

**Business Communications – Bus 210/Eng 210
Course Syllabus**

Instructor: Diane G. Wolf
Office Hours: 4:30 – 5:00 pm - Monday, Room 125
Class Hours: 5:00 – 7:30 pm – Monday
Email Address: diane.wolf@uwsp.edu Office: Room 437

COURSE DESCRIPTION:

This course is designed to reinforce the proper methods and techniques used when communicating. Study and practice of the techniques of achieving clarity, brevity, and effectiveness in business communication will be stressed. Course assessment will include the planning, preparing, critiquing of business letters, memos, short and long reports, resumes and oral reports. Business communication in the Digital Age will be stressed.

PREREQUISITE: Successful completion of English 102.

COURSE COMPETENCIES:

Upon successful completion of this course, students should be able to:

- Develop an awareness of the communication process and implement those procedures and methods essential to effective communication.
- Understand the common rhetorical principles that underline the proper design and development of all written communications.
- Acquire a fluent, flexible style of writing and speaking which is concise and clear.
- Master oral presentations incorporating the use of multimedia resources.
- Demonstrate the proper format for resumes, cover letters, follow-up correspondence and techniques for interviewing.
- Complete the formal business report process

REQUIRED TEXT AND MATERIALS:

Essentials of Business Communications, 11th ed., authored by Mary Ellen Guffey.

Jump drive. Three ring binder is strongly suggested. Report jacket

NEED FOR ASSISTANCE: If you know you have a recognized disability, or suspect that you might have one, it is your responsibility to identify yourself as soon as possible to the Disability Services staff in Student Services. Course standards will not be lowered, but various kinds of accommodations are available to you. Adequate and reasonable time will be required to develop and provide appropriate accommodations.

POLICY ON ACADEMIC INTEGRITY: The University of Wisconsin Stevens Point - Marshfield administration, faculty, and staff believe that academic honesty and integrity are fundamental to the

mission of higher education. All students are expected to maintain and promote the highest standards of personal honesty and professional integrity. These standards apply to all examination, assigned work, and projects. Therefore, a student who is found to have been dishonest, fraudulent, or deceptive in the completion of work or is willing to help others to be so, or who plagiarizes; presents the work of others as his or her own, is subject to disciplinary action up to and including suspension.

STUDENT EXPECTATIONS: Non-compliance with student expectations may result in a progressive course of action such as an oral warning, written warning and/or dropping from the class.

- **E-mail:** Students are required to use his/her UWSP – Marshfield e-mail account.
- **Class attendance:** Students are expected to attend all scheduled classes. If you must miss class, please contact the instructor. Students absent for more than one week without contacting the instructor may be dropped. Additionally, see the related grading criteria below.
- **Arrival for and departure from class:** Students are expected to arrive for class on time and to remain in class. Arriving late is a disruption and a distraction to other students and to the instructor. In the same way, early departures are also a disruption to the class. Students habitually arriving late may be subject to a penalty.
- **Cell Phones and other electronic devices:** Students are expected to ensure that **cell phones or other electronic devices are turned off and stored away during class**. Not meeting this expectation may be subject to a penalty.
- **Prepared for class:** Students are expected to come to class prepared and ready to participate in an active manner.
- **Positive participation and respect:** Students are expected to participate in a positive manner. Students will act in a professional and respectful manner at all times. Students not acting in an appropriate manner or not participating in a positive manner may face disciplinary action, including being dropped from the course.
- **Completion of work:** Students are expected to complete all assignments and submit assignments on time. Assignments are due at the *beginning of class*. If a student is absent, it is his/her responsibility to find out what was missed. Assignments will not be accepted after seven days of the due date. Late assignments will be subjected to a 10 percent deduction in grade penalty.
- **Originality of work product:** Students are expected to submit his/her own original work on all assignments. Dishonesty, cheating, work copied or plagiarized (this includes cutting and pasting from web sites) will automatically receive a zero. A second offense will result in the student failing the class.
- **Tests:** Students are expected to be present on the day of exams unless prior arrangements are made due to documented reasons. Once exams have been reviewed in class, make-up exams are not allowed without valid reason.

COURSE PROCEDURES:

- **Lecture** - Important material from the text and outside sources will be discussed in class. Students should plan to take careful notes as not all material can be found in the text or readings. Discussion is encouraged, as is student-procured, outside material relevant to topics being covered in class.
- **Assignments** – Various assignments throughout the semester will include 3rd-of-chapter activities, technical presentation, evaluation assignment, career portfolio, and group project.
- **Mini-quizzes** – Throughout the semester, five mini-quizzes will be given (20 points each)
- **Class discussion** - Contribution to class is extremely important. A total of 30 points will be earned throughout the semester. Credit cannot be earned if a student misses class.

GRADE DETERMINATION:

Course competencies will be assessed on the following criteria:

Evaluation Assignment.....	75 points
Mini-quizzes.....	100 points
Participation/Discussion/Grammar Assignments.....	30 points
Technical Presentation.....	75 points
Career Portfolio.....	100 points
Formal Business Report.....	120 points

Grades will be earned as follows:

475 - 500 points = A
415 - 434 points = B
365 - 384 points = C
315 - 334 points = D

450 - 474 points = A-
400 - 414 points = B-
350 - 364 points = C
300 - 314 points = D-

435 - 449 points = B+
385 - 399 points = C+
335 - 349 points = D+
Below 300 points = F



Tentative Schedule

WEEK	LEARNING ACTIVITIES	ASSESSMENT ACTIVITIES	NOTES
One 1/28	Overview and Course Orientation	Grammar Diagnostic Assessment	
Two 2/4	Chapter 1	Business Communications in the Digital Age	Evaluation Assignment Due
Three 2/11	Chapter 2	Planning Effective Business Messages	
Four 2/18	Chapter 3	Organizing and Drafting Business Messages	Business Report Proposal Due Quiz 1- chaps 1 & 2 Eval Revisions Due
Five 2/25	Chapter 4	Revising Business Messages	
Six 3/4	Chapter 12	Business Presentations	
Seven 3/11	Chapters 9 & 10	Formal/Informal Business Reports	Quiz 2 – chaps 3, 4, & 12
Eight 3/18			Technical Presentations Due
Nine 4/1	Chapter 13	Job Search, Resumes and Cover Messages	Quiz 3 - 9 & 10
Ten 4/8 Eleven 4/15	Chapter 13 cont. and Chapter 14	Interviewing and Follow-up	
Twelve 4/22	Chapter 6	Delivering Positive and Neutral Messages	Career Portfolio Due
Thirteen 4/29	Chapters 7 & 8	Delivering Negative and Persuasive Messages	Quiz 4 - chaps 13 & 14
Fourteen 5/6	Chapter 5	Workplace Messages and Digital Media	
Fifteen 5/11	Chapter 11	Professionalism in Workplace	Post-test Grammar Diagnostic Quiz 5 – Chaps 5 & 11
5/20	Business Report and Presentation		