Fall 2013 B A 290: Business Communication (3 units)

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E-mail: hcruz@mail.sdsu.edu Office Hours: M/W 1:00 -2:00PM unless otherwise announced on BB, in class or by E-mail. Other times available by appointment. Classroom: EBA 256
Blackboard site at http://blackboard.sdsu.edu/

Course Description: Effective communication applied to business messages and long reports. Includes researching, organizing, writing, and presenting business documents on ethical, global, social, and technological issues. Incorporates basic principles of speaking effectively for business.

Learning Outcomes: Since business majors are required to communicate in written and oral reports and presentations, this course is designed to improve your communications skills so that you can present financial and business information more effectively. Upon successful completion of the course you will be able to:
1. Adapt the concepts of business communication to written and oral presentations through careful audience analysis and message planning.
2. Employ business writing techniques and the language of business communication in choosing words, writing sentences, and developing paragraphs for good news, bad news, and persuasive messages that are clear, concise, complete, and accurate.
3. Incorporate technology effectively in gathering, organizing, writing, and presenting messages.
4. Gather, interpret, organize, and attribute both primary and secondary information in analytical business reports.
5. Evaluate and produce graphics to communicate messages quickly and accurately.
6. Discuss effective collaboration in preparing written documents.
7. Explain the role of communication in intercultural and global settings.


APA Weblinks:
You may find it helpful to bookmark the following links to APA format:
http://www.calstatela.edu/library/guides/3apa.pdf
http://owl.english.purdue.edu/owl/resource/560/01/


AND
(An up-to-date dictionary) Some good dictionaries include the American Heritage Dictionary, the Random House Webster's Dictionary, and the Merriam Webster’s Collegiate Dictionary. You may want to consider an online subscription to Merriam Webster’s Collegiate site at http://www.m-w.com/. You can try it before you subscribe.

Two good resources if English is not your first language:
**Computer Accounts:** You can use the computers in the library to access computer applications and the web. With a wi-fi enabled laptop or handheld, you can access the Internet from many hotspots on campus.

**Supplies:** Quality Paper (16-24 lb. Bond, 25-100% Cotton or Rag, Non-erasable, White), Scantron 20788.

**Academic Honesty Policy:**
You are expected to comply with all university sanctions against cheating, plagiarism, and other forms of academic dishonesty and unethical conduct. While you'll find cheating and plagiarism defined more fully at http://its.sdsu.edu/turnitin/pdf/Plagiarism_AcadSen.pdf, some of its text is highlighted here for your special note.

"Plagiarism shall be defined as the act of incorporating ideas, words, or specific substance of another, whether purchased, borrowed, or otherwise obtained, and submitting same to the University as one’s own work to fulfill academic requirements without giving credit to the appropriate source. Plagiarism shall include but not be limited to (a) submitting work, either in part or in whole, completed by another; (b) omitting footnotes for ideas, statements, facts, or conclusions that belong to another; (c) omitting quotation marks when quoting directly from another, whether it be a paragraph, sentence, or part thereof; (d) close and lengthy paraphrasing of the writings of another; (e) submitting another person’s artistic works, such as musical compositions, photographs, paintings, drawings, or sculptures; and (f) submitting as one’s own work papers purchased from research companies.”

**Lateness Policy:** Missed in-class assignments and exams cannot be made up without prior arrangement with the instructor and then with a late penalty applied. Only documented severe illness or other grave circumstances will be considered valid reasons for allowing make-up work. All athletes must see me before missing a graded assignment or exam.

**Electronic Devices Policy:** As a courtesy to all, please turn off all cell phones, iPods, and other electronic devices. If there is some extraordinary reason why you must have an electronic device on, please see me first. No devices will be permitted during tests.

**Class Schedule:** While this schedule attempts to give you an idea of the material to be covered and exam dates intended, you are responsible for any changes as announced in class, by email, or on our class Blackboard site. Please be sure your email address used on Blackboard is up-to-date.

Please know that I want each of you to receive the grade you deserve and to finish the course with the communication skills needed to be successful. IF you have any questions about the readings or assignments, please come to see me during office hours or send me email.

Prior to due dates of major assignments: I am available to review drafts and provide feedback. I will NOT review drafts on the same day an assignment is due, so be sure to plan ahead.

Your best efforts to improve your communication skills will assist you professionally and personally both in the short- and in the long-term.