Fall-Bus\_078\_43618 \_Mercado



West Valley College, Business Division On-Line Course

Credit/No Credit Option

Fall Semester, Section 43618, earns 3 credits

Business Communication, 078

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| Instructor | Nancy Maloney-Mercado |
| Office Hour | By appointment |
| Phone and Fax No. | 408-741-2045 x3578 |
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Materials Required:

Text: BUSINESS COMMUNICATION, PROCESS AND PRODUCT, 8th Edition with access code (Aplia) , by Mary Ellen Guffey. When you buy the access code, you automatically get the e-book version of the text book. You can load the e-book on any of your devices. You can purchase through cengagebrain.com. Also, you can purchase everything needed for the course through our college bookstore.

You are also given the option of renting the textbook (as an e-book) and only buying the access code for Aplia; which previously was mentioned that you get the e-book version. Do not get any earlier edition of the textbook as the assignment and reading pages will not correspond. Also, there is an 8th edition of the book in the library under 078 for Section 43618. This book can be checked out for a day.

Course Description:

Business Communication 78 is a comprehensive reality-based course that examines fundamental communication concepts through real-life business situations. Emphasis is on **grammar, punctuation, business writing, ethics, communication barriers, cultural diversity, communication technology, legal issues, employment search, and communication versatility.**

In addition, writing techniques are presented in a series of easy-to-follow steps. You will appreciate the 3 X 3 Writing Process for planning, organizing, and revising business messages (Chapters 4-6), business correspondence including e-mail messages and memos, positive letters, persuasive and sales messages, and negative messages (Chapters 7-10); specific steps for planning, organizing, and writing reports, proposals, and presentations (Chapters 11-14), and writing resumes’, cover letters, and interviewing, and follow ups (Chapters 15-16).

Course Outcomes Objectives:

Upon completion of this course, students should be able to apply correct grammar and writing principles as they perform the following:

1. Writing collaboratively
2. Making ethical communication choices
3. Overcoming communication barriers
4. Creating and processing of information effectively and efficiently
5. Adopting an audience-centered approach to communication
6. Understanding the importance of nonverbal communication
7. Streamlining the writing process into seven steps (three stages) for a logical approach
8. Utilizing the hallmark of good organization
9. Prewriting techniques for identifying the main idea
10. Using steps in the outline process
11. Selecting the best words for correctness and effectiveness
12. Editing and rewriting of a message
13. Writing directly
14. Writing indirectly
15. Writing good news and bad news messages
16. Organizing the research process for report writing
17. Selecting, designing, and producing the right graphic for the job.
18. Communicating informational and analytical reports
19. Planning, organizing, and writing reports and proposals
20. Developing a presentation
21. Writing resumes and application letters
22. Interviewing for employment and following up after the interview

**STUDENT LEARNING OUTCOMES:**

**OUTCOME:** Students will be able to assess how effective business communication skills enable business practitioners to present, clear, effective, and succinct business presentations and papers.

**ASSESSMENT:** Presentation and paper

**OUTCOME:** Students will be able to apply correct grammar and writing principles to business writing assignments.

**ASSESSMENT:** Exam

Class Requirements:

1. Students must complete all readings, assignments, and writings.
2. Students need to keep in touch with instructor and other students via e-mail, on-line discussion groups, and chat room discussions (two to be announced)
3. Students need to satisfactorily complete the assignments, memos, letters, and report projects in a timely manner.
4. Students need to satisfactorily complete three examinations.

GRADING ASSESSMENT Letter Grade or

Credit/no Credit Option

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| Three Textbook Exams | 30 percent |
| Two Projects | 20 percent |
| Project three, Research paper | 20 percent |
| Homework Assignments (16) | 25 percent |
| Two chat sessions | 5 percent |