



## Santa Ana College

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To: Students enrolled in Business 222 – online  
*Business Writing*, Section #40434, 3 Units **in 8 weeks**

From: Susan Damon, Adjunct Professor

Date: Fall 2017

Subject: Syllabus & Orientation Packet (Course will open on 8/28 and close on 10/20, All assignments, projects, exams, essays, etc. is due by Wednesday, 10/18)\*

Welcome to the on-line course, Business Writing. This document will provide you with the course requirements and indicates what you need to do to successfully complete the course. It contains important information, so please keep it handy for easy reference throughout the course. This course is only 8 weeks long. Our semesters are normally twice that long. Therefore, you will be expected to keep up with the workload, take all exams, and meet all the deadlines.

### **COURSE DESCRIPTION**

Business 222 provides an overview of communication skills used in business; emphasizes guidelines for improving communication skills, common solutions to common communication problems, ethical issues facing business communicators today, instructions on how to identify areas of legal vulnerability, and tested techniques for communicating successfully in today's high-tech, international business environment.

This course is part of the SAC Business certificate and degree program. It is expected that you are taking this class to obtain either a Business certificate or degree.

### **COURSE OBJECTIVES**

The objective of this course is to improve your practical communication skills. Developing excellent communication skills is extremely important to your career success, whether you are already working or are about to enter today's workplace.

Students will be required to:

- Describe written, verbal, and nonverbal communication and its value in business.
- Describe how legal and ethical constraints, diversity challenges, changing technology, and team environments act as contextual forces that influence the process of business communication.
- Identify factors affecting group and team communication.
- Describe contextual forces that may affect whether, how, to whom, and when a message is sent.
- Demonstrate effective writing of business letters, memos, instant/email messages to convey good news and bad news.

## **LEARNING OUTCOMES**

As a result of this course, students will:

- Use effective written communication skills as the basic principles of professional success.
- Utilize effective time management strategies.
- Make use of campus resources contribute to success in college and beyond.
- Appreciate the value of cultural differences and diverse perspectives.
- Utilize professional etiquette in educational and business settings.

## **COURSE REQUIREMENTS & TECHNOLOGY**

To succeed in this class, you MUST:

1. Have a working computer with high-speed access to the Internet. Computers are available on campus in the ACC (A106) & the library for your use.
2. Be able to convert and submit all your assignments to PDFs. Google a free PDF creator that you can use this semester, if you don't have one.
3. Have an email address that you check regularly AND be familiar with
4. Complete the discussions, assignments, quizzes, exams, and Career Project by using evidence-based writing strategies and academic vocabulary introduced in the online textbook
5. Submit your work on time.

If you have any difficulty with material covered in the textbook, lecture notes or discussions, go to the Class Questions Discussion in Canvas and post your question(s) thread.

## **TEXTBOOK**

This is a new textbook through Lumen. There is a \$5 materials fee. A link to the textbook is available on the Canvas course page's navigation bar. You can:

- read the text online
- download this textbook in Adobe Acrobat PDF format for print or offline use.
- download the optional eReader Textbook Version for Offline Use
- download this textbook in EPUB format for offline use in eReaders that support EPUB, like Kobo, Apple iBooks on Mac computers, iPhones and iPads, Google Books on Android, iPhones and iPads, Barnes & Noble Nook, Amazon Kindle Fire, Sony Reader, and various other eReaders.
- Download the optional Amazon Kindle Textbook (Links to an external site.) Version for Offline Use
- For Amazon Kindle, download the PDF Textbook above and follow Amazon's directions (Links to an external site.) to move it to your Kindle

This textbook went through extensive review and editing. However, since this is the first time the textbook is being used for this class, there may be a few mistakes. A Google form will be set up in Canvas for you to enter any mistakes you see. Extra credit will be given to each student who reports legitimate mistakes in this textbook.

