

**West Los Angeles College**  
**Business 31 - Business English**  
**Spring Semester 2015 ~ Section Number: 8126**

Instructor:	Dr. McCaskill	Class Location:	Online
Office Hours:	Online thru private message or chat	Time/Day:	3 Hrs 10 min. per week
Instructor Email :	<a href="mailto:mccaskta@wlaac.edu">mccaskta@wlaac.edu</a>	Class Starts:	02/09/2015
College Email:	<a href="http://www.wlaac.edu">www.wlaac.edu</a>	Class Ends:	06/07/2015

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**Prerequisite:** None

### Course Description

**NOTE:** Students who are Business majors or who are considering a change to that major are advised to take this course as a foundation.

This course offers an intensive review of the techniques and mechanics of English: grammar, sentence structure, business vocabulary, capitalization, punctuation, various business letter styles, proofreaders' symbols, and website reference tools as specifically applied to the field of business. NOTE: Required of all Business and CAOT majors.

### Student Learning Outcomes

### Goal and Student Learning Outcomes

Goal: To improve written and verbal language fundamentals.

**Student Outcomes: The student will be able to demonstrate the following SLO's:**

**Given a business scenario, determine the relevant legal and ethical issues, present the options, and make recommendations on how you would address them.**

*Compose clear and effective email, memoranda and letters utilizing the Internet, and other online resources, as well as, traditional written formats.*

**Analyze complex sentence structures and identify subjects and predicates for clear subject/verb agreement in business communications.**

*Recognize and utilize proper punctuation and grammar in all forms of writing and speaking.*

### Course Requirements

1. Required Textbook: *Business English*, 11<sup>th</sup> Edition, by Mary Ellen Guffey and Carolyn M. Seefer. Publisher: South-Western, Cengage Learning; ISBN: 978-0-324-78975-1
2. Required Readings: Preface and Chapters 1-14.

- Course Assignments: Each student is to complete the textbook exercises at the end of each chapter and an online assignment. There are 14 assignments. All assignments are open for the duration of the course. Each assignment is worth 10 points. **You are not required to submit the end-of-chapter textbook exercises. These are for your own review of the chapters.**

There are 2 additional course assignments due for the course. These are posts to the class discussion section of Etudes. The introduction and mid-course assignments are worth 25 points each. These points will be manually assigned at the end of the course.

- Quizzes: There are eight (8) quizzes worth 20 points each. Although there is no assigned due date, I encourage each student to follow the schedule for completion of the quizzes.
- Tests: The course is divided into six (6) units and therefore, there are six (6) unit tests worth 50 points each.
- Final Examination: The final examination is cumulative and is worth 100 points.

## Grading Rubric

	Points	Points
Chapter Assignments (14 x 10 points each)	140	A = 650 and above
1 Introduction Assignment (1 x 25 points)	25	B = 550 - 649
1 Mid-course Assignment (1 x 25 points)	25	C = 450 - 549
Quizzes (8 x 20 points each)	160	D = 350 - 449
Tests (6 x 50 points each)	300	F = 349 and below
Final examination	<u>100</u>	
<b>Total Points Possible</b>	<b>750</b>	

## Schedule of Assignments

Week #	Dates	Assignment
1	2/9 – 2/15	Read chapter 1 Complete assignments for chapter 1 Post introduction assignment
2	2/16 – 2/22	Quiz #1 – chapter 1 Read chapter 2 Complete assignment for chapter 2 Study for Unit Test #1
3	2/23 – 3/1	Unit Test #1 – chapters 1 and 2 Read chapter 3 Complete assignments for chapter 3
4	3/2 – 3/8	Quiz #2 – chapter 3 Read chapter 4 Complete assignment for chapter 4 Study for Unit Test #2

5	3/9 – 3/15	Unit Test #2 – chapters 3 and 4 Read chapter 5 Complete assignment for chapter 5
6	3/16 – 3/22	Quiz #3 - chapter 5 Read chapter 6 Complete assignment for chapter 6 Study for Unit Test #3
7	3/23– 3/29	Unit Test #3 – chapters 5 and 6 Read chapter 7 Complete assignment for chapter 7
8	3/30 – 4/5	Quiz #4 – chapter 7 Read chapter 8 Complete assignment for chapter 8 Post mid-course assignment
	4/6 – 4/12	<b>SPRING BREAK</b> <b>WLAC Calendar (4/4 – 4/10)</b>
9	4/13 – 4/19	Quiz #5 – chapter 8 Read chapter 9 Complete assignment for chapter 9 Study for Unit Test #4
10	4/20 – 4/26	Unit Test #4 – chapters 7, 8, and 9 Read chapter 10 Complete assignment for chapter 10
11	4/27 – 5/3	Quiz #6 – chapter 10 Read chapter 11 Complete assignment for chapter 11
12	5/4 – 5/10	Quiz #7 - chapter 11 Read chapter 12 Complete assignment for chapter 12
13	5/11 – 5/17	Unit Test #5 – chapters 10, 11, and 12 Read chapter 13 Complete assignment for chapter 13
14	5/18 – 5/24	Quiz #8 – chapter 13 Read chapter 14 Complete assignment for chapter 14
15	5/25 – 5/31	Unit Test #6 – chapters 13 and 14 Study for Final Exam (Cumulative)
16	6/1 – 6/7	Final Exam - Cumulative: chapters 1-14 <b>All assignments due by 06/07 @ 11:59 p.m.</b>

## College Policies and Standards

### **Professional Conduct in Our Classroom Community**

The West LA College faculty, staff, and administrators are dedicated to maintaining an optimal learning environment and will not tolerate any disruptive behavior in or outside of the classroom or any academic dishonesty. These standards apply to all students.

