

SYLLABUS

Course Information:

Spring 2024 – De Anza College

Business Communication

Course Number: BUSD085

Course Section: Section 64Z

CRN: 48651

Days and Time: This is a fully online asynchronous course, which means that we will not have an official meeting time or place.

Course Requirements:

- **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.
- **Required Textbook:** Essentials of Business Communication, by Mary Ellen Guffey, and Dana Loewy (Boston, Cengage, 2023), 12th Edition. ISBN: 13 9798214342917
- **Highly recommended:**
 1. Grammarly Go Click [Here](#)
 2. Business Communication Guide



ebook - Business
Writing Guide.pdf

- Search for your specific class at <http://ecms.deanza.edu/deptoutlinespublic.html>
- **Orientation:** To complete the orientation on Distance Learning, click [Here](#).
- **Canvas Student Guide:** To access this guide, click [Here](#).

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:

- 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.** Compare 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.

Instructor Information:

Instructor: Oduro 'Tach' Takyi
Email: takyioduro@fhda.edu
Telephone: 510-684-8960
Office Hours: Online video conferencing through Zoom on Tuesdays at 2pm. Students access the meeting by clicking 'on Zoom' on the 'Home' page on Canvas.

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. 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.

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- 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.

Reading and Review

Each week you should read the assigned chapters of the textbook and view the corresponding PowerPoint presentation.

Assignments

These 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.

The discussions 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?
- **Failure to comment on a fellow student's post results in an automatic 'D' grade.**

Discussion Rubric:

Criteria	A Level Work Outstanding Response 30 points	B Level Work Good Response 20 points	C Level Work Marginal Response 15 points
Participation in the Learning Community	Discussion postings actively stimulate and sustain further discussion by building on peers' responses	Discussion postings contribute to the class's 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 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 do not facilitate effective communication.

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
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Five (5) Assignments	350 = 35%
Five (5) Discussions	350 = 35%
Cover Letter & Resume	50 = 5%
Cross Cultural Communication	50 = 5%
Term Project #1 – Investment Club Report Slide Presentation	100 = 10%
Term Project #2 = Use LinkedIn to Connect With Potential Employers & Other Professionals	100 = 10%
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

Due Date – Apr 15

Week 2

Assignment - Planning Business Messages

Due Date: Apr 22

Week 3

Discussion – Best Apps to Communicate in the Workplace

Due Date: Apr 29

Week 4

Assignment – Revising Business Messages

Due Date: May 6

Week 5

Discussion – Short Workplace Messages and Digital Media

Due Date: May 13

Week 6

Assignment – Adjustment Letter

Due Date: May 20

Week 7

Assignment – Negative Message: Request Refusal

Due Date: May 27

Week 8

Discussion – Persuasive Messages: The Ethics of Microtargeting

Due Date: Jun 3

Week 9

Discussion – Proposals & Formal Reports

Due Date: Jun 10

Week 10

Discussion – Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings

Term Project #1 - Investment Club Report Slide Presentation

Due Date: Jun 17

Week 11

Cover Letter & Resume

Term Project #2 - Use LinkedIn to Connect With Potential Employers & Other Professionals

You should start working on this project as soon as the class commences because some of the information required for the project take time to gather or assemble.

Due Date: Jun 24

Week 12

Assignment: Cross Cultural Communication

Due Date: Jun 28

- **Late Assignments:** Points will be deducted for late assignments. If you fail to participate in the discussions, instructor cannot reopen it for you.
- **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:
click [Here](#).

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- **Academic Integrity:**

Instructor does 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:

Click [Here](#).

“**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.”

The following would be considered violations of academic integrity:

- 1) if a student has another person/entity do the writing of any substantive portion of an assignment for them, which includes hiring a person or a company to write essays and drafts and/or other assignments, research-based or otherwise, and using artificial intelligence affordances like ChatGPT;
- 2) if a student submits the same work for more than one class without consulting with the instructors.

Content generated by an Artificial Intelligence third-party service or site (AI-generated content) without proper attribution or authorization is a form of plagiarism. If you are unsure about whether something may be plagiarism or another form of academic dishonesty, please reach out to me to discuss it as soon as possible. If found responsible for academic dishonesty, a grade penalty can also be applied.

- **How to Cite AI Tools – A Guide for Students:**

Click [Here](#).

- **Mutual Respect Policy:** Click [Here](#).
- **Student Rights & Responsibilities:** Click [Here](#).
- **Student Grievance Procedure:** Click [Here](#).
- **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 [Here](#).
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:** Click [Here](#) 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).

