



Division: (Career Studies/Business)

Course name: (Business 032: Business Communications)

Section: (8018) / **Semester** (Winter 2016)

Todd Matosic, Instructor, BA, MBA

Email: matosit@wlaac.edu

5 Weeks (Online)

Instructor Name: Todd Matosic

Class Hours: All Online

Class Location: Etudes Website

School Website: www.wlaac.edu

Address: 9000 Overland Ave., Culver City, CA 90230

Office Location: CE Building Room #214

Welcome

This semester, you will work to develop your business communications. You will improve your business vocabulary and your business writing skills (including emails and memos). The skills you learn here will help you succeed both in and out of class. However, your education is ultimately YOUR responsibility. YOU determine your level of success. Successful college students are self-motivated. Successful college students understand the importance of studying the material, coming to class prepared and practicing skills learned. YOU CAN DO IT and I'm here to help. 😊

Course Description: (Use catalog course description or approved COR)

This course covers principles and techniques of the effective use of English as a communication tool. We will cover speaking, listening, reading, writing and the computer skills needed to send clear and concise messages. You'll gain practical experience for writing letters, memos, reports, application letters and job winning resumes. You'll be utilizing electronic communications and the Internet.

Required Texts

"ESSENTIALS OF BUSINESS COMMUNICATION" (Available at the WLAC bookstore)

Mary Ellen Guffey, ISBN: 978-1-285-85891-3 (10th Ed.)

Cengage Publishing copyright 2015'

Also available online from select online book vendors.

Recommended Materials

Please take advantage of the WLAC library resources by visiting the HLRC.

Dictionary – *Webster's New World College Dictionary* or *American Heritage College Dictionary*
Thesaurus – *American Heritage College Thesaurus* or *Roget's*

Required Materials

- Web access
- Computer access

Course Objectives: (use COR / ECD approved objectives)

Discuss the importance of communication skills for a career.

The basics of business writing and the writing process for business messages.

Researching to collect needed information and organizing to show relationships.

Recognize and understand the process of revisions and the process of proofreading.

Applying the writing process to produce effective e-mail messages and memos.
Discuss writing effective and direct business letters, direct request for information and actions, direct claims and replies to information requests.

Identify persuasive requests and craft winning sales letters.

Describe strategies and techniques for delivering bad news.

Recognize report basics, the guideline for developing informal reports, and the six kinds of informal reports.

Discuss business proposals, both formal and informal and the methods for writing formal reports.

Express improving face-to-face workplace communication, productive business meetings, improving telephone skills and other digital communication.

Identify preparations for oral presentations and describe how the best speakers build audience rapport, polish delivery and follow up and adapt to international and cross-cultural audiences.

Analyze employment preparations, writing the persuasive resume and cover letter.

Discuss the types of employment interviews, the day before the interview, the day of the interview, during the interview, closing the interview and after the interview.

Student Learning Outcomes (SLO)

Upon successful completion of this course, students will be able to . . .

Write well-organized, well developed, effective, well edited, logically sound, and clear business emails and memos using correct subject-verb agreement.	Demonstrate the ability to analyze a business dilemma that requires a written message and determine an appropriate strategy to solve the issue. (Direct pattern, persuasive pattern, or negative news pattern).
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Course Requirements and assignment guidelines

Internet Research

NOTE: If you don't have Internet access at home, there are computer labs on campus. Please see me immediately if you need directions to the library/HLRC. DO NOT WAIT until the day a response is due to seek help or explain your situation. Alternate plans can be arranged with notice.

Quizzes

Quizzes will be given regularly to ensure that you are keeping up with the readings and attending class. Every student is allowed to miss 1 (one) quiz due to emergency situations. To be able to make up that missed quiz, students will contact me by email or phone prior to the missed quiz to explain the reason.

Other assignments, as listed below, will occur in class and serve to reinforce learning:

- Exams: Midterm and Final

Late Assignments (Reports/Presentations)

There will be no credit given for late assignments of this type.

Grading

Assignment Category	# of Assign.	Points Per Assignment	Total Points	% of Total Grade
Quizzes	10	20	200	20%
Discussion Questions	10	20	200	20%
Business Emails	2	50	100	10%
Business Memo	2	100	200	20%
Final	1	300	300	30%
Grand Total	34	-	1000	100%
900 - 1000 = A	800 - 899 = B	700 - 799 = C	600 - 699 = D	599 and below = F

Class Policies

Attendance

For all online courses at WLAC, the expectation is that you will be attending class. Students are expected to be routinely accessing the Etudes website virtual classroom. Students that do not access the class during the first week will receive a warning email after the fifth day and then will be dropped from the class as the material in a 5-week semester is so condensed. Please make yourself familiar with the navigational tools of the Etudes site and pay close attention to almost daily "Messages" from me on the course main page.

