

Wilco Area Career Center
Joliet Junior College
BUS 111 Business Communications Course Syllabus

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Course Description

The role and practice of communicating effectively in business and professional environments is studied, emphasizing audience analysis, persuasive and negative messages, small group communication, cultural and global awareness, effective letter writing, and the job search process.

Credit Hours

JJC dual enrollment credit hours: 3

High school credit hours: .5

High school credit may vary per district. Generally, this course counts as elective credits toward graduation. The Wilco course represents three electives on a student's schedule each semester.

Prerequisites

This is the same course that is offered at JJC and every student is required to meet JJC prerequisites for enrollment. ACT/SAT scores can satisfy this requirement. If ACT/SAT scores are not high enough, an Accuplacer test for English and Writing are required. Minimum scores on the Accuplacer tests must be met for JJC to accept a student's enrollment.

If a student fails to meet JJC enrollment requirements, they are not forced to drop their Wilco class. They will still earn high school elective hours.

Textbook

Guffey and Loewy, *Essentials of Business Communication 11e*
2019 Cengage
ISBN: 9780357685600
Hard copy textbooks are provided for students in the Wilco classroom.

Supplementary Materials

- ☐ Each student is required to bring their charged, high school issued Chromebook to class every day. Students will use Google Classroom, I-Campus, and the internet.
- ☐ Students must have a pen or pencil, a notebook, and notebook paper.

Methods of Instruction

Lecture

Group-based learning

Research Paper

Student presentations

Student projects

Course Objectives

1. Explain the role that communication plays in our personal and public lives.
2. Identify effective methods of communication, including choice of medium and overall message delivery.
3. Analyze business communication with an emphasis on identifying cultural bias embedded in the message.
4. Communicate effectively in a group setting.
5. Evaluate effective job searching skills, including resume preparation and interviewing skills.

General Education Objectives

1. Students will demonstrate organized and coherent written communication.
2. Students will demonstrate organized and coherent oral communication.

Graded Assignments

- ☐ Weekly assignments
- ☐ Written case studies
- ☐ Research paper
- ☐ Group project(s)
- ☐ Chapter quizzes
- ☐ Unit exams
- ☐ Final exam

Grading

Weekly assignments and case studies will equal 25% of the overall course grade.

Research paper(s) and group projects will equal 25% of the overall course grade.

Chapter quizzes and unit exams will equal 25% of the overall course grade.

The final exam will equal 25% of the overall course grade.

Grading Scale

A	Exceptional	90-100%
B	Exceeds expectations	80-89%
C	Meets expectations	70-79%
D	Improvement needed	60-69%
F	Failing, missing, incomplete	below 60%

*grades are rounded up at .5%, so an 89.5% grade will receive an A.

Policies and Procedures

General - Students will come prepared for class with a charged Chromebook, pen or pencil, notebook and textbook every day. Students will maintain order and cleanliness of workstations. Students will be respectful to all classmates, staff, and visitors.

Cellphones - Wilco does not allow student use of cellphones in class and has a “door-to-door” policy. Upon entering the classroom each day, students will sign in and deposit their cellphone in the classroom cellphone storage box. Students will not retrieve their cellphones from the storage box until exiting the classroom at the end of the class session. Students may be allowed cellphone usage only by specific direction of the instructor. Examples of this use would be for JJC registration, a specific project or assignment, or to purchase food or services at Wilco. Cellphones are not permitted in Wilco bathrooms.

Textbooks - Students will be responsible for the textbook assigned to them throughout the course, and are responsible for replacement fees if damaged or lost.

Attendance - 10 or more absences will result in an attendance contract. Students are responsible for checking Google Classroom for coursework if absent.

Make-up policy - Make-up work is not available for this course. This is a college level course and the course rigor and expectations of the college will be maintained. Students are expected to submit their assignments on time, including when they are absent.

Extra-credit policy - Extra credit is not available for this course.

Academic honor code - The objective of this code is to sustain a learning-centered environment in which all students are expected to demonstrate integrity, honor, responsibility, and recognize the importance of being accountable for one's academic behavior.

Students who are caught cheating or plagiarizing will be referred to Wilco Administration and will receive a zero on the assignment or assessment. This includes the improper use of artificial intelligence.

Intellectual property - Students own and hold the copyright to the original work they produce in class. It is a widely acceptable practice to use student work as part of evaluation and assessment, or any other efforts to improve teaching and learning. This includes the promotion of the program and recruiting of new students. If you do not wish your work to be used in this manner, inform the instructor.

Student Code of Conduct - Every student is responsible for reading and adhering to the Wilco Student Code of Conduct stated in the Wilco Student Handbook. The handbook can be found on Wilco's website.

Student support - Student support services are available at Wilco. Coordinate this support with your instructor if support is desired.

Course Outline (could change to accommodate scheduling issues)

Week 1	Aug 17-21	Business Communications Orientation Grammar/Mechanics Diagnostic Resume Chapter 1 Succeeding in the Social and Mobile Workplace
Week 2	Aug 24-28	Chapter 2 Planning Business Messages Chapter 3 Organizing and Drafting Business Messages
Week 3	Aug 31-Sep 4	Chapter 4 Revising Business Messages Unit Exam (chs 1-4) Chapter 5 Short Workplace Messages and Digital Media
Week 4	Sep 7-11	Continue ch5 Chapter 6 Positive and Neutral Messages
Week 5	Sep 14-18	Chapter 7 Negative Messages Chapter 8 Persuasive Messages
Week 6	Sep 21-25	Unit Exam (chs 5-8) Chapter 9 Informal Reports Chapter 10 Proposals and Formal Reports
Week 7	Sep 28-Oct 2	Proposals Project
Week 8	Oct 5-9	Chapter 11 Professionalism at Work Chapter 12 Business Presentations
Week 9	Oct 12-16	Unit Exam (chs 9-12) Chapter 13 Job Search, Resumes, and Cover Messages
Week 10	Oct 19-23	Chapter 14 Interviewing and Follow Up
Week 11	Oct 26-30	Final Exam Review Final Exam Schedule make-up
Week 12	Nov 2-6	1st semester project