## **EMAIL ADDRESS**

It is essential that your email address be correctly posted on Canvas. Confirm and update your email address in Canvas and WebAdvisor, if necessary. If your email requires acceptance of my information in order for me to communicate with you...YOU MUST make this work. I will not spend time becoming an accepted email address for your account.

## **GRADEBOOK (MY GRADES)**

To ensure academic fairness, the grading process I use involves a double grading system for each assignment, discussion, exam, etc. I score each assignment once, then a day or so later, I rescore a copy of the assignment. I then average these two scores, round the score to a whole number and then submit the score to my written record gradebook. **All graded student work will be submitted into the electronic Canvas gradebook at once.** There will be instances when your display of the gradebook has no changes after your work was submitted to Canvas by the due date because of this grading process. Be prepared for a lag time. Though the class is 8 weeks long, 16-weeks of writing assignments are being submitted for grading within this timeframe. Essays take a while to grade (double the work is being submitted in half the timeframe). If you do have a question regarding your grade, complete the Grading Inquiry form located on the navigation bar of the class's Canvas home page. I will review this form during weekly business hours and address each inquiry on a case-by-case basis.

## **INSTRUCTOR'S CONTACT INFO**

**Only** if you have a personal situation that requires an immediate response, you may email me directly at [damon\\_susan@sac.edu](mailto:damon_susan@sac.edu). **This should be used for emergencies only.** Emails will be answered within 48 hours Monday thru Friday. *Weekend contact will be based on my online access.* If you have general questions about Canvas operations or course content, please post a question in the discussion board as students are encouraged to answer each other's questions.

## **DUE DATES & DEADLINES (Read this carefully)**

This class ends at 11:30 pm on Thursday, 12/8/2016. Sixteen weeks of rigorous course material will be addressed in only eight weeks. This is an accelerated schedule. It is highly recommended that you start posting your work as early in the week as possible. If you find that something is not working, please email the instructor as soon as possible. The problem will be resolved within 24-48 hours. If SAC experiences technical difficulties, the instructor reserves the right to extend/not extend deadlines accordingly. IN other words, be prepared for technology to fail you. The final page of the syllabus, the CLASS SCHEDULE, contains a schedule of due dates and deadlines. They are organized by the dates that activities become available/open on Canvas.

## **CLASS DISCUSSIONS**

Comments such as "Great Point", "I Agree" etc. are not considered a post. Posts containing Text Language, such as "u" and "i" will not be graded. This is a professional discussion not a text line with your friends.

The "Course Questions" forum is to be used for questions about the course, assignments, due dates, etc. If you or another classmate knows the answer, feel free to respond to your classmate.

There are 14 discussions that are graded. On a weekly basis, you will either have a question, statement, or situation to write about. Discussions have 2 parts:

- Part A – Your response to the question, statement, or situation. **The recommended response is between 150-175 words, not including your sources. However, the word count will vary depending on the questions asked.** Make sure you answer all the questions in a numbered list that reflects the questions being asked. **As a college-level course, your writing must be evidence-based.** When answering questions or responding to prompts, reliable sources (i.e., the textbook) that pertain to the topic must be cited within the paragraphs and at the end of your essay in MLA format/alphabetical order. An ACTIVE link must also be provided

so that I can verify your source. If your response exceeds the word limit, a point will be deducted. Part A is worth 7 points. Please do not attach a document. Write your response in a word processor such as Word and copy/paste your paragraph into your discussion thread.

- Part B – Commenting on TWO other students' discussion threads. Your response must be ONLY 7 sentences. In this section, you will agree, disagree or add a new viewpoint. Make sure you include the name of the student you are responding to. If the name is not included or the response is less than or more than 7 sentences, 1 point will be deducted from your score. Part B is worth 13 points.

