during open hours.

- **Workshops:**

Attend a Skills Workshop, a content-specific math/science workshop, an Accounting chapter review workshop, or a Listening and Speaking workshop.

- **Resources:**
 Join the SSC Resources Canvas site to see content and learning skills links.

- **After-hours or weekend tutoring:**

See the Online Tutoring page for information about NetTutor (via Canvas) or Smarthinking (via MyPortal).