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# Welcome to BUS 227 (CRN# 50730 / 50839)

## Business Communications

6/12 - 7/21/17

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*Orientation video available in Canvas*

Dear Student:

Welcome to distance education at Cuesta College and the online version of Business Communications. My name is Amity Perry and I will be your instructor for this course. This letter is to inform you of some of the important details prior to the start of this summer 2017 class.

### Instructor Contact Information

Instructor: Amity Perry  
Phone: 546.3100 x7248 (voicemail), 462.7090 cell  
Email: amity\_perryboada@cuesta.edu or amityperry@sbcglobal.net

### Course Overview

This course highlights the principles and techniques applicable to all forms of effective business communication. General areas of grammar mechanics and sentence structure will be covered, as well as an emphasis on memorandums, e-mail, routine request letters, positive response letters, negative response correspondence, persuasive communication, resumes, application letters, and report writing.

Please be prepared to spend **8 - 12 hours per week** on coursework for this class. Are you wondering how successful you may be at a distance education course? Take the Self-Assessment Survey at <http://www.cuesta.edu/student/aboutacad/distance/survey.html>.

This course is taught using Canvas (<https://cuesta.instructure.com>). This is a Web-based tool used to facilitate teaching an online class. This platform provides the framework for the BUS227 class including PowerPoint presentations, student data files, the tools to receive and send course materials, and a grade book.

### Student Learning Outcomes

- Apply business writing principles to plan and compose clear, concise, and accurate business letters and memos.
- Identify and employ the proper communication channel that is most appropriate for a given business situation.
- Identify and solve business problems through researching and reporting the findings in a report.
- Apply problem-solving and critical thinking skills in preparing business messages and presentations.
- Utilize digital tools for researching, reporting, composing and interacting on the job.
- Demonstrate command of rules regarding plagiarism and academic ethics.
- Exercise effective communication through writing, oral presentation, and visual argument.

## Class Requirements

You will need to have access to an e-mail account and the World Wide Web. You will also need to purchase your textbook(s) prior to the first day of class. The textbook(s) are available in the college bookstore <http://bookstore.cuesta.edu/>. Many rent the book via **Chegg**. The textbook is also available at the Cuesta College Library Reserve for a 2-hour checkout. I have listed the textbook details below.

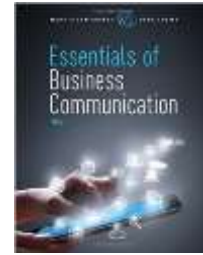
Essentials of Business Communication, 10th Edition

ISBN: 978-1285858913

Authors: Mary Ellen Guffey and Dana Loewy

Publisher: Cengage Learning

**\*\* NO ACCESS CODE NEEDED \*\***



HOW 13: A Handbook for Office Professionals, 13<sup>th</sup> Edition (optional)

ISBN: 978-1-133-58663-0

Authors: Clark & Clark

Publisher: South-Western (Cengage Learning)



It is essential that you understand the basic concepts of email, web navigation and online communication to succeed in this course. Please visit Cuesta College's Distance Education website at <http://library.cuesta.edu/distance/index.htm> for FAQs, online resources, and information on "how to survive an online course".

## Computer Requirements

The browser requirements and minimum qualifications required for this class are detailed in the following link: [http://www.cuesta.edu/student/aboutacad/distance/faqs\\_technical.html](http://www.cuesta.edu/student/aboutacad/distance/faqs_technical.html).

- **Web Browser:** Mozilla Firefox 5.6 or higher  
(<http://www.mozilla.com/en-US/firefox/personal.html>)
- **Computer Specs:**
  - 1 GHz or equivalent computer with a minimum of 512 MB of RAM (1 GB recommended), a color monitor, a DSL, cable modem, or satellite for broadband access, a sound card and headphones or speakers.
  - An account with an ISP (Internet Service Provider).
  - A minimum of 500 MB of free space on computer hard drive.
- **Software:**
  - Microsoft Office XP or later or OpenOffice (<http://download.openoffice.org/>). Microsoft Office may be purchased at a discount through <http://collegesoftware.org/>
  - Adobe Acrobat Reader  
(<http://www.adobe.com/products/acrobat/readstep2.html?promoid=BUIGO>)
  - Adobe Flash Player  
([http://www.adobe.com/shockwave/download/download.cgi?P1\\_Prod\\_Version=ShockwaveFlash&promoid=BUIGP](http://www.adobe.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash&promoid=BUIGP))
  - QuickTime Player 6.5 or higher  
(<http://www.apple.com/quicktime/download/>)
  - Silverlight  
(<http://www.microsoft.com/getsilverlight/Get-Started/Install/Default.aspx>)
  - Anti-virus software

## Accessing Canvas

This course will be taught in Canvas. This course is available on your dashboard at

<https://cuesta.instructure.com> (https with an "s").

- Your login ID is the same as your my.cuesta login (typically your firstname lastname).
- Your password is the same as your my.cuesta login

**You will NOT be able to access Canvas until the semester begins.** Once you locate the site, please bookmark it or add it to your favorites for future reference.

Canvas Quick Reference: <https://guides.instructure.com/m/8470>

Technical Support: [http://www.cuesta.edu/student/aboutacad/distance/technical\\_support.html](http://www.cuesta.edu/student/aboutacad/distance/technical_support.html)

## College Policies

Each student is required to follow all school guidelines and comply with all school deadlines including **personal responsibility for adding and/or dropping this class**. Drop dates are available on the academic calendar <http://academic.cuesta.edu/admrrreg/infodate.htm>. Each student is responsible for obtaining updates or changes to the syllabus and/or assignments for the course.

### **Academic Honesty:**

Students are responsible for being aware of and complying with the Academic Honesty Policy (refer to Cuesta College Schedule or Cuesta College Catalog). At the discretion of the instructor, students being academically dishonest (submitting another student's work as your own, e.g. copying a computer file that contains another student's work) will be dropped from the course. If the drop deadline has passed, students will receive a failing grade in the course. In addition, a "Student Incident Report" will be filed with the Vice President of Academic Affairs office.

If you have any further questions prior to the first day of class, please feel free to email me at [amity\\_perryboada@cuesta.edu](mailto:amity_perryboada@cuesta.edu).

Thank you,

*Amity Perry*