BUS85: BUSINESS COMMUNICATION ONLINE
Course Overview & Syllabus
WINTER 2015/3 units

Instructor: Oduro 'Tach' Takyi
Email: **takyioduro@fhda.edu; tach@consultant.com**
Telephone: 510-684-8960

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.

Learning Outcomes

Upon successful completion of the course, the student 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

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

Required Text

Business Communication, by Marie E. Flatley, Kathryn Rentz, and Paula Lentz (New York, McGraw-Hill/Irwin, 2012).

Highly Recommended Supplements:

An up-to-date dictionary is highly recommended. Some good dictionaries include the *American Heritage Dictionary,* the *Random House Webster's Dictionary,* and the *Merriam Webster's Collegiate Dictionary.* You may want to consider an online subscription to Merriam Webster's unabridged edition at **https://member.m-w.com/subscribe.php**. You can try it for 14 days before you subscribe. If you have a Smartphone or a slate you can buy a Merriam-Webster app for it or use the free Dictionary.com app. A free downloadable dictionary is also available at **http://wordweb.info/free/** and a free app is available for Dictionary.com. You can also follow the Merriam Webster's editor on Twitter at **https://twitter.com/PeterSokolowski**. …**AND**
A reference guide for grammar, punctuation, and formatting available in print and digital versions—Sabin, William, *Gregg Reference Manual* (Eleventh Edition, Boston, MA: McGraw-Hill/Irwin, 2010)*.*

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 **http://www.deanza.edu/distance/**

- **Reading and Review**: Each week you should read the assigned chapter of the textbook and view the corresponding PowerPoint presentation.

Examinations: There are no examinations for this course.

Lesson Plan & Assignments

WEEK #	TOPIC	READING ASSIGNMENT	GRADED ASSIGNMENT
WEEK 1	• Communicating in the Workplace	Chapter 1	**Letter of Introduction**
WEEK 2	• Understanding the Writing Process & the Main Forms of Business Messages	Chapter 2	**Memo/Email**
WEEK 3	• Using Visuals in Written & Oral Communication	Chapter 3	
WEEK 4	• Using an Appropriate Style & Supplemental Chapter B (Online)	Chapter 4	**Appropriate Style**
WEEK 5	• Writing Good-News & Neutral Messages	Chapter 5	**Good News Message**
WEEK 6	• Writing Bad-News Messages	Chapter 6	**Bad News Message**
WEEK 7	• Writing Persuasive Messages & Proposals	Chapter 7	**Persuasive Message**
WEEK 8	• Researching & Writing Reports & Supplemental Chapter E (Online)	Chapter 8	**Start Culture Report for Week 12**
WEEK 9	• Writing Short Reports & Supplemental Chapter D (Online)	Chapter 9	**Short Report**

WEEK 10	• Communicating Orally	Chapter 10	**Presentation**
WEEK 11	• Communicating in the Job Search	Chapter 11	**Cover Messages & LinkedIn**
WEEK 12			**1. Culture Report 2.Summary Report**

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. Tests are based on both your knowledge about writing concepts and your application of these concepts to a variety of writing and speaking assignments. These assignments are ones you are likely to run into both in the workplace and in your upper division work in business.

Indicated below are the weighting of various components in your final grade and the scale used to determine the course grade. The Lesson Plan and the assignments above show the readings for these assignments and the weeks the graded assignments are due.

ASSIGNMENT	POINTS
Letter of Introduction	45
Memo/Email	45
Appropriate Style	45
Good News Message	45
Bad News Message	45
Persuasive News Message	45
Short Report/Email	45
Oral Communication/Presentation	70
Cover Messages & LinkedIn	70
Culture Report	100
Summary Report	45
TOTAL	**600**

Grading Scale

A+	588 –600
A	570-587
A-	540-569
B+	510-539
B	480-509
B-	450-479
C+	420-449
C	390-419
D+	360-389
D	300-359
F	0-299

Academic Integrity:

Students who plagiarize, submit the work of others as their own, or cheat on exams will receive an F in the course and will be reported to college authorities. For more information, see the Student Handbook PowerPoint presentation on Academic Integrity.

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).

Distance Learning Center Hours of Operation

Monday to Thursday - 8:30 AM to 6:00 PM
Friday - 9:00 AM to 4:00 PM, when classes are in session.

Online Tutoring

Starting Spring 2014, De Anza College will provide all registered students with online tutoring service through Smarthinking. Online tutoring will be available in a wide variety of subjects, 24/7, to supplement on-campus tutoring that Student Success Center provides. Distance Learning is testing right now, and information is available at
http://www.deanza.edu/studentsuccess/onlinetutoring.html

Dropping:

First two weeks of the term:

1. Instructor will drop students who do not complete assignments during the first two weeks of the course.
2. Instructor will also drop students who fail to take the Mid Term Exam.
3. 3. You can also drop this class yourself during the **first two weeks of the term.** You must do so online. There will be **no grade of record if** you drop the class by the deadline.

Week three through eight:

You **may drop online through** MyPortal. You will be assigned a **grade of "W"**. Failure to drop by the final deadline date will result in a grade assignment at the end of the quarter.