
Course Description:

This course will cover the dynamic, fast-paced, and ever-changing means by which business communication occurs by using current and effective materials. Realistic examples that are both consumer-and business-oriented will be used throughout the course.

Course Outcomes:

Upon satisfactory completion of this course the student will be able to demonstrate the following competencies:

1. The ability to organize and compose effective business communications.

2. The ability to revise and proofread business messages.

3. The ability to write effective good-news, routine, and goodwill messages.

4. The ability to write effective memos and electronic communications.

5. The ability to write effective bad-news and persuasive messages.

6. The ability to organize and prepare effective reports.

7. The ability to prepare and present effective business presentations.

Course Requirements:

Students will be required to attend class on a daily basis and are expected to complete all required tasks and tests in a timely manner. Cell phones, pagers, etc., must be turned OFF during class.
Assignment sheets with point values will be distributed each week. These assignment sheets will also be posted on the Pageout website as well as the class page on the instructor website: http://staff.wwcc.edu/susan.quinn. Students unable to attend class should check the website for assignments, announcements, etc.

ALL WEEKLY ASSIGNMENTS MUST BE SUBMITTED BY THE DUE DATE ANNOUNCED BY THE INSTRUCTOR. NO LATE ASSIGNMENTS WILL BE ACCEPTED AFTER THE WEEKLY DUE DATE.

GRADING:

Each assignment, quiz, exam, etc., will have a total possible point value assigned to it. Completed tasks/tests will be evaluated and awarded a point value. No late assignments or tests will be accepted. The lowest test score for the quarter will be omitted from the final grade computation.

FINAL GRADING:

Grades will be assigned as listed below based on the percentage of total points earned divided by the total number of possible points.

A = 93 - 100%
A- = 90 - 92%
B+ = 87 - 89%
B = 83 - 86%
B- = 80 - 82%
C+ = 77 - 79%
C = 73 - 76%
C- = 70 - 72%
D+ = 67 - 69%
D = 60 - 66%
F = Below 60%