Syllabus

BUS 346 Online – Written Business Communication

- **Instructor**: Dr. Dan Davis
- **Phone**: 909.996.9447
- **Email**: ddavis@laverne.edu (it is best to contact me via email in all circumstances so that we have a written record of our communication)
- Each student must have a valid email address to be in the course, as well as consistent and easy access to a computer and the Internet.

REQUIRED TEXT: Krizan, A. C., Merrier, P., Logan, J., & Williams, K. (2010). *Business communication* (8th ed.). USA: South-Western.

COURSE DESCRIPTION: Enhances verbal, nonverbal, and written communications. Explores professional and interpersonal dialog, group communications, and processes.

GOALS: This course will familiarize students with the theories, tools, and techniques used in business communication. Through online discussions, readings of the class text and posted lecture notes meant to enhance text reading, written assignments, exams, and quizzes, students will learn to effectively evaluate and apply communication tools and techniques that will enhance their leadership abilities as managers.

COURSE CONTENT:

Communication Fundamentals
Business Communication Foundations
Multicultural& Global Communication
 Technological, Legal, and Ethical Considerations

Effective Communication Development
Principles of Business Communication
Print and Electronic Messages

Correspondence Applications
Message Formats, Positive, Neutral & Social/Negative/ Persuasive Messages

Written Report Applications
Business Research and Report Writing
Proposals, Plans, and Special Reports
Visual Aids

Oral & Nonverbal Communication
Interpersonal Communication and Teamwork
Listening and Non-Verbal Messages
Oral Communication Essentials

Employment Communication
The Job Search and Resume
Employment Communication and Interviewing

Business English Basics
Parts of Speech
Sentence Structure
Punctuation
Style
Word Usage

Expected Outcomes: At the completion of this course, students will:

Be aware of the communication process in the organizational environment
Develop an understanding of how appropriate word usage and selection will strengthen writing skills
Understand how to apply writing techniques when composing business letters and memoranda
Realize how technological change affects communication in the business environment
Understand the importance of differences in a multi-cultural communication situation

COURSE ASSIGNMENTS BREAKDOWN

Week	Assignment	Individual (I) or Team (T)	Points	Submission Location
1	You-viewpoint Rewrites	I	10	Week 1 Assignment Folder on Bb control panel
1	Introduction of yourself to the class via discussion board	I	5	Week 1-3 Discussion Board
2	Composing at the word/sentence level	I	35	Week 2 Assignment Folder on Bb control panel
3	Establishing a context for the final paper	I	5	Week 1-3 Discussion Board
4	Revising a poorly-written letter	T	10	Team File Exchange
5	Midterm exam	I	100	Midterm Exam Folder under Assignments on Bb control panel
6	Composing a negative message	T	10	Team File Exchange
7	Composing a persuasive message	T	10	Team File Exchange
8	APA practice scenario	T	20	Team File Exchange
9	Work on final paper	I		Email Dr. D. with any questions
10	Final exam	I	150	Final Exam Folder under Assignments on Bb control panel
10	Final paper	I	100	Email attachment to Dr. D. on the Friday of week 10
1-9	Participation	I/T	40	Class Discussion Board (weeks 1-3) and Team Discussion Board (weeks 4-9)
1-10	Grammar quizzes (5 quizzes x 10 pts. ea.)	I	50	Quizzes Folder under Weekly Assignments on Bb control panel
			540 total points available	

Due dates will be given at the start of each online week (sometimes before), in the form of a posting to the Announcements page on Blackboard which will then automatically send to your La Verne student gmail. Weekly assignments will always be posted on the Announcements Page for easy referencing.

Students will complete writing assignments individually during weeks 1 through 3. To enliven the online experience, beginning in week 4 and continuing through week 8, writing assignments will be turned in as a group. During weeks 4-9, participation points will be earned in each group's defined meeting space—meaning you're still making at least 2 substantive responses per week within your group. The instructor will define the groups, and he reserves the right to modify the groups as necessary. Participating in your assigned group for weeks 4 through 9 is not an option; it is mandatory.

