

Instructor: Ophelia Clark  
E-mail: [oclark@ccsf.edu](mailto:oclark@ccsf.edu)

Phone: 452-5314  
Office: C208A

## BUSINESS CORRESPONDENCE (BSEN) 74

January 24, 2011 – May 23, 2011

Mondays: 12:30 – 3:30 p.m.

Location: Cloud 110

### Textbook

Krizan, Merrier, Logan, and Williams (2010). *Business Communication*, 8<sup>th</sup> Edition. South-Western.

### Supplies

Flash Drive for files (**Bring to every class.**)

Folder for materials

### Classroom Procedures

Class will be organized in an interactive setting. All students are expected to participate fully in each class session. Students can expect discussion, lecture, demonstration, individual work, and teamwork.

### Homework

Students will notice that a written assignment is due almost every week (not always a letter or memo) but writing of some kind. Please stay on schedule so that you will be up to date on assignments.

Each student is allowed one late letter or memo assignment—not to exceed **three calendar** days. Other late assignments are accepted or rejected at the discretion of the instructor. **Under no circumstances will any student be allowed to turn in more than one late letter or memo at a time. This means students cannot skip assignments and then expect to turn in all past assignments at once.**

### Format

All assignments turned in to me must be word processed and printed on standard 8 ½ x 11-inch white paper. Please follow the instructions given for formatting letters and memos.

### Contents

This course will cover guidelines for writing effective letters and memorandums, the structure of correspondence, some basic writing skills, oral and nonverbal communication, and employment communication.

### Attendance

You should not miss more than two class sessions during the semester. Excessive absences will result in a lower grade or in you being dropped from the course. **Being absent is not a reason to miss a due date.**

**Please exchange a contact number or e-mail address with other classmates. This way, you can contact them to learn the activities and assignments for the next class.**

### Evaluation

Letters and Memos	60%
Quizzes	15%
Homework and Participation	10%
Final Project	15%

## Assignment Sheet

This sheet outlines some of the class activities for the semester. **You will also receive assignments that are not listed on this sheet. To facilitate classroom discussion and other activities, you should complete the work assigned for a particular date BEFORE you come to class.**

January 24 Introduce course.  
Review features of textbook.  
Read Chapter 1, Business Communication Foundations, pp. 2-21.

**Homework: See back of page.**

Complete Chapter 2, Multicultural and Global Communication, pp. 25-53.  
Engage in small group discussions and exercises.

31 Read Chapter 3, Technological, Legal, and Ethical Considerations, pp. 59-89.  
Participate in Application Exercises 2, p. 90. **(Group assignment)**

**Turn in #5, (Technology & Ethics) p. 90.  
(Use an attachment to e-mail it to me.)**

\*\*\*\*\*

February 07 **Quiz 1**  
Read Chapter 4, Principles of Business Communication, pp. 96-127.  
Begin exercises, pp. 128-133.

14 Continue Chapter 4.  
Read Chapter 6, Message Formats, pp. 166-192.

**Homework: Complete #1, p. 193.  
Bring copies of sample letterhead, #6, p. 193.**

**February 21 HOLIDAY**

**February 22 LAST DAY TO REQUEST A PASS/NO PASS GRADING OPTION**

28 Read Chapter 5, Print and Electronic Messages, pp. 134-158.  
**Homework: Turn in #2, p. 160. (This exercise is for planning, not for writing the message.)**

\*\*\*\*\*

March 07 **Quiz 2**  
Read Chapter 7, Positive, Neutral, and Social Business Messages, pp. 195-220.

**Homework: Written assignment TBA.**

14 Discuss Seminar C, Punctuation, pp. 625-644.  
**Homework: Written assignment TBA.**

- 21 Read Chapter 8, Negative Messages, pp. 227-256.  
**Written assignment TBA.**

March 28 SPRING VACATION

\*\*\*\*\*

- April 04 Continue discussion of Negative Messages.  
Display students' work.
- 11 **In-class writing** (Negative message)  
Read Chapter 9, Persuasive Messages, pp. 263-286.
- 18 Continue Chapter 9.  
**Written assignment TBA.**
- 25 Read Chapter 14, Listening and Nonverbal Messages, pp. 445-459.  
**Written assignment TBA.**

\*\*\*\*\*

- May 02 Read Chapter 15, pp. 418-446.  
**Participate in #8**, p. 495. (Group assignment)
- 09 Discuss Chapter 16, The Job Search and Résumé, pp. 454-489.  
**Homework:** Complete individual profile. (**Your profile is not the same as your résumé.**)
- 16 Discuss Writing Application Letters, pp. 494-503.  
Work on final project.
- 23 **Final Project due.**

\*\*\*\*\*

**Assignment** : Chapter 2, Cultural Diversity in the Workplace, pp. 25-53.

For this assignment, students working in teams will present the parts of the chapter to other teams. Make a handout that illustrates key points to pass out to other students. Define terms and give examples.