Please check your grammar and number of words before you submit your work. **Unless otherwise indicated by the professor, each of the graded discussions is due on the Wednesday of each week, at 11:30pm.**

## **ASSESSMENTS**

There are 17 quizzes located in each chapter folder. Each quiz is made up of Multiple Choice questions and is worth approximately 20 points. You can take the quizzes twice. There is a time limit of 60 minutes. You get the questions one at a time. There is no backtracking. Once started, you must complete the quiz. Canvas will keep the highest score. **The quizzes are due on the Wednesday of each week, at 11:30pm.**

There are 4 mandatory exams and you were given the dates of these exams well in advance. **ALL 4 EXAMS ARE MANDATORY.** Now here is some good news... **Two exams are proctored on campus in the SAC testing center. Check the class schedule on page 7. Contact the testing center to make arrangements to take the test.** You must show your SAC ID for all proctored exams at the SAC Testing Center. More info coming soon.

Each of the four exams is worth 100 points and will consist of an activity, essay, or T/F, M/C questions. Each exam will have specific instructions. You will have two hours to take each exam. Don't rush. Most people need the full two hours. There are no makeups for any exam. No exceptions. *If you do not take ALL 4 Exams, there is a high probability that you will not pass this course.* See the Class Schedule on page 7 for more information.

## **SUBMISSION OF WORK**

- All documents submitted for grading must be submitted as a PDF file.
- Documents must be submitted through Canvas using the appropriate location (assignment, exam).
- NO LATE WORK ACCEPTED.
- NO MAKEUP TESTS OR ASSIGNMENTS.
- EMAILS CONTAINING WORK ARE NOT ACCEPTED. ALL WORK MUST BE TURNED IN ON CANVAS.

## **HOW CAN I IMPROVE MY GRADE?**

Besides the obvious, reading the assigned course material and completing all quizzes, assignments, discussions, etc., optional assignments may be available throughout the course. If you complete them by their deadlines, you can potentially improve your grade. Thus, if you bombed a test or essay, you have the opportunity to complete additional work. Usually, after completing the required assignments, I find that students complete the optional assignments, too.

Optional assignments are not meant to replace any required assignments you did not submit.

They are meant to enhance your grade. Less points will be given for the optional assignments if you failed to turn in the required work that week.

## **HONESTY POLICY**

This online course allows you to utilize resources available to you to complete the coursework. Be sure to cite any online sources or material you use for your assignments (e.g. website, author, date). The work you submit should be your own and a student found cheating on any exam or assignment will receive no credit for that exam or assignment. A second instance of cheating will result in further disciplinary action. See Academic Honesty Policy in the Catalog.

## **GRADING SCALE**

Your grades will be determined based on the scale below.

<b>Description</b>	<b>Available Points</b>	<b>Percentages for Grades</b>
4 exams*	100 pts each = 400	90 to 100% = A
16 assignments**	20 pts each =320	80 to 89.9% = B
17 quizzes	20 pts each = 340	70 to 79.9% = C
14 discussions	20 pts each = 230	60 to 69.9% = D
		Below 59.9% = F
		There are no +/- grades at a California Community College.
<b>Total Available Points</b>	<b>1,340</b>	
*All 4 exams are mandatory. There are no makeups. Missing an exam may cause you to fail the class. **Total points do not include 3 Optional Assignments worth up to 10 points each.		

## **IMPORTANT DATES/DROPPING A CLASS (students)**

Important dates are as follows:

Official Class Start Date	8/28/17 (The class opens on 8/27 at 12:01 AM.)
Official Class End Date	10/20/17 (Our Canvas class ends on 10/18 so that I have a couple of days to complete all grading. Once the class is officially closed, it cannot be reopened. No classwork will be accepted after 10/18.)
Last Day to Add (add code required)	9/6/07
Last Drop Date with 'W' on your official transcript	10/8/17
Last Drop Date without 'W'	9/6/17
Last Date to get \$ Refunded	9/3/17

If you decide to drop the course, you should officially withdraw. Do not just stop showing up or submitting work because you may get an "F" grade. **Any student who cannot continue a course has an obligation to officially withdraw through the Admissions Office.** When the class

closes, it will not be reopened. No excuses.