### **Attendance**

Students are expected to attend all classes for which they are registered, to be prompt, and to remain in class/lab for the entire time. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from the class. Instructors may drop a student from a class whenever a student is absent more hours than the number of hours the class meets per week. Withdrawal from class can affect eligibility for federal financial aid.

### **Dropping a Class**

Students wanting to drop a class should drop online at [www.wlac.edu](http://www.wlac.edu), click “For Students,” then “Student Informational System.” Students who stop attending a class are responsible for withdrawing from the class to prevent being issued a failing “F” grade in the class.

### **Special Instructional Accommodation**

If there are special accommodations that you require to be successful in this course, please discuss your situation with the professor. To receive accommodations for a special need or disability, students must register with the Office of Disabled Student Program and Services, HLRC. Tape recording of lectures and discussions will not be permitted without the consent of the instructor.

### **Academic Integrity**

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. When there is evidence of cheating or plagiarism in classroom work, the instructor may assign a failing grade, “F,” or zero points to the examination or assignment in which the alleged cheating or plagiarism occurred. Before a substandard grade is issued the instructor will provide the student with supporting documentation of the plagiarism or cheating charge. Instructors have the authority to use plagiarism-detecting instruments such as “Turn It In” to detect academic dishonesty.

#### **Forms of Behavior which Violate Academic Integrity**

- **Cheating.** Using any materials or devices or strategies, which provide undue advantage on any exam, assignment, activity, or other method of assessment for a course. This includes, but is not limited to, looking at another student’s exam, using phones or other communication systems to text message during exams, taking pictures or images of exams, talking with others during exams, using the Internet to find information, or any other system of inappropriate “help.” Exams are to be measures of what YOU, as an individual, have learned.
- **Collaboration.** Working together on projects, papers, exams, or other forms of assessment, which are to be completed individually
- **Plagiarism.** Taking anyone else’s work as one’s own; Presenting another’s words, ideas, forms of expression, materials, or labor without proper citation, referencing, and declaration that the material originated outside the student’s own work

For assistance with classroom projects, papers, and assignments, please visit the Learning Skills Center, HLRC.

### **Standard of Student Conduct**

Faculty members are charged with responsibility for building and maintaining a classroom atmosphere conducive to learning. Disruptive, disrespectful, or obstructive behavior will be dealt with in terms specific to

this syllabus and in accordance with the LACCD Standard of Student Conduct. An instructor may take select forms of disciplinary action appropriate to the misconduct when there is evidence that the student's behavior interferes with classroom instruction.

**The following types of disciplinary action may be taken by an instructor:**

1. **Warning** - A verbal or written notice, given to the student by an instructor. Continuation or repetition of the specified conduct may be cause for further disciplinary action
2. **Removal by Instructor** – An instructor may remove (suspend) a student from his or her class for the day of the incident and the next class meeting. During this period of removal, the student shall not return to the class from which he or she was removed without permission of the instructor of the class.

Students may refer to the College Catalog or the online student orientation at [www.wlac.edu](http://www.wlac.edu); click “Counseling, Assessment and Orientation,” then scroll down to “Orientation” for complete details regarding the aforementioned policies.

**Cell Phone and Other Communication Devices**

If you bring your cell phone to class, be sure to have on a mode where it will not ring and disturb others. If you have to answer an emergency call, please step out of the classroom. Devices of this type should be placed on vibrate and never visible during class time.

**Classroom and Campus Cleanliness**

Please help us keep the classroom and campus grounds clean. No food or beverages, except for water, is permitted inside instructional classrooms/labs. Please use the receptacles to dispose of trash.

**Electronic Mail**

Electronic mail is the official method of communication for delivery of college information. Student email addresses will be recorded in the college's electronic directories and records. If you need to update an email address, visit [www.wlac.edu](http://www.wlac.edu), click “For Students,” then “Student Information System.” Once you log in, you can change your email by clicking “edit” at the top of the page next to your email address.

**Instructional Support and Monitoring**

- Monitor your academic progress online at [www.wlac.edu](http://www.wlac.edu), click “Counseling, Assessment and Orientation,” then on the DegreeWorks icon, or visit the Counseling Office in A13.
- For instructional support and assistance with research projects, visit the Learning Skills Center and Library in HLRC.