



**West Valley College, Business Division On-Line Course; Course is  
Credit/No Credit Option.  
fall 2010, Section 88719, 3 credits; course for credit, California State  
University  
Business Communication, 078**

Instructor	Nancy Mercado
Office Hour	By appointment
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**Materials Required:**

**Text: BUSINESS COMMUNICATION, PROCESS AND PRODUCT, 6<sup>th</sup> Edition, by Mary Ellen Guffey. Do not get the 5<sup>th</sup> Edition as the assignment pages will not correspond.**

**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); seven specific steps for planning, organizing, and writing reports, proposals, and presentations (Chapters 11-14), and writing resumes', cover letters, and interviewing, and following up (Chapters 15-16).

**Course Outcomes Objectives:**

Upon completion of this course, students should be able to perform the following skills:

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
9. Prewriting techniques for identifying the main idea
10. Using steps in the outline process
11. Selecting the best words for correctness and effectiveness
12. Editing and rewriting of a message
13. Writing directly
14. Writing indirectly
15. Writing good news and bad news messages
16. Organizing the research process for report writing
17. Selecting, designing, and producing the right graphic for the job.
18. Communicating the informational and analytical reports
19. Planning, organizing, and writing reports and proposals
20. Developing a presentation
21. Writing resumes and application letters
22. Interviewing for employment and following up after the interview

**Class Requirements:**

1. Students must complete all readings, assignments, and writings.
2. Students need to keep in touch with instructor and other students via e-mail, on-line discussion groups, and chat room discussions (five to be announced)
3. Students need to satisfactorily complete the assignments, memos, letters, and report project in a timely manner.
4. Students need to satisfactorily complete three Textbook Examinations.

**GRADING**

**Letter Grade or  
Credit/noCredit Option**

Three Textbook Exams	30 percent
Two Projects	20 percent
Research paper	20 percent
Homework Assignments	20 percent
Two discussion questions	10 percent

and two chat sessions	
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