SAC has instituted new policies regarding the number of times you may retake a course. You may retake a class twice if you have received a D, F or W for a grade. In order to retake a class for the 3rd and final time you will need to meet with a counselor prior to being allowed to register for the class. Please check the school Catalog or website for further information.

## **BEING DROPPED FROM CLASS**

New national regulations require that students participate in online classes in order to receive credit for the class. Class participation is defined by the professor for each class. For this Bus 100 class, participation consists of Discussion Boards as well as submission of assignments, quizzes and exams. If you were not waitlisted, attendance for the first week will be determined by you completing Discussion 1 and the Syllabus quiz which are both due by 11:30 pm, Wednesday, 6/15. Newly added waitlisted students will have another deadline to meet. Both of these assignments need to be completed by their deadlines in order for you to remain in the class. Completing only one will be considered an absence of the first class meeting and you will be dropped.

**College Policy:** It is the student's responsibility to withdraw officially from a course. However, because of enrollment demand a student may be dropped by the instructor when not appearing at the first class meeting or not participating in the first course activity designated to account for active enrollment. **A student may be dropped for non-participation if they have missed in excess of 10% of the total course activities including but not limited to class attendance, discussions, assessments, etc. As it is ultimately your responsibility to withdraw, there is no guarantee that I will drop you.** There is a high probability that you will receive an F. Therefore, withdraw from the course if you missed 10% of the class.

## **ACCOMMODATIONS FOR DISABILITIES**

Your success in this course is important to me. Santa Ana College and I are committed to providing reasonable accommodations for all individuals with disabilities. If you have a disability that may have some impact on your ability to do well in this course, I encourage you to speak with me as soon as possible. Also, please contact Disabled Student Programs & Services so that we can all collaborate on your classroom accommodations in a timely manner. DSP&S is located in U-103 and their phone number is 714-564-6264. The DSP&S office requires documentation of your disability in order to receive reasonable accommodations. If you do not have documentation, they will work with you to acquire it. I look forward to supporting you to meet your learning goals.

## **CANVAS**

All course materials, including the orientation packet, review handouts, essay questions and multiple choice exams will be posted on Canvas. All required information will be available on Canvas so you must have internet access.

Canvas can be accessed at: TBD. Your username and password layout are explained on the login page (Webadvisor username & password).

