CAOT 32/BUSINESS 32
BUSINESS COMMUNICATIONS

Spring Semester 2013

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Student Office Hours: Monday: 3:00 – 3:30 p.m.
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Textbook Web Page: **www.meguffey.com** (Click on the text icon and *student companion site* tab for a wealth of materials to assist you with your learning.)
Advisory: CAOT 3l (Business English) and CAOT 1 (Beginning Keyboarding)

Course Description: It develops the ability to write effective business memorandums, letters, e-mail messages, employment documents, and short reports; stresses the problem-solving approach to create messages that inform, persuade, and convey negative news; emphasizes the concepts of effective writing style such as organization, coherence, and unity as well as principles of grammar and punctuation in the preparation of written business documents.

The author provides exceptional study materials on the Internet at www.meguffey.com. Both the Chapter Quizzes and Competency Language Usage Exercises (C.L.U.E) Reviews are available using your Access Code provided with your textbook. If you purchased a used textbook, you can purchase online access from the Web site.

This class will also take advantage of e-mail and the Internet. You will need to have an e-mail account and to use Moodle Course Management System (CMS). Participation in the group Moodle CMS page will be part of your class participation grade. I have set up the group page **LAMC Bus Com Spring 13** to make it easier for me to communicate with you and easier for you to communicate with one another. This will be discussed in detail during class. If you do not have an e-mail account, then set one up using Gmail, Hotmail or Yahoo as soon as possible. If you need help, see me or our lab assistant.

Student Learning Outcomes: As a result of taking this course, students will be able to

1. Compose well-structured business documents. Assessment will include evaluation of written letters, memos, reports, and resumes.
2. Construct and deliver a well-structured presentation for a business situation which is audience focused. Assessment will include evaluation of informal and formal class presentations.
3. Work collaboratively to solve team problems. Assessment will include evaluation of team assignments both written and oral.

Required Supplies:

1. Text: *Business Communication: Process and Product*, 7th Edition, Mary Ellen Guffey, South-Western/Thomson Learning, 2008 (ISBN: 978-0-538-46625-7) **IMPORTANT: Each student must have his or her own textbook.**
2. USB Flash Drive (You can also use Windows Live Workspace or Google Docs to store your work.)
3. E-mail address and access to the Internet.
4. Pens, pencils, paper, and notebook to take notes and organize work. A 3-ring loose-leaf notebook with dividers is preferred.
5. A standard English dictionary

Criteria For Evaluating Written Assignments:

1. **Organization and Coherence** - logically organized, clear, concise, smooth flow of ideas
2. **Tone** - positive, courteous, tactful phrasing and approach
3. **Analysis** – in-depth analysis of facts and information and suggested solutions
4. **Correctness** – correctness of grammar, spelling, punctuation, proofreading; instructions followed
5. **Presentation** - professional presentation of all documents is important.

Grading:

A variety of assignments will be given including writing e-mails, short memos, reports, letters, and oral presentations. All graded assignments will be graded on a point basis and the final grade will be based on the total number of points accumulated.

Explanation of letter grading system:

90% and above = A An "A" assignment is one that is outstanding in all respects: organization, coherence, tone, analysis, correctness, and presentation.
80 - 89% = B A "B" assignment represents above average work.
70 - 79% = C A "C" assignment is average work; it meets but does not exceed the requirements.

60 - 69% = D A "D" assignment represents below satisfactory work.

Below 60% = n/p (no pass) A "n/p" means that the work is below acceptable standards. The student who receives an n/p grade should make an appointment to see the educator to discuss the errors made so that he/she may learn from them and improve on the next assignment. If an assignment is graded with a D or n/p, it may be rewritten once. The final grade on the assignment will be based on an average of the two grades for that assignment. All rewrites must be submitted within one week and attached to the original document.

Drop Policy: It is the student's responsibility to officially drop from any class he/she does not plan to continue to attend. Any drops or exclusions that occur between the end of the 4th week and the end of the 14th week will result in a "W" on the student's record. Drops are not permitted beyond the end of the 14th week; a letter grade must be assigned.

Incomplete Policy: Students will not be given an incomplete grade in the course without sound reason as described in the College Catalog. In any case, for a student to receive an incomplete, he or she must be passing and must have completed a significant portion of the course.

Academic Honesty:

In education, business, and personal life, ethics are of utmost importance. Therefore, academic honesty is expected. Any instance of academic *dis*honesty (cheating) will significantly affect the grade of all individuals involved, and disciplinary action may be taken.

In this class interaction is encouraged and some assignments will be done as a group. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks. In other words, students may not "work together" on graded assignments but are encouraged to offer help and advice. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own.

Need for Assistance:

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it, or which will require academic accommodations, please notify me as soon as possible.

Additional Notes:

1. **Regular** and **prompt** class attendance is extremely important. Doing the assignments helps you improve your business writing skills; contributing to the class discussions also helps your learning and makes the class a more lively and interesting place to work; however, you cannot make a contribution to class if you are not here.

   Your attendance will influence your final grade for the semester.

   If you miss a class, it is your responsibility to find out what was missed and to obtain all copies of additional handouts distributed.

2. Assignments are due on the date scheduled (see Schedule of Assignments). Late assignments are accepted within one week of the due date; however, the grade on the assignment grade is lowered one grade level.

3. There will be quizzes, one or more exams and a final exam based on the reading material. The final exam will be comprehensive. **No make-up quizzes or exams will be given**. The lowest quiz grade will be dropped.

4. All outside class assignments must be typed and Microsoft Word compatible. Assignments of more than one page should be stapled together in the upper left-hand corner.

5. **Label all work in the upper right-hand corner with your class number, name and current date.** Ex:

#10
Calvin Klein
February 8, 2010

6. Keep all notes, handouts and graded assignments in a 3-ring binder for ease of reference. **Keep all graded assignments until the end of the semester**.

7. This is a fast-paced, intensive course that will require considerable outside work and preparation. It will be assumed that you have a good understanding of basic business English grammar and punctuation rules. These will not be covered extensively in class. If you don't feel you have these basic skills, it is strongly advised that you take CAOT 31, Business English, before taking this class.

8. If we are to get through this material each session you need to be prepared. Please read assigned material before class discussions and before attempting an assignment. If you are unprepared, you will be penalizing the entire class, not just yourself.

9. Ask questions when you are unsure about something—that is part of your responsibility as a student.

10. Write the name and contact information for two students in the class:

Name_____ Phone No. _____ e-mail: _____

Name_____ Phone No. _____ e-mail: _____

Student Resources at Los Angeles Mission College

These are some of the resources available to students on campus:

- **LAMC Bookstore:** For hours of operation, book availability, buybacks, and other information call 818-364-7798 or 364-7768 or visit: http://www.lamissionbookstore.com/

- **Counseling Department:** For appointments and information call 818-364-7655 or visit http://www.lamission.edu/counseling/

- **Disabled Students Programs and Services:** For appointments and information call 818-364-7732 or visit http://www.lamission.edu/dsps/

- **Extended Opportunity Programs and Services**: For appointments and information call 818-364-7645 or visit http://www.lamission.edu/eops/

- **Financial Aid:** For information and applications call 818-364-7648 or visit http://www.lamission.edu/financialaid/

- **Library:** For information on library hours, resources, workshops, and other services contact 818-364-7105 or 364-7106 or http://www.lamission.edu/library/

- **Tutoring Services in Learning Center:** Laboratories for Learning, Writing, Math & Science. Walk-in and appointment services offered. Call 818-364-7754 or visit www.lamission.edu/learningcenter