



351983: BUSINESS COMMUNICATIONS MGMT-X

109

Spring 2017 Section 1 4 Credits 04/10/2017 to 06/25/2017 Modified 07/01/2017

CONTACT INFORMATION

Instructor:

Email:

Office:

Phone:

Office Hours:

I can be reached via e-mail or at my office phone via e-mail appointment. During the week, I will generally respond to you within 24 hours.

Also, beginning the first week of class, I will be hosting a one-hour open live chat session every Monday afternoon 3-4 p.m. Pacific Time where I'll review material and you can interactively ask questions. You'll receive more details during the course.

DESCRIPTION

Communication, whatever method used, needs to inform. In the business environment writing clear, concise, comprehensible copy is critical to success. In this course, learn techniques for clarifying purpose, understanding readers, and organizing ideas. Through in-class writing exercises, you practice proven strategies for overcoming writer's block and creating concise, appropriate, and grammatically correct work. Practice exercises include editing and writing letters, memos, reports, email messages, summaries, resumes, and cover letters. Additionally, you learn vocabulary development, using correct grammar and punctuation, techniques for reducing writing time, and proofreading.

OBJECTIVES

By the end of this course, you will be able to:

- Discuss the general differences between various communication myths and facts, communication behaviors, trends in business writing and communication channels.
- Describe active/passive voice, parallelism, graphic highlighting, tone, and audience considerations.
- Identify and apply the current trends of positive, simple, and courteous business writing including emphasizing benefits to the recipient.
- Recognize redundancies, opening filler, noun phrases and trite phrases and how to eliminate them.
- Compare the differences between direct and indirect writing patterns.
- Demonstrate the ability to effectively write three type of routine memos and emails.
- Demonstrate the ability to effectively write routine letters including goodwill, sales, persuasive, and negative messages.
- Demonstrate the ability to develop, organize, and finalize a typical business report and/or a proposal or formal report.
- Develop, organize, and finalize an employment communication portfolio including the preparation of a resume, letter of application, and follow-up letter.

OUTCOMES

Outcomes for this course include the ability to:

1. Apply techniques to establish correct openings for emails, letters, and reports.
2. Use proper format for all types of business communication messages.

3. Write complete, concise, concrete, correct, clear, and courteous emails and letters.
4. Write an informal report.
5. Complete an employment portfolio containing a cover letter, resume, and follow-up letter.

MATERIALS

Business Communication: Process and Product

Author: Mary Ellen Guffey
 Publisher: Cengage
 Edition: 8th Edition

EVALUATION

Criteria

In order to achieve success in this course, a solid and basic command of English is strongly recommended. In addition, this course should not be thought of as:

- a substitute for remedial English
- English composition

Additionally, although this course does not have a prerequisite; an ungraded writing pre-assessment will be given to ensure the accurate placement of each student.

Grading

Course grades will be based on the completion of weekly assignments, specific documents, and classroom participation with the following point value:

Course Assignments

1. Document: Memo/Email	100 points
2. Document: Letter	100 points
3. Document: Report--or--PP slide	100 points
4. Document: Employment Portfolio <ul style="list-style-type: none"> • Cover Letter • Resume • Follow-Up Letter 	300 points
5. Weekly Exercises	110 points
6. Weekly Class Discussions/Participation	110 points
7. Document: Final Exam	180 points
Total Possible	1,000 points

Finally, at the end of the course, each student will submit a self-evaluation reflecting their own assessment of their work and efforts during the class.

Breakdown

SCALE

On a 1,000 point scale, your final grade will be computed as follows:

A+ 970 or more	A 930-969	A- 900-929
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B+ 870-899	B 830-869	B- 800-829
C+ 770-799	C 730-769	C- 700-729
D+ 670-699	D 630-669	D- 600-629

GRADING CRITERIA

Each assignment is graded on its own merits, not a curve of the entire class. Also each submitted assignment is evaluated using the following five-point grade guidelines:

C-Completeness	How complete is the document? Are all major ideas covered?
L-Literacy	Are grammatical errors present?
A-Attitude	Is the correct tone of voice used? Is the tone too formal or too informal?
S-Strategy	Is a clear strategy laid out?
S-Style	Is a rich vocabulary used? Are sentence patterns varied and engaging?

