F’18_Bus_78_75085_Burke

Course Information:

Course #: BUS 078 - F’18
Course Title: Business Communication
Text: Business Communication for Success – Scott McClean
       FlatWorld 2016
       ISBN 9781453374184
Instructor: Michael J. Burke
Meeting Hours: T/TH 10:55 a.m. – 12:20 p.m.
Room Location: CHE 130
Credit: 3 units OR credit/no credit option
Office Hours: by appointment

Course Description:

Communication is an activity, skill, and art that incorporates lessons learned across a wide spectrum of human knowledge. Communication is a learned skill

Student Learning Outcomes:

Upon completion of this course, you will be competent to:

- Apply universal process to solve communication problems throughout your career
- Learn writing techniques and organizational strategies to compose clear, concise, and purposeful messages,
- Master effective presentation skills
- Learn to be a valuable team player
- Work productively with internet & digital technologies
- Value and work effectively in intercultural environments
- Develop tools for meeting culturally challenging situations
- Land the job you seek
- Assessment: Business letters, interviews, and formal business meal

Rules of Engagement:

- Turn off all electronic equipment except for note taking purposes OR leave room to use
- Take notes – Computer use for this purpose only
- Be respectful to all classmates, guests, and instructors
- Relax, listen, have fun all while learning
- Take all of this very seriously
**INSTRUCTOR’S CONDITIONS OF SATISFACTION:**

- It is expected you will be punctual
- It is expected you will participate daily
- Do not offer excuses
- Be responsible for your performance in this class
- Be respectful at all times to all people
  - Students will submit their COS list for instructor next week

**GENERAL CLASS FORMAT:**

- 10:55 a.m. – Roll
- 11:05 a.m. – Door closed – no admittance
- 11:00 a.m. – Review
- 11:15 a.m. – Discussion
- 11:45 a.m. – New material lecture
- 12:15 p.m. – Wrap – up
- 12:20 p.m. – Adjourn

**GRADING METHOD:**

- Class Participation = 30x20 = 600
- Reading Assignments = 03x60 = 180
- Final = 01x120=120

**Total Points:**

- A = 90% - 100% = 810-900
- B = 80% - 89% = 720-809
- C = 70% - 79% = 630-719
- D = 60% - 69% = 540 -629
- F = 59% - lower = 539 lower

**CLASS PHILOSOPHY:**

- HABITS
- DECISIONS
- PEOPLE

**LEARNING:**

- LISTENING > DOING > TEACHING
## Class Meeting Schedule and Assignments

<table>
<thead>
<tr>
<th>Meeting #/Date</th>
<th>Reading Assignment</th>
<th>Speaker/topic</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>1. 08/28/18</td>
<td>Orientation</td>
<td>Burke</td>
<td>What Do you want</td>
</tr>
<tr>
<td>2. 08/30/18</td>
<td>Orientation</td>
<td>Burke</td>
<td>List your expectations</td>
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<tr>
<td>3. 09/04/18</td>
<td>Chap 1</td>
<td>Burke</td>
<td>Effective Communication</td>
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<tr>
<td>4. 09/06/18</td>
<td>Chap 1</td>
<td>Burke</td>
<td>Effective Communication</td>
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<tr>
<td>5. 09/11/18</td>
<td>Chap 2</td>
<td>Burke</td>
<td>Delivering</td>
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<tr>
<td>6. 09/13/18</td>
<td>Chap 2</td>
<td>Burke</td>
<td>Delivering</td>
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<tr>
<td>7. 09/18/18</td>
<td>Chap 3</td>
<td>Burke</td>
<td>Understanding</td>
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<td>8. 09/20/18</td>
<td>Chap 3</td>
<td>Burke</td>
<td>Understanding</td>
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<td>9. 09/25/18</td>
<td>Chap 4</td>
<td>Burke</td>
<td>Writing effectively</td>
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<tr>
<td>10. 09/27/18**</td>
<td>Chap 4</td>
<td>Burke</td>
<td>Writing &amp; <strong>CAT1 BR DUE</strong>**</td>
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<td>11. 10/02/18</td>
<td>Chap 5</td>
<td>Burke</td>
<td>Preparation</td>
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<tr>
<td>12. 10/04/18</td>
<td>Chap 5</td>
<td>Burke</td>
<td>Preparation</td>
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<td>13. 10/09/18</td>
<td>Chap 6</td>
<td>Burke</td>
<td>Writing</td>
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<tr>
<td>14. 10/11/18</td>
<td>Chap 6</td>
<td>Burke</td>
<td>Writing</td>
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<td>15. 10/16/18</td>
<td>Chap 7</td>
<td>Burke</td>
<td>Revising</td>
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<td>16. 10/18/18</td>
<td>Chap 7</td>
<td>Burke</td>
<td>Revising</td>
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<tr>
<td>17. 10/23/18**</td>
<td>Chap 8</td>
<td>Burke</td>
<td>Feedback &amp; <strong>CAT2BR DUE</strong>**</td>
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<td>18. 10/25/18</td>
<td>Chap 9</td>
<td>Burke</td>
<td>Action</td>
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<td>19. 10/30/18</td>
<td>Chap 10</td>
<td>Burke</td>
<td>Presentations</td>
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<td>20. 11/01/18</td>
<td>Chap 11</td>
<td>Burke</td>
<td>NonVerbal</td>
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<td>21. 11/06/18</td>
<td>Chap 12</td>
<td>Burke</td>
<td>Outlines</td>
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<td>22. 11/08/18</td>
<td>Chap 13</td>
<td>Burke</td>
<td>Informing</td>
</tr>
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</table>
23. 11/13/18  Chap 14  Burke  Persuasion
24. 11/15/18  Chap 15  Burke  Action
25. 11/20/18  Chap 16  Burke  Interpersonal
26. 11/22/18  Chap 17  Burke  Negativity
27. 11/27/18  Chap 18  Burke  Intercultural
28. 11/29/18  Chap 19  Burke  Groups
29. 12/04/18  Interviewing  Burke  Presentation work
30. 12/06/18  HR Interviews  HR  HR Office

