

California State University Dominguez Hills
School of Business and Public Administration
SYLLABUS
Bus. 300, Business Communications 01
Spring 2003

Monday & Wednesdays (01) 11:30 - 12:45 Room: SBS E126

Instructor: Richard Malamud

Office Location: SBS C-311

Office Hours: Monday & Wednesday 8-10 am, by appointment or just walk in.

Telephone Number: (310)-243-2239

E-mail Address:. RMALAMUD@CSUDH.EDU

Website: <http://som.csudh.edu/faculty/accounting/rmalamud/333.htm>
(contains an outline, sample quiz questions, research materials, etc.)

Catalog Description and Prerequisites: Prerequisite: ENG 111 is required, Junior level competency in writing (ENG 350 or GWE of 7 or better) is strongly recommended. This course Introduces students to the effective business communications tools and techniques. (See catalog)

Required Text: Guffy, Business Communication: Process & Product 4th. Ed.
(ISBN 0-324-11452-4)

Goal: The course goal is to introduce students to the concepts involved in both oral and written business communications used in the workplace.

Student Learning Objectives: (to be able to):

- Describe the process of business communications;
- Describe good news and bad news letters or memos;
- Contrast direct and indirect methods of communications;
- Describe the proper format for letters, memos, reports, resumes, etc.;
- Identify the characteristics of teams;
- Improve listening skills; Improve writing skills;
- Describe the difference between composition writing and business writing;
- Contrast formal and informal methods of researching data;
- Understand what it means to be proactive;
- Improve critical thinking skills.

Drops: It is the student-s responsibility to drop the class. I will not initiate a drop, even for lack of attendance. See the University Catalog for dates and procedures.

Course Expectations: Each student is expected to read the assigned material prior to class. The university standard is two hours of outside work for every hour in class, i.e., a 3-unit course requires 6 hours of work/week.

Attendance Policy: Attendance is required because classroom coverage is more extensive than the material covered in the text. However, points will be added only for students who make exceptional classroom contributions and points will only be subtracted from those who distract others.

Academic Integrity: Cheating or plagiarism is subject to possible discipline as provided in Sections 41301 through 41304 of Title 5, California Code of Regulations and as listed in the CSUDH University Catalog. You should read it!

Course Objectives: This is not a course in English. It is a course in business writing. Those students with inadequate writing skills should seek to improve their English writing skills prior to enrolling in this class. Some assistance in this area can be found at the lab on campus.

Additional Information:

According to the June 26, 1997 USA Today page 1, students and employers have the following attitude about whether high school seniors are "very well" prepared for their jobs:

Students	Skill	Employer
66%	Work in diverse groups	13%
57%	Oral communications	9%
45%	Written communications	6%
62%	Able to meet deadlines	8%
28%	Basic computer skills	14%

This course will therefore attempt to help you learn to master the business communications skills demanded by employers, including: How to organize your ideas, draft documents, revise and finalize documents; Writing business memos; Writing resumes; Writing letters; and Oral presentation skills.

General "Boss" Approach to Bus. 300:

(Mary Sue Garay, Meeting Workplace Needs in an Introductory Business Writing Course: A Tale of a Classroom Corporation and a "Boss" Instructor, 58 Business Communication Quarterly 1, 35-41 (March 1995).

This course's general approach will be that of Boss and Employee rather than of Professor and Student. Thus, just like work, you will be expected to be at work and to turn in your assignments on time. Like your job, you should feel free to talk to the boss if problems arise, but realize that the problems are your problems, not those of the boss! Your performance will be evaluated based on the quality of the work as well as its appearance, timeliness etc. Did you go the extra mile or just do the basics? You are encouraged to talk to your co-workers but you can not plagiarize. Just like work, you will be allowed one mistake! Thus, your lowest grade will be dropped!

Late assignments will be accepted. But, notice must be given to me by phone or e-mail in advance for a valid reason. If there is no advanced notice, 1 point will be taken off (per week)!

Class Schedule and Assignments:

Class schedule and student assignments will be in accordance with the attached tentative schedule. You will be notified in advance of any changes in the schedule.

All assignments are due in class on time. They must be computer prepared and printed. No hand writing or typing is allowed. In some cases your classmates will review your work and you will then be able make changes to improve the assignment. If time permits, we will review your assignments in class (on a voluntary basis).

Grading of papers:

It is anticipated that all assignments will be reviewed, but only about half will be graded when they are initially turned in. Failure to turn in a paper on time will result in a reduction of points.