Preparedness

You are expected to be ready to take your online quizzes within correct time frames, you are expected to look for the cut-off dates for these when they are set.

"Netiquette"

The term "netiquette" is a combination of the words Internet and etiquette. Online personal attacks, profanity, vulgarity will not be tolerated if and when we use the Internet for course work.

Contacting Me

E-mail is the best and quickest way to contact me. Thanks to modern technology, my e-mail is linked to my phone. Therefore, excuses such as, "I tried to contact you but (fill in the blank)" will not work.

If you have a problem, do not let it snowball. Contact me immediately. Students are expected to ask questions and obtain help from instructor via email and/or during office hours.

College Policies:

Academic Integrity (Plagiarism)

In accordance with code 9803.28, **academic dishonesty is prohibited and will not be tolerated in this class.** Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade. Academic dishonesty of any type, such as cheating or knowingly furnishing false information, by a student provides grounds for disciplinary action by the instructor or college. In written work, no material may be copied from another without proper quotation marks, footnotes, or appropriate documentation.

- **Plagiarism will result in a zero for the assignment, possible dismissal from the class and disciplinary action from the college. You will not receive credit for any writing assignment missing citations and/or a works cited page.**

Student Conduct

According to code 9803.15, disruption of classes or college activities is prohibited and will not be tolerated. Refer to the catalog and the Standards of Student Conduct in the Schedule of Classes for more information.

http://www.wlac.edu/academics/pdf/WLAC_Catalog_Policies.pdf

Campus Resources

As stated earlier in this syllabus, **if you are having problems, don't let them snowball.** Come and talk with me and check out some of the campus resources available to you.

Office of Disabled Student Programs and Services (DSP&S)

Student Services Building (SSB) 320 | (310) 287-4450.

West Los Angeles College recognizes and welcomes its responsibility to provide an equal educational opportunity to all disabled individuals. The Office of Disabled Students Programs and Services (DSP&S) has been established to provide support services for all verified disabled students pursuing a college education. DSP&S students may qualify for: priority registration, registration assistance, special parking permits, sign language interpreters and assistive technology (WLAC College Catalog).

Instructional Support (Tutoring) & Learning Skills Center

Heldman Learning Resources Center (HLRC) | (310) 287-4486

Improve your reading, language, vocabulary, spelling, math fundamentals and chemistry knowledge with convenient, self-paced computer-aided courses in the Learning Skills Center. Increase your knowledge and learning success: sign up for tutoring in various college subjects (WLAC College Catalog).

Library Services

Heldman Learning Resources Center (HLRC) | (310) 287-4269 & (310) 287-4486

The WLAC Library provides instruction on how to use the online catalog, periodical and research databases. In addition to a large collection of books, periodicals and videos the WLAC Library has course textbooks, which students may use while in the Library. Web access is available in LIRL as well as meeting rooms. The upper floors provide a beautiful view ideal for study (WLAC College Catalog).

http://www.wlac.edu/academics/pdf/WLAC_Catalog_Policies.pdf

Business 032 Class Schedule – Winter 2016

5-WEEK ONLINE SESSION

NOTE: This syllabus and class schedule is subject to change if circumstances warrant it (e.g. student performance, etc.).

Week	Date	Course topics	Assignment (Due Next Class Meeting)
1		Download and read syllabus Download or at least view all RESOURCES (Read Ch 1 and 2) (Discussion Ice Breaker Questions due/Etudes Discussion Forum) Quiz on Chapter 1 Quiz on Chapter 2	

2	(Read Ch 3 and 4) (Discussion Questions due Chapters 1, 2, 3 and 4) Quiz on Chapter 3 Quiz on Chapter 4
3	(Read Ch 5 and 6) Quiz on Ch 5 Quiz on Ch 6 (Business Email Due) (Discussion Questions due Chapters 5 and 6)
4	(Read Ch 7 and 8) Quiz on Ch 7 Quiz on Ch 8 (Ch. 7 and 8 Discussion Questions due)
5	(Read Ch 9 and 10) Quiz on Ch 9 Quiz on Ch 10 (Ch. 9 and 10 Discussion Questions due)
6	(Final Exam is available to take all week) (Business Email #2 Due) (Business Memo Due)

ADA Reasonable Accommodations: In support of the Americans with Disabilities Act (ADA), reasonable accommodation will be provided to any student who is registered with Disabled Student Services and who requests accommodation. Students must contact the DSP&S or call them @ 310-287-4450.

STANDARDS OF STUDENT CONDUCT: Students are encouraged to see the student handbook/course catalog for details about disruptions in class. Class disruptions also pertain to online classes like this one.