The writer of the 5 document:

C: Demonstrates a superior understanding of how to present major points/ideas.

L: Commits no serious grammatical errors, although an infrequent mistake in punctuation or usage may appear.

A: Provides appropriate attitude and maintains appropriate tone throughout document.

S: Follows a clear strategy for creating document.

S: Demonstrates unusual fluency and language control; varies sentence patterns and uses a rich vocabulary.

The writer of the 4 document:

C: Demonstrates a better than average grasp of preventing ideas.

L: Although one or two minor grammatical errors may be present, they will not be serious or frequent enough to distract or confuse the reader.

A: Provides appropriate attitude and tone for document.

S: Follows a better than average strategy for creating document.

S: Varies sentence patterns and word choice to create an engaging document.

The writer of the 3 document:

C: Demonstrates a clear grasp of preventing ideas.

L: Although one or two minor grammatical errors may be present, they will not be serious or frequent enough to distract or confuse the reader.

A: Provides appropriate attitude and word choice for document.

S: Follows a clear strategy for creating document.

S: Writes understandable text, but shows little sentence variety, employs simple vocabulary, and often resorts to a flat style.

The writer of the 2 document:

C: Omits or demonstrates misunderstanding of how to present major point/ideas.

L: Commits serious, frequent grammatical errors distracting or confusing the reader.

A: Provides appropriate attitude and tone for document.

S: Follows a better than average strategy for creating document

S: Varies sentence patterns and word choice to create an engaging document.

The writer of the 1 document:

C: Demonstrates a serious misunderstanding of how to present major points/ideas.

L: Commits serious grammatical errors distracting or confusing the reader.

A: Shows an unprofessional disregard for document.

S: Does not follow the assigned guidelines to strategize creation of document.

S: Misses words or idioms seriously or frequently enough to distract or confuse the reader.

COURSE POLICIES

What I Expect From You

Assignments. Complete all reading and writing assignments by their due dates. Writing assignments are due on the date listed on the Weekly Schedule (see Assignments Section of Syllabus). Any assignments received after the due date/time are considered late.

Participation. Participate regularly, with respect for the ideas of others. Keep in mind the newness of the material to everyone in the class, and the need for patience. Tone is not easily conveyed in writing; assume positive intent by the writer until otherwise warranted. Show respect through practicing good online etiquette.

Responsibility for your work. Take appropriate steps to avoid computer, printer, or media failure - you have many options: complete all work in advance of the due date for a security margin, save your work frequently, and/or save your work to your university digital storage account to mitigate risk of equipment failure. Also, make sure all your work has been carefully edited for grammar, punctuation, and spelling errors. Finally, you'll be asked at the end of the course to evaluate your work and effort.

What You Can Expect From Me

Weekly Posts. At the beginning of each week, I send out a Weekly Post where I provide the following:

- **Review:** what we covered *last week*
- **Current Week:** what's expected for *this week*
- **Preview:** what's coming up for *next week*
- **Misc. Class News and Announcements**
- **Additional Resources**

Weekly Chat Sessions. Every Monday from 3-4 p.m. PST, I will host a one-hour open live chat session where I'll review material and you can interactively ask questions.

Clarity. Throughout our course, my goal is to make your course assignments clear, relevant, and professional.

INSTITUTIONAL POLICIES

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see: <https://www.uclaextension.edu/pages/str/grading.jsp> (<https://www.uclaextension.edu/pages/str/grading.jsp>)

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at: <https://www.uclaextension.edu/pages/str/studentConduct.jsp> (<https://www.uclaextension.edu/pages/str/studentConduct.jsp>)

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, Suite 113, 10995 Le Conte Ave., Westwood; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at <http://policy.ucop.edu/doc/4000385/SHSV> (<http://policy.ucop.edu/doc/4000385/SHSV>).

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary aids/services are available only through UCLA Extension's Office for Students with Disabilities at (310) 825-0183 or by email at access@uclaextension.edu (<mailto:access@uclaextension.edu>). For complete information see: <https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp> (<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>)

ADDITIONAL ITEMS

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
 - What are the basic computer specifications for Canvas? <https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas> (<https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas>)
 - Which browsers does Canvas support? <http://guides.instructure.com/s/2204/m/4214/l/41056-which-browsers-does-canvas-support> (<http://guides.instructure.com/s/2204/m/4214/l/41056-which-browsers-does-canvas-support>)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as **access to the online environment of a specific course is limited to 30 days after the final course date**, as listed in the course catalog.

