**078 \_*74731\_* Maloney-Mercado**



**West Valley College, Business Division On-Line Course Pass/No Pass Option  
FALL Semester, Section 74731, earns three (3) credits Business Communication, 078 .**

**Materials Required:  
Text: BUSINESS COMMUNICATION, PROCESS AND PRODUCT, 9th Edition by Mary Ellen Guffey. The course product gives you an e- book and access to a digital program called MindTap. The link to register and purchase the e-book and MindTap is located in Canvas. Here are the instructions:**

**First log into Canvas, then scroll down to Week 1, under Week 1 Assignment 1; there is a URL link, click on it: Business Communication 078 online, Fall 2020. You will be asked to log in by creating an account; after you have done so, you will be given access to MindTap throughout the semester to enter MindTap.**

**MindTap is the program and the publisher is Cengage. If you already have an account with Cengage, you do not need to create a new account. For questions to publisher for support; there is a link in Canvas, which says: Cengage support; it provides a link and a phone number.**

**You will have graded assignments from both the e-book and from (MindTap) Both the e-book and MindTap are discounted from the publisher for you at $100. After registering for MindTap, you receive a link; you enter that same link throughout the course; as it appears in each of the weeks’ assignments.**

Instructor: Nancy Maloney-Mercado

Office Hours: By appointment online.

E-mail: nancy.maloneymercado@westvalley.edu, or nancywvm@comcast.net

**All course grading comes from textbook (e-book) assignments and MindTap assignments. Textbook assignments are entered weekly in Canvas and are graded in Canvas. Mind Tap assignments are automatically graded in Mind Tap.**

**In addition to the above textbook information, there are used copies of the 8th edition of the textbook available in hardback at the West Valley library. Do not get any earlier copy of the textbook, as the assignments and reading pages will not correspond. From the library, earlier versions of the textbook can be checked out for a day.**

**All course assignments and MindTap assignments are due weekly on Sunday of the week by midnight. Textbook Assignments earn 20 pts. Text book (e-book) Assignments are loaded through the Canvas browser; which is West Valley’s browser. MindTap assignments are automatically loaded through MindTap, and the scores and points fluctuate.**

**Course Description:**

Business Communication 78 is a comprehensive reality-based course that examines fundamental communication concepts through real-life business situations. Emphasis is on **grammar, punctuation, business writing, ethics, communication barriers, cultural diversity, communication technology, legal issues, employment search, and communication versatility.**

In addition, writing techniques are presented in a series of easy-to-follow steps. You will appreciate the 3 X 3 Writing Process for planning, organizing, and revising business messages (Chapters 4-6), business correspondence, including e-mail messages and memos, positive letters, persuasive and sales messages, and negative messages (Chapters 7-10) mention specific steps for planning, organizing, and writing reports, proposals, and presentations (Chapters 11-14), and writing resumes’, cover letters, and interviewing, and follow ups (Chapters 15-16).

**Course Outcomes Objectives:**

Upon completion of this course, students should be able to apply correct grammar and writing principles as they perform the following:

1. Writing collaboratively
2. Making ethical communication choices
3. Overcoming communication barriers
4. Creating and processing of information effectively and efficiently
5. Adopting an audience-centered approach to communication
6. Understanding the importance of nonverbal communication
7. Streamlining the writing process into seven steps (three stages) for

a logical approach

1. Utilizing the hallmark of good organization
2. Prewriting techniques for identifying the main idea
3. Using steps in the outline process
4. Selecting the best words for correctness and effectiveness
5. Editing and rewriting of a message
6. Writing directly
7. Writing indirectly
8. Writing good news and bad news messages
9. Organizing the research process for report writing
10. Selecting, designing, and producing the right graphic for the job.
11. Communicating informational and analytical reports
12. Planning, organizing, and writing reports and proposals
13. Developing a presentation
14. Writing resumes and application letters
15. Interviewing for employment and following up after the interview.

**STUDENT LEARNING OUTCOMES:**

**OUTCOME:** Students will be able to assess how effective business communication skills enable business practitioners to present, clear, effective, and succinct business presentations and papers.

**ASSESSMENT:** Report and PowerPoints  
**OUTCOME:** Students will be able to apply correct grammar and writing

principles to business writing assignments. **ASSESSMENT:** Exam

**Class Requirements:**

1. Students must complete all readings, assignments, tests, and writings.
2. Students need to keep in touch with instructor and other students via

e-mail, on-line discussion groups, and some chat room discussions (t to be announced); they will be corresponded through Zoom Communication.

1. Students need to satisfactorily complete the assignments, memos, letters, and report projects in a timely manner.
2. Students need to satisfactorily complete three examinations.

**GRADING ASSESSMENT Letter Grade or Pass/No Pass Option**

Three Textbook Exams: 30 percent

Two Projects: 20 percent

Project three, Research paper is mandatory, and PowerPoint from report: 20 percent

Weekly Homework Assignments: 20 percent

MindTap Assignments: 10 percent

Grading scale:  
100% to 90% = A  
89% to80%=B  
79% to70%=C  
69% to60%=D  
59% and lower = F Discussion points to earn = 2 extra points per discussion answer; 10 extra points if all discussions answered; computes to an extra 10% added to your grade. These are bonus points.

If you are successful, I am successful.

**ADDITIONAL INFORMATION:**

1. The instructor may make changes to the syllabus during the semester. It is the student’s responsibility to stay informed of these changes. Changes will appear in the Announcement section of Canvas. Students may contact the instructor using Canvas e-mail. Students may also wish to have a study partner whom they can contact if they miss class.

2. Any student who feels she/he may need an accommodation based on the impact of a disability, please 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.

3. 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, Stephanie Kashima, at 408-741-2097.