**CATEGORY ONE BOOK:**

Crucial Conversations – Patterson, Grenny, McMillan, and Switzler
ISBN: 0-07-140194-6

**CATEGORY TWO BOOK:**

How Successful People Think – John C. Maxwell

**CATEGORY THREE BOOK:**

THE ESSENTIALS OF BUSINESS ETIQUETTE, BARBARA PACTER
Summary Sheet:

Class #: BUS 078 F’18  
Title: Business Communication  
Instructor: Michael J. Burke  
Meeting Room: CHE 130  
Meeting Time: T/Th 10:55am – 12:20pm  
Office hours: by appointment

Instructor Contact information:

Name: Michael J. Burke  
Contact number: 408-888-9434  
Email: mike.burke@westvalley.edu

Student Contact information:

Name: ___________________________  
Contact number: ____________________  
Email: ___________________________

Acknowledgement: I have received and reviewed my course syllabus and acknowledge that I have reviewed it, I have had the opportunity to ask questions, and I understand the entire document, including disclaimers.

Honor statement: I understand that to plagiarize by representing the work of someone else as my own is not acceptable to West Valley College or Mr. Burke. I understand that to plagiarize could lead to my being dismissed from the College, dismissed from the class, my receiving a failing grade in the class, or all three.

Read, Understood, and Accepted:

Student name:_____________________ Date:_________________

Student comments:
CLASS POLICIES, CLASS DISCLAIMERS & CLASS STATEMENTS

SYLLABUS DISCLAIMER STATEMENT:

The instructor may make changes to the syllabus during the semester. It is the student’s responsibility to stay informed of these changes. Students may contact the instructor during office hours and before class, time permitting. Students may also wish to have a study partner whom they can contact if they miss a class.

Additional Important Information

Any student who feels he/she may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. DESP (Disability & Educational support Program) located in the Learning Services building (408-741-2010) may be contacted to coordinate reasonable accommodations for students with verifiable documentation.

If you have a complaint or someone has shared information with you as a student or employee that is unlawful discrimination or sexual harassment, contact the Associate Vice Chancellor of Human resources at West Valley-Mission community College District, Human resources Department (408-741-2060). If the Associate Vice Chancellor of Human Resources is not available contact the President of the College (West Valley, Mr. Bradley Davis @ 408-741 2097).

TESTING POLICIES AND PROCEDURES

The most critical test is how your life actually turns out for you! All testing is verbal and not graded as I am only seeking to know if you, the student, have learned and can apply those concepts we discuss in class. The class is very interactive and it is essential you participate as your grade is affected if you choose not to participate.

DISABILITY STATEMENT:

West Valley College makes reasonable accommodations for persons with documented disabilities. Students should notify DESP (Disability & Educational Support Program) located in the Learning Services building (408-741-2010) of any special needs.

POLICY ON ACADEMIC DISHONESTY

The College's policy on academic dishonesty covers in-class cheating, out of class cheating, plagiarism, and furnishing false information.

“Plagiarism is using another person’s work without acknowledgement, making it appear to be one’s own. Any ideas, words, pictures, or other intellectual content, taken from another source must be acknowledged in a citation that gives credit to the source.
This is true no matter where the material comes from, including the internet, other students, unpublished materials, or oral sources. Intentional and unintentional instances of plagiarism are considered instances of academic misconduct. It is the responsibility of the student submitting the work in question to know, understand, and comply with this policy.”

The URL is http://owl.english.purdue.edu/handouts/research/r_plagir.html