

## **F18\_078\_\_Mercado**



**West Valley College, Business Division On-Line Course  
Pass/No Pass Option  
Fall Semester, Section 75084, earns three (3) credits  
Business Communication, 078**

Instructor	Nancy Maloney-Mercado
Office Hour	By appointment online
Phone and Fax No.	408-741-2045 x3578
E-mail	nancy.maloneymercado@westvalley.edu, or nancywvm@comcast.net

### **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 078online.Fall 2018. You will be asked to log in by creating an account; after you have done so, you will be given an access code; enter that access code. Once you have entered the access code, you will be given access throughout the semester to enter MindTap. MindTap is the program and the publisher is Cengage.**

**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 it one time and then the other assignments will automatically appear throughout the course.**

**All course grading comes from textbook (e-book) assignments and MindTap assignments; all these assignments are graded on a weekly basis.**

**In addition to the above textbook information, there are used copies of the 8<sup>th</sup> edition of the textbook available in hardback at the West Valley library. Do not get any earlier 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
8. Utilizing the hallmark of good organization



Two Projects	20 percent
Project three, Research paper And PowerPoint from report	20 percent
Weekly Homework Assignments	20 percent
MindTap Assignments	10 percent
Grading scale: 100% to 90% = A 89% to 80% = B 79% to 70% = C 69% to 60% = 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:**

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