If you need assistance downloading student materials from your course, please contact Canvas Support or the Office of Instructional Enhancement.

UCLA Extension Enhanced Support

Email: support@unexonline.zendesk.com (<mailto:support@unexonline.zendesk.com>)

Phone: Toll-free at (866) 269-7289 (US only) or (310) 206-4563.

Monday - Friday, 7am to 6pm (Pacific Time).

Website: <http://support.uclaextension.edu> (<http://support.uclaextension.edu/>)

The UCLA Extension course management team assists both students and instructors with Canvas-related technical support, as well as general administrative questions.

For additional support on using Canvas or addressing a technical issue:

Click on the "Help" button on the lower left corner of the screen from within the Canvas system, where you can chat live with a technical support agent or submit a ticket for assistance.

SCHEDULE

When Topic

Notes

Week #1 Orientation Week

April 10-16	Assignments Due Next Week		
Reading	Textbook Exercises	Work to Turn In	Discussions
BC: P&P: Chapter 1: Business Communication in the Digital Age Additional Course Material: Communication Skills	None	1. Student Survey 2. Workstyle Behavior Questionnaire 3. Writing Sample	1. Biographical Introductions 2. Myths vs. Facts

Week #2 Introduction to Business Writing

April 17-23	Assignments Due Next Week		
Reading	Exercises	Document	Discussion
BC: P&P: Chapter 4: Planning Business Messages Optional Chapter 2: Professionalism: Team, Meetings, Listening, Nonverbal, Etiquette Chapter 3: Intercultural Communication	TBDetermined	Two draft email messages: 1. an indirect opening approach and 2. a direct opening approach	TBDetermined

Week #3 Blueprint Q#1: Who?

April 24-30	Assignments Due Next Week		
Reading	Exercises	Document	Discussion
BC: P&P: Chapter 5: Organizing and Drafting Business Messages	TBD	TBD	TBD

Week #4 Blueprint: Q#2 Why?

May 1-7	Assignments Due Next Week		
Reading	Exercises	Document	Discussion
BC: P&P: Chapter 6: Revising Business Messages	TBD	Two letters in draft form: 1. one with a direct opening 2. one with an indirect opening approach	TBD

Week #5	Blueprint Q#3: How?	May 8-15	Assignments Due Next Week		
		Reading	Exercises	Document	Discussion
		BC: P&P: Chapter 7: Short Workplace Messages and Digital Media	TBD	Two letters in final form: 1. one with a direct opening 2. one with an indirect opening approach	TBD

Week #6	Blueprint #Q4: What?	May 15-21	Assignments Due Next Week		
		Reading	Exercises	Document	Discussion
		BC: P&P: Chapter 8: Positive Messages	TBD	TBD	TBD

Week #7	Mechanics	May 22-28	Assignments Due Next Week		
		Reading	Exercises	Document	Discussion
		BC: P&P: Chapter 9: Negative Messages	TBD	TBD	TBD

Week #8	Mechanics	May 29-June 4	Assignment Due Next Week		
		Reading	Exercises	Discussion	Discussion
		BC: P&P: Chapter 10: Persuasive and Sales Messages	TBD	TBD	TBD

Week #9	Mechanics	June 5-11	Assignment Due Next Week		
		Reading	Exercises	Document	Discussion
		BC: P&P: Chapter 12: Reporting in the Digital Age Chapter 13: Proposals, Business Plans, and Formal Business Reports Chapter 14: Business Presentations	TBD	TBD	TBD

Week #10	Employment Communication-Part 1	June 12-18	Assignment Due Next Week		
		Reading	Exercises	Document	Discussion
		BC: P&P: Chapter 15: the Job Search and Resumes in the Digital Age Chapter 16: Interviewing and Following Up	TBD	TBD	TBD

Week #11 Employment
Communication-Part 2

June 19-25	Assignment Due This Week	
Reading	Document	Discussion
None	Final Exam	TBD