# CLASS SCHEDULE

<b>Week 1</b>					
8/28-9/3	Introduce Yourself		Discussion 1	Sun, 8/28	<b>Wed, 8/30</b>
	Syllabus		Syllabus Quiz	Sun, 8/28	<b>Wed, 8/30</b>
	Effective Bus Communication		Quiz Ch 1	Sun, 8/28	<b>Wed, 8/30</b>
	Canvas Orientation		Assignment 1	Sun, 8/28	Sun, 9/3
	The Power of Visual Communication		Assignment 2	Sun, 8/28	Sun, 9/3
<b>Week 2</b>					
9/3-9/10	Writing Basics	Ch 2	Quiz Ch 2	Sun, 9/3	Wed, 9/6
	Writing Paragraphs	Ch 3	Quiz Ch 3	Sun, 9/3	Wed, 9/6
	Understanding Your Audience	Ch 4	Quiz Ch 4	Sun, 9/3	Wed, 9/6
	10 Writing Tips & Demographics in Communication		Discussions 2 & 3	Sun, 9/3	Wed, 9/6
	Active Listening		Assignment 3	Sun, 9/3	Sun, 9/10
	Rhetorical Elements/Cognate Strategies		Assignment 4	Sun, 9/3	Sun, 9/10
<b>Week 3</b>					
9/10-9/17	Writing Essays from Start to Finish	Ch 5	Quiz Ch 5	Sun, 9/10	Wed, 9/13
	Effective Business Writing	Ch 6	Quiz Ch 6	Sun, 9/10	Wed, 9/13
	Clichés and Teams		Discussions 4 & 5	Sun, 9/10	Wed, 9/13
	Business Letter		Assignment 5	Sun, 9/10	Sun, 9/17
	Outlining		Assignment 6	Sun, 9/10	Sun, 9/17
			<b>Exam 1 online</b>	Sun, 9/10	Sun, 9/17
<b>Week 4</b>					
9/17-9/24	Writing Preparation	Ch 7	Quiz Ch 7	Sun, 9/17	Wed, 9/20
	Writing	Ch 8	Quiz Ch 8	Sun, 9/17	Wed, 9/20
	Revision/Feedback in an online world		Discussions 6 & 7	Sun, 9/17	Wed, 9/20
	Memo		Assignment 7	Sun, 9/17	Sun, 9/24
	Flier		Assignment 8	Sun, 9/17	Sun, 9/24
			<b>Exam 2 Online</b>	Sun, 9/17	Sun, 9/24
<b>Week 5</b>					
9/24-10/1	Revising and Presenting Your Writing	Ch 9	Quiz Ch 9	Sun, 9/24	Wed, 9/27
	Feedback on the Writing Process	Ch 10	Quiz Ch 10	Sun, 9/24	Wed, 9/27
	Motivation to Purchase/Presentations		Discussions 8 & 9	Sun, 9/24	Wed, 9/27
	Resume		Assignment 9	Sun, 9/24	Sun, 10/1
	Resume 2		Assignment 10	Sun, 9/24	Sun, 10/1
			<b>Exam 3 on Campus</b>	<b>Mon, 9/25</b>	<b>Fri, 9/29</b>
<b>Week 6</b>					
10/1-10/8	Business Writing in Action	Ch 11	Quiz Ch 11	Sun, 10/1	Wed, 10/4
	Organization and Outlines	Ch 12	Quiz Ch 12	Sun, 10/1	Wed, 10/4
	Informative vs. Persuasive Presentations		Discussions 10	Sun, 10/1	Wed, 10/4
	Tattoos		Assignment 11	Sun, 10/1	Sun, 10/8
	Principles of Speech		Assignment 12	Sun, 10/1	Sun, 10/8
<b>Week 7</b>					
10/8-10/15	Negative News/Crisis Communication	Ch 13	Quiz Ch 13	Sun, 10/8	Wed, 10/11
	Interpersonal /Intrapersonal	Ch 14	Quiz Ch 14	Sun, 10/8	Wed, 10/11
	Principles of Scarcity/Performance & Negative News		Discussion 11 & 12	Sun, 10/8	Wed, 10/11
	Customer Service Call Analysis/Bad News		Assignment 13 & 14	Sun, 10/8	Sun, 10/15
			<b>Exam 4 On Campus</b>	Mon, 10/9	Fri, 10/13
<b>Week 8</b>					
10/11-10/18	Intercultural/International Bus Com	Ch 15	Quiz Ch 15	Wed, 10/11	Wed, 10/18**
	Group Communication/Teamwork/and leadership	Ch 16	Quiz Ch 16	Wed, 10/11	Wed, 10/18**
	Reflection		Assignment 15	Wed, 10/11	Wed, 10/18**
	Culture/Writing		Discussions 13 & 14	Wed, 10/11	Wed, 10/18**
			Assignment 16	Wed, 10/11	Wed, 10/18**
			Assignment 17	Wed, 10/11	Wed, 10/18**

\*There are 4 mandatory exams. However, there will be only TWO on campus proctored exams at the SAC Testing Center: Exam 3 (9/25-9/29) and Exam 4 (10/9-10/13). ALL FOUR EXAMS are MANDATORY! For more information on the exams, refer to pages 4 and 5 of this document.

\*\*The last day of this class is Wednesday, 10/18/17. Friday, 10/20/17 will be devoted to a grading day for the instructor. No work will be accepted after 10/18.