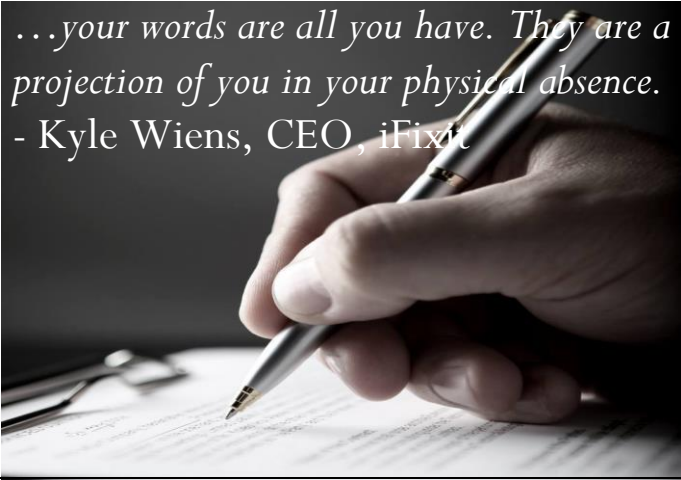


# Business 300: Written Communication for the Business Professional



*...your words are all you have. They are a projection of you in your physical absence.*  
- Kyle Wiens, CEO, iFixit

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## COURSE DESCRIPTION

Gain a comprehensive understanding of the importance of effective writing within the field of business. Focus on developing writing skills as a management and communication tool for business students. An analysis of the psychology, semantics, planning, and principles of effective business writing are covered. Skills will be developed and applied through a variety of projects applicable to business.

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SBE MISSION	COURSE OUTCOMES	REQUIRED COURSE MATERIALS
<p>The School of Business &amp; Economics educates and inspires students and prepares graduates for success in positions of students achieve an understanding of regional opportunities leadership and responsibility. Our students achieve an understanding of regional opportunities that exist within the global economy. Evidence of our graduates' level of preparation is evident in their ability to</p> <ul style="list-style-type: none"> <li>analyze and solve business and economics problems</li> <li>understand the opportunities and consequences associated with globalization</li> <li>appreciate the importance of behaving professionally and ethically</li> </ul>	<p>By the end of this course, you'll be able to</p> <ol style="list-style-type: none"> <li>1) demonstrate empathy with diverse audiences, strategizing to meet their unique needs</li> <li>2) describe ideal results of each message and justify your strategies for achieving them</li> <li>3) demonstrate best practices for in-demand business genres (memos, emails, letters, proposals)</li> <li>4) solve complex problems by leveraging differences in a writing team</li> <li>5) write more efficient sentences</li> </ol>	<p><i>Business Communication Today 14<sup>th</sup> edition</i> Courtland Bovee and John Thill Prentice Hall 2016</p> <p>Canvas course management content</p> <p>UWSP email address</p> <p>Laptop or tablet</p> <div style="background-color: #4a7ebb; color: white; padding: 10px; margin-top: 20px; text-align: center;"> <p><b>Schedule</b></p> <p><b>BUS300.1: MW 8:00-9:15</b></p> <p><b>BUS300.2: MW 9:30-10:45</b></p> <p><b>BUS300.3: MW 2:00-3:15</b></p> </div>

## WHAT TO EXPECT

I care about you; you're why I'm here. My undergraduate professors changed my life and made me an indispensable professional, and I want to do that for you by inspiring you to be curious and passionate about your careers, your work, and business communication. I want you to land your dream careers, be indispensable in that career, enhance the reputation of UWSP and the SBE, and help find purpose (the intersection of your greatest passion and your greatest burden). Bus 300 is an environment to practice, demonstrate, and polish the skills that make you indispensable to the Nikes, the Nintendos, the Polaruses, the Bass Pro Shops, the Northwestern Mutuals, the Apples, the Deloittes, the Sentrysts, the Skywards, and the Googles of the world.

**Soft skills.** Most SBE courses are knowledge-based. They cover what you must know in business, and, in them, you demonstrate knowledge through quizzes, tests, and assignments. They're valuable, and you can't be an industry expert without them. Business communication courses are different. They are behavior-based, so they emphasize what you can do more than what you know. Most competitors for your dream career know what you know. Some know more. Research indicates, though, that few of your competitors offer the traits and behaviors companies need to grow and succeed such as

- Adapting to ambiguity
- Relationship building
- Problem solving
- Analysis
- Strategy
- Storytelling
- Emotional intelligence
- Empathy
- Teachability/humility
- Agility
- Leadership
- Influence
- Openness to diversity
- Inquiry

My focus is on principles, not rules. Sometimes, you may even wonder why this course is relevant, or how you'll use these skills. Believe me and every business leader I've talked to: you need them, and you'll use them almost immediately and constantly. These are skills you can apply on your own to every communication situation you enter. That's why my focus for you is more on analyzing situations on a case-by-case basis and responding to those situations than memorizing a bunch of hard-and-fast rules.

## COURSE POLICIES

**Attendance.** Attendance is taken as each class, but there are two types of absences:

### 1) Excused Absences

Miss class penalty-free for these reasons:

- University-sanctioned athletic event with documentation
- Illness with documentation from Dean of Student's office
- Military or government commitment with documentation
- Religious event with pre-approval of at least 14 days before event

### 2) Free Absences

Along with the above excused absences, you have Four Free Absences. You can miss four meetings without an excuse or pre-approval, and the absence itself won't affect your grade. When you've used all free absences, you'll begin losing Professionalism Points. For each unexcused absence after four, you will lose one Professionalism Point.