Neither weekly assignments (those completed individually or in groups) nor the final paper may be revised.

Final Paper: As this is a writing course, writing is central. The culminating activity for this course is the final paper. Thus, students must complete the final paper, due in week 10, to be eligible for all the points accumulated during the term. If the final paper is not completed for any reason, the highest grade a student will be able to earn is a C-, regardless of the actual grade earned.

Exams: There will be a midterm and final exam for this course. Both of these exams will be taken on Blackboard and will be made up of true/false, multiple choice, multiple answer, and ordering types of questions. Should the student fail to complete the midterm or final for any reason, he or she will be required to take a make-up exam of short-answer and longer essay questions. Make-up exams, however, must be pre-arranged with the instructor prior to the exam period. Missed exams (where a student does not make alternate arrangements with the instructor) will result in a score of zero regardless of the reason).

Incompletes: Should a student require an Incomplete in the course, he or she must arrange this with instructor at least 3 weeks prior to the course's ending date. The student must contact the instructor via email, and in requesting an Incomplete, specify as much as possible the extenuating circumstances necessitating the Incomplete. Incompletes are to be given for verifiable extenuating circumstances such as illness, death, etc. Incompletes are offered only if the student has completed 60% of coursework.

Avoiding Plagiarism: Plagiarism is defined as taking and using as one's own the thoughts, writings, and inventions of another. Plagiarism is considered to be academic dishonesty, and may result in failure of the course. Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source. You will be provided with information on how properly to cite information and avoid plagiarism.

Each student is responsible for performing academic tasks in such a way that honesty is not in question. Unless an exception is specifically defined by an instructor, students are expected to maintain the following standards of integrity:

* All assignments of all types are to be the work of the student or students presenting the material and only those students.

* Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source. Use of the exact wording requires a "quotation" format.

* Deliberately supplying material to another student for purposes of plagiarism or academic dishonesty is culpable."

As a member of a task force or work group each of us individually and all of us collectively have responsibility for the quality of the work product that is developed. That responsibility includes academic integrity. Take that responsibility seriously.

If any group assignment is marred by plagiarism, all members of the group will fail the assignment. Course failure and dismissal from the university are also possible outcomes for plagiarized work. Academic integrity is essential. See the syllabus and course grading policies, and the link to the University Catalog.

MISSION STATEMENT

Through its academic and co-curricular programs, the University provides rich educational opportunities that relate to both the academic and personal development of its students. For its undergraduates the University offers a challenging general education program, as well as a strong knowledge base in a particular discipline. Graduate programs at ULV are offered in selected professional disciplines. These programs are aimed at the practicing professional, and seek to integrate theory and practice.

Philosophically, the University emphasizes four major concerns that affirm a positive and rewarding life for its students.

1. A Values Orientation: The University affirms a philosophy of life that actively supports the health of the planet and its people. The University, therefore, encourages students to become reflective about personal, professional, and societal values in the light of this affirmation.

2. Community and Diversity: The University promotes the goal of community within a context of diversity. The University, therefore, encourages students to understand and appreciate the diversity of cultures which exists locally, nationally, and internationally. It also seeks to promote appreciation of biodiversity by helping students understand the impact/dependence of human beings on their environment.

3. Lifelong Learning: The University commits itself to an approach to education that is lifelong in nature. Therefore, it teaches students how to learn, how to think critically, how to do responsible research, and how to access and integrate information in order to prepare them for career growth and flexibility and continued personal growth.

4. Community Service: The University believes that service is a primary goal of the educated person. The University therefore encourages its students to experience the responsibilities and rewards of serving the human and ecological community.

Grade Rubric

100-95 = A
94-90 = A-

89-87 = B+
86-83 = B
82-80 = B-

79-77 = C+
76-73 = C
72-70 = C-

69-67 = D+
66-61 = D

60 and below = F

PLEASE NOTE: THE INSTRUCTOR RESERVES THE RIGHT TO MODIFY THIS SYLLABUS ANYTIME AT HIS DISCRETION