0 B 1 B 2 B 3 Only!: Papers will be graded as follows.

0 B If the paper is unacceptable. In this case, you may redo the paper within one week, but your highest grade will be a 1 2.

1 B This is the grade if your paper is unacceptable, but was an honest first attempt that shows little or no editing and needs additional work to be in a position to be sent to a client. This will be the case if there are numerous spelling or grammar errors or the paper is not complete, lacks organization, is in the wrong format, etc. These items will be discussed in class. You may redo the paper with one week. The highest possible score is a .

2 B This is a paper that needs work. It has more than a few minor errors, but with some additional works could be a very good paper. It is organized and has all of the major components of the assignment, but may be lacking one part or have several major items that need to be improved. You have one week to redo the paper. The highest possible score is 2 2.

3. This is an outstanding paper and is the type that your boss would be happy to send to a client.

Due Dates/Make Up Work: Required assignments must be turned in on the due date or points will be subtracted

Portfolio: You are required to turn in all of your papers the last week of the semester. The portfolio is worth up to 10 points. Up to 5 points for the self-evaluation and another 5 for all ungraded assignments and for your redone work on any assignment that needed improvements.

The portfolio must have a self-evaluation in which you critique your work. That should be your cover letter/memo. It should discuss the quality of your work in class and what you need to do in the future to improve.

After including the original of each required assignment, you may re-write any or all of the papers. You should include a table with each assignment's original grade and list if a new paper has been included.

If you do not turn in a portfolio, which includes all papers that have been returned, you will get a 0 on the portfolio.

The grade in this class is A-C or NC:

The final grade will be based on the total points. Note that this is a A - C course. Anything lower than that will receive a NC (no credit).

	Points each	Total Points
Assignments	0 – 3 each	Depends on how many
Redone assignment (one only)	0 - 3	0-3 (replaces original grade)
Portfolio	0 – 10	

It is anticipated that the class will be graded on a curve with about 10-20 % A or A-, 10-20% B+ to B- and the bulk of the rest C+ or C. A minimum average of 12 points per assignment (average) is required to pass and the lowest grade may be dropped, depending on the number of graded assignments.

As stated above, any revisions can be included in your portfolio.

You are encouraged to go to the writing assistance center if you need help.

Additional Information:

I reserve the right to give pop quizzes if the class is not prepared in advance and to change the relative scores on the exams accordingly.

Hints for a better grade:

Classroom time should be used to reinforce and clarify what you have already tried to learn before coming to class.

The best way to get a top grade is to:

- 1)do all of the reading before class,
- 2)attend class, listen, take notes, and ask questions.

Class Schedule (subject to change in class):

Date	Day		Subject	In class	At Home	Due Date
Mon.	25-Aug					
Wed.	27-Aug	5	Bus. Messages	5.1-5.10	5.4-5.9 (a-e)	3-Sep
Mon.	1-Sep		Labor Day!			
Wed.	3-Sep	12	Preparing to write report			
Mon.	8-Sep	6	organizing	6.1	6.9-6.13(a-e)	15-Sep
Wed.	10-Sep					
Mon.	15-Sep	7	Revising	7.1-7.2	7.8-7.11(a-e)	22-Sep
Wed.	17-Sep					
Mon.	22-Sep	1	Comm. @ work	1.09-1.13		
Wed.	24-Sep	2	Comm. Small groups			
Mon.	29-Sep	3	Listening	3.17	3.19	6-Oct
Wed.	1-Oct	4	Comm. Across cultures	4.6,4.8		
Mon.	6-Oct	8	E-mail	8.4-8.6	9.9	8-Oct
Wed.	8-Oct		send it to your self and print			
Mon.	13-Oct	9	Letters-Goodwill	9.1,9.4	9.28	15-Oct
Wed.	15-Oct			Extra credit	9.9	15-Oct
Mon.	20-Oct					
Wed.	22-Oct	10	Sales	10.3-10.4	10.16	27-Oct
Mon.	27-Oct					
Wed.	29-Oct	11	Negative		11.33	3-Nov
Mon.	3-Nov					
Wed.	5-Nov	12	Preparing to write report		?	
Mon.	10-Nov	13	organizing		13.1 a, c,d	12-Nov
Wed.	12-Nov	14	Format		14.1	24-Nov
Mon.	17-Nov	15	Speaking skills		14.1	
Wed.	19-Nov					
Mon.	24-Nov	16	Employment Comm.		16.7	1-Dec
Wed.	26-Nov				16.8	1-Dec
Mon.	1-Dec		Oral Presentations and editing		???	
Wed.	3-Dec		of prior papers			
Mon.	8-Dec					
Wed.	10-Dec					