### Tardiness

Being on time builds trust. If you are more than 20 minutes late for a meeting, you are absent. If you are late but arrive within 20 minutes of the start you will be marked tardy, which may affect your professionalism grade. If you're ever tardy, tell me after class because I most likely missed your arrival.

**Late Assignments.** Unless we agree on an extension initiated by you at least 24 hours before deadline, late penalties are as follows:

- Submitted up to 24 hours after deadline = assignment grade lowered 5%
- Submitted 24-48 hours after deadline = assignment grade lowered 10%
- Submitted 48-72 hours after deadline = assignment grade lowered 15%
- Submitted 72-96 hours after deadline = assignment grade lowered 20%
- Submitted 96+ (5 days) hours after deadline = F (55%) on assignment

If you miss requesting an extension, submit what you can on time to Canvas.

*Late Assignment Grace Period.* You'll use Canvas in this course, and many of you will be using it for the first time, so I will waive the late policy for the first three weeks of class. In other words, late assignments will be accepted from January 21 to February 10 at 11:59pm. I will start enforcing the policy on February 11 at 12:00am.

**Missing Assignments.** Failing to submit is detrimental to your success in this class and the marketplace. An assignment submitted more than 5 days after deadline, not submitted at all, or not submitted properly is considered missing. If it's never submitted it earns a 0. If it is submitted eventually, it earns a 55%.

**Professionalism.** In the marketplace, colleagues, employees, and employers pay attention to your behavior to predict if you're an asset or a liability. They need to know they can trust you. Indications that they cannot trust you are "Red Flags." If Red Flags accumulate, they can wreck your career by eroding your colleagues' trust.

You begin this course with 20 Professionalism Points. You may lose one Professionalism Point for each Red Flag I notice. In most cases, you'll lose a point even if I perceive a Red Flag because as one of our business contacts said, "Perception is reality."

Here are some examples of red flags that may reduce your Professionalism Points.

- Improperly using technology (texting, Facebook)
- Completing unrelated work in class
- Offensive or ignorant language without purpose
- Expressing hostility (eye rolling, sarcasm, mockery, pandering, condescending)
- Ridiculing classmates or my colleagues (constructive criticism always welcome)
- Responding defensively to constructive criticism
- Lying about/in attendance, assignments, readings, or technology problems

If you're worried about how I might perceive your behavior, just let me know ahead of time. You might prefer taking notes with a tablet, or you might be waiting for a phone call because of an emergency. Just tell me. Be aware of the messages you might be sending with your appearance or behavior.

**Plagiarism.** Passing someone else's work or ideas off as your own is plagiarism. If you are struggling with citation, see me or the campus writing center. We can discuss the problem and help you overcome it. The following scenarios are intentional plagiarism:

- Submitting another student's paper as yours
- Submitting your own paper from a previous course
- Using more than two of someone else's words consecutively without citation
- Summarizing another's words without citation
- Paraphrasing another's words without citation
- Purchasing an essay online, submitting it as your own
- Presenting another's insight as if it were yours
- Pasting web text in your paper and submitting it as your own work without quotation marks, citation, and required line breaks

**Technology Problems.** Sometime this semester you will have computer problems. Most likely, you'll be unable to submit or locate an assignment on Canvas. When (not if) this happens, tell me about it. Then email me the assignment before the deadline. The only two ways you can submit a document (unless I request a hardcopy) is either via Canvas drop box or email. That way I will be able to locate all submissions. If you're worried about using Canvas, please schedule an appointment with CITL in the library or visit me during office hours to discuss.

## REVISION

Revision is crucial in business writing, and it is the only way to make your writing more efficient, so you'll submit two drafts of most assignments. Each assignment description includes a rubric. Due dates of both drafts are listed on the. As I comment on your first

drafts, I will focus on how your intended audience may respond, and I will guide and suggest but not edit. Line-by-line improvement is your responsibility, and practicing it builds your confidence in the marketplace where you're expected to revise without guidance

**GRADES**

GRADING DISTRIBUTION		GRADING KEY	
Reading Credits	10%	100-93% A	72-70% C-
Business Proposal and Justification	15%	92-90% A-	69-68% D+
Writing Assignments and Justifications	15%	89-88% B+	67-63% D
Professionalism	20%	87-83% B	62-60% D-
Collaborative Project	20%	82-80% B-	59-0% F
Employment Packet and Justification	20%	79-78% C+	
		77-73% C	

**PROFESSIONAL POINTER EVENTS**

Several UWSP departments and programs, including the School of Business & Economics, sponsor Professional Pointer Events (or Pro Events).

For this course, you must attend two official Pro Events.

- One event must be before the mid-semester cut-off of Mar. 8
- A second event must be before the end-of-semester cut-off of May 10

If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester. Attendance at each event will count for \_\_\_ points towards your final grade.

Typically, when you attend an event, you will sign in with your Point Card and thereby receive your Events credit. Occasionally, there are events requiring that you take along an Events Attendance form and obtain a signature at the event; events requiring an Events Attendance form will be clearly labeled and the form will be available online. Attendance at Pro Events will be confirmed with automatic emails to you and updated on the Pro Events web site. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. If you have a question about Pro Events attendance, please email [proevents@uwsp.edu](mailto:proevents@uwsp.edu).

If you have multiple courses or affiliations with Pro Events requirements, it is your responsibility to make sure you have attended enough events for each course/affiliation. If you have not attended enough events to cover all of your requirements, your attendance will be allocated to your courses in alpha-numeric order followed by any other affiliations.

After the mid-semester cut-off and the end of this semester's events, I will receive reports confirming your attendance. You do not need to do anything else.