



Santa Rosa Junior College
BMG 52 • Business Communication • spring 2023
Section 6799 • online

Instructor: Katie Seder

kseder@santarosa.edu or Canvas message, expect a reply within 24 hours

Office hours by appointment via Zoom

Zoom meeting room: 321 624 5125

Welcome to Business Communication! *This course will be held entirely online-in Canvas. There will not be any mandatory class meetings.*

Course Description

Effective communication applied to business letters, memos, emails, proposals/reports, and presentations. Strategies for organizing, composing and presenting information clearly and accurately while incorporating appropriate goodwill. Includes writing for the employment process. For complete course outline information visit:

https://portal.santarosa.edu/SRweb/SR_CourseOutlines.aspx?CVID=36594&Semester=20177

Student Learning Outcomes

Upon completion of this course, you should be able to:

1. Apply principles of communication to plan, organize, and prepare effective and ethical business letters, memos, emails, proposals, reports, and oral presentations.
2. Critically analyze content, organization, style, tone, sentence structure, grammar, goodwill, and business format.
3. Present information and ideas clearly and accurately in writing and verbally.
4. Create a customized resume for a specific job position.

Textbook

Business Communication: Process & Product, Guffey and Loewy, 10th ed., Cengage Learning, ISBN: 9780357129234 (Mindtap accessory not required) **Note:** Purchase/rent any format of the 9th or 10th edition.

Copies of the textbook are on reserve at Doyle library.

Communications

Throughout the semester I will be communicating with you through various formats:

Office hours via appointment in TechConnect Zoom in Canvas.

Weekly announcements in Canvas that contain important information about the current module, assignments, updates and so forth.

Assignments and Grading Structure

Grades will be updated weekly in Canvas, additional assignment details in Canvas.

Weekly discussions (20% of grade): Weekly discussions (in groups) are an initial 100-word minimum response to discussion prompts that may require additional research, or information beyond the lectures/textbook. Responses to a minimum of two class colleagues is also required.

Written Assignments (70% of grade): Approximately 8: 7x-1-2 page assignments, 1x- 3-5 page written assignment

Final Exam (10% of grade): Final Presentation

Assignment Policy and Participation

This course is set up as weekly modules with assignments due each week on the following Monday. Because some students like to work ahead, I will make every attempt to release 2 modules at a time (2 weeks of class work). See schedule for additional assignment details.

Assignments (discussions and exams) are due within 1 week of the original due date (excluding the final exam). This means that you have two full weeks to submit assignments. Assignments submitted by the original due date will be graded sooner. Additional time to complete assignments will be at my discretion. Contact me if you are falling behind so that we may create a plan for your success in this course.

Participation in the weekly class discussions is essential for success in this course. *Missing more than three class discussion could affect your grade.* **Note:** It is your responsibility to drop.

<https://admissions.santarosa.edu/academic-calendar>

Student Conduct

Respectful and courteous behavior is expected of all students. You are to abide by the SRJC policies for conduct and ethical student behavior. You are also expected to maintain academic honesty and integrity while in this course and you responsible for the authenticity and content of the work that you submit. View the student conduct and rights policies at

<https://studentlife.santarosa.edu/rights-and-responsibilities>

Accommodations

Every effort is made to conform to accessibility standards for all students. If you already have an accommodation, send me your letter as soon as possible. If you believe you need accommodations in this class, contact Disability Resources (527-4278).

Course Schedule

NOTE: *This schedule is tentative and may be changed. Always refer to the Canvas course site for current assignment details and due dates.*

Week of	Topic	Assignments
January 18	Class Begins!	-Get textbook -Review syllabus/schedule

January 23	Intro to Business Communication	- Read Ch. 1 -Written assignment: activity 1.6, DUE: January 30 No discussion this week
January 30	Planning Business Messages	- Read Ch. 4 -Written assignment, activity 4.9 DUE: February 13 -Discussion
February 6	Drafting Business Messages	- Read Ch. 5 -Discussion
February 13	Revising Business Messages	- Read Ch. 6 -Discussion -Written assignment, activity 5.14/15 DUE: February 27
February 20	Short Messages and Digital Media	- Read Ch. 7 -Discussion
February 27	Positive Messages	- Read Ch. 8 -Written assignment, activity 6.11, DUE: March 6 -Discussion
March 6	Negative Messages	-Read Ch. 9 - Written assignment, activity 7.6 DUE: March 13 -Discussion
March 13	Persuasive Messages	-Read Ch. 10 -Discussion
March 20-24		Spring Break! No assignments due
March 27 & April 3	Report Writing Basics	- Read Ch. 11 -Written assignment, activity 9.21 DUE: April 3 -Discussion
April 10 & April 17	Informal Business Reports	-Read Ch. 12 -Discussion -Written Assignment: activity 11.13 due: April 17
April 24	Business Proposals	-Read Ch. 13 -Written Assignment: activity 13.1 due May 2
May 2	Resume Writing	-Read Ch. 15 - Written assignment, resume, DUE: May 8 -Discussion
May 9 & May 16	Business Presentations	-Read Ch. 14 -Final exam: business presentation on assignment 11.13
May 22	Final Exam	-Final exam presentation due Wednesday, May 24