

**MAYLAND COMMUNITY COLLEGE
Welcomes You To:**

**BUS 260 20
Business Communication
3 credit and contact hours
Spring 2007
Class Time: Monday 6-8:50**

Course Description

This course is designed to develop skills in writing business communications. Emphasis is placed on business reports, correspondence, and professional presentations.

Prerequisites: ENG 111

Corequisites: N/A

Instructor Information

Instructor: Brenda McFee
Office Location: P209
Telephone Number: 828-765-7351 ext. 335
E-mail Address: bmcfee@mayland.edu
Office Hours: Posted

Course Information

Required Text(s): Business Communication, Merrier
Employment Communication, Parzych

LRC Resources: N/A

Required supplies: N/A

Course Objectives/Competencies:

1. The demonstrated ability to organize and communicate ideas in personal and group situations via written and verbal avenues
2. The demonstrated ability to apply a variety of computer applications and therefore being able to work effectively and efficiently in a business environment.

These course objectives/competencies support the learning outcomes for the Business Administration Associate in Applied Science Degree.

Attendance Policy/Tardiness/Make-Up Work:

The student will receive 6.25 points for each day they attend class. A student will be considered tardy if they enter the classroom after the instructor has taken roll and will be considered absent for the class period. The student must be present for the entire class to receive attendance points.

If for emergency or health reasons, a student is unable to take an exam as scheduled, it is the student's responsibility to notify the instructor PRIOR to the exam and to make arrangements for a make-up. Make up exams are given during posted office hours. An appointment has to be scheduled for the make up exam. The student will have one week from the date of the exam to take the make-up exam; after one week, the grade for the exam will be zero. Three points will be deducted from the final test grade for each school day the make-up test is delayed. If the student does not make up the test within a week, the grade for the test will be zero. Students are allowed to make up one test per semester, but are not allowed to make up the last test.

No late homework assignments will be accepted; however the lowest homework grade will be dropped.

Grading Criteria/Tests/Projects:

A ten point grading scale will be used.

There will be three or four tests given after every three or four chapters. The tests will consist of multiple choice questions, true/false questions, listing/short answer and written assignments. The tests will comprise 45 % of your final grade.

There will be one project consisting of an application letter and resume. Because this project involves items critical to your future success, this project should be completed with all seriousness. This project grade will comprise 25% of your final grade. A mock interview will be conducted and will count 5% of your final grade.

The attendance grade will be 10% of the final grade and assignments will comprise 15% of the final grade.

Academic Standards/Student Expectations/Ethics:

In addition to good academic performance, students should exhibit the qualities of honesty and integrity. Any form of dishonesty, cheating, fabrication, facilitation of academic dishonesty, and plagiarism will make students subject to disciplinary action. Before coming to class, please turn off all electronic gadgets.

Inclement Weather Procedures:

Check with local media, Mayland Community College's home page, or call the college directly for class cancellations.

Withdrawal Dates:

End of Unconditional Withdrawal: February 13, 2007

End of Conditional Withdrawal: March 27, 2007

If a student has not been in contact with the instructor and has not attended class for a consecutive two-week period, an administrative withdrawal will be submitted by the instructor.

Any student requesting special accommodations for this course due to a disability should apply for services through the SOAR Office or the Counseling Center, which will document the disability. A counselor will then help determine which accommodations, if any, the student needs for success in this course.

Course Outline and Topics

Understanding the Communication Process

Planning Written Business Messages

Developing Business Messages

Writing Positive and Neutral News Messages

Writing Bad News Messages

Writing Persuasive Messages

Writing Employment and Special Messages

Creating effective Resumes

Interviewing Successfully

While I have attempted to be as thorough as possible, I reserve the right to make changes to the syllabus as necessary.