



# COURSE SYLLABUS

Bus. 300.1 and 300.2  
 Written Communication for the Business Professional  
 Fall 2022 Face to Face (F2F)

## 1. COURSE INFORMATION

### 1.1. Instructor Information

<b>Instructor</b>	Dr. Reed Stratton ("Professor Stratton")
<b>Office</b>	<a href="#">Online Via Zoom</a> (Password: Audience)
<b>Office Hours</b>	<del>—Online Via Zoom Only—</del> (Password: Audience) Mon. 10:45-1:45; Tue. 11:00-3:30 Wed. by appointment Thur. 7:00-11:00
<b>Cell Phone</b>	507-304-0223
<b>E-mail</b>	Reed.stratton@uwsp.edu
<b>Expected Instructor Response Time</b>	24 hours if contacted Monday-Friday 72 Hours if contacted Saturday, Sunday

### 1.2. Course Information

<b>Format:</b>	Hybrid <ul style="list-style-type: none"> <li>• 50 min in-class Monday= 1 credit</li> <li>• 50 min in-class Wednesday=1 credit</li> <li>• 50 min online async (OA) Thursday- Sunday= 1 credit</li> </ul>
<b>Location</b>	CPS 107 and Canvas
<b>Time:</b>	300.1 MW 9:00-9:50 & OA 50 Minutes per Week 300.2 MW 10:00-10:50 & OA 50 Minutes per Week
<b>Course Description:</b>	Gain a broad and comprehensive understanding of the importance of effective writing within 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 strategic business writing are covered. Skills will be developed and applied through a variety of contextualized, applicable projects.
<b>Credits:</b>	3
<b>Prerequisites:</b>	Bus. 325

### 1.3. Textbook & Course Materials

<b>Required Text:</b>	<i>Business Communication Today 14th Edition</i> by Courtland Bovee and John Thille, Prentice Hall 2016
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<b>Other readings</b>	Supplemental readings posted on Canvas
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## 2. LEARNING OUTCOMES

### 2.1. *SBE Mission*

The UW-Stevens Point School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SBE achieves its mission by valuing:

- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

### 2.2. *Course Goals for professionalism and effective communication*

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 in your dream job without them, but business communication courses are different. They're behavior-based, so they emphasize what you can *do* more than what you *know*. Most of the college graduates you'll compete with for a meaningful career know what you know. Some know more. However, research indicates that few of your competitors offer the traits and behaviors companies need to grow and succeed. You can add value to a company or industry you love by learning the soft skills that writing cultivates such as

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|--------------------------|-------------------------|
| ● Audience Analysis      | ● Empathy               |
| ● Personal Branding      | ● Teachability/humility |
| ● Problem solving        | ● Agility               |
| ● Analysis               | ● Leadership/influence  |
| ● Strategy               | ● Openness to diversity |
| ● Storytelling           | ● Curiosity             |
| ● Emotional intelligence | ● Self awareness        |

### 2.3. *Course Learning Outcomes*

By the end of this course, I'll know I helped you learn if you can

1. express the specific purpose of each business message you write and break down the strategies you used to achieve that purpose

2. demonstrate empathy with your audience, selecting writing and content strategies that adapt to their priorities, interests, and needs
3. revise business documents for economy of language, credibility, and clarity
4. employ best practices for the routine business messages (requests, good news, bad news, memos, emails, and reports) employers expect you to write
5. apply the four steps of persuasion to convince a decision maker to implement your solution to a workplace problem
6. convince potential employers you're a worthwhile investment through personal branding and describing your potential contributions in employment messages (resume, cover letter, LinkedIn)

### 3. COURSE POLICIES

#### 3.1. *Late Work*

In the marketplace, completing messages on time makes you a valuable contributor, and it convinces your organization you're indispensable. Punctuality helps you land promotions, leadership roles, and slots on the project teams you want. It also builds trust, the root of opportunity. That's why I care about deadlines. I want you to practice punctuality and trustworthiness by submitting work on time. Here's how submitting late work will affect your grade:

- Submitted up to 24 hours after deadline= 5% reduction in grade
- Submitted 24-48 hours after deadline= 10% reduction in grade
- Submitted 48-72 hours after deadline= 15% reduction in grade
- Submitted 72-96 hours after deadline= 20% reduction in grade
- Submitted 96 hours or more after deadline= automatic 55% (F)

I may give extensions but only if you ask **at least 24 hours before** the deadline.

#### 3.2. *Missing Work*

If you master the skills you'll learn here, you'll flourish in your business career, but I need to know you're understanding what we're covering. I do that by reviewing your completed work. That's why missing work is a problem.

An assignment submitted more than 96 hours after the due date or not submitted at all will be considered missing. I will rarely grant extensions, but I do encourage you to discuss the possibilities with me **at least 24 hours before** the deadline.

#### 3.3. *Attendance*

Most of life's opportunities come from showing up and saying yes. The classmates and professors who see you attend or not attend class may one day be your clients, supervisors, colleagues, or business prospects. Show them you're trustworthy and committed now, so they're eager to work with you in the marketplace. Practice showing up in this class!

Attendance is taken at the beginning of most classes. There are two types of absences:

1) *Excused Absences*

- University-sanctioned athletic event with documentation
- Covid 19 diagnoses, quarantine, testing, or awaiting results with email from student
- Military or government commitment with documentation
- Religious event with pre-approval of at least 14 days before event

2) *Free Days*

Along with the above excused absences, you can miss four meetings without an excuse or pre-approval, and the *absence itself* won't affect your grade (you still might lose points for missed in-class exercises). 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. Inform me if you come late to class to ensure you're marked present.

### **3.4. *Technology Problems***

Some time 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. You can submit a document (unless I request a hardcopy) via Canvas drop box or email, so I can easily find your submission and give you credit for it. If you're worried about using Canvas, please schedule an appointment with CITL in the library or visit me during office hours to discuss.

### **3.5. *Pro Events***

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

Pro Events connect you to:

- Campus (e.g., academic coaching, student clubs);
- Community (e.g., Rotary, Business Council): and
- Careers (e.g., internships, networking).

As an SBE student, you will be able to choose from a wide variety of speakers, workshops and special events. With over 300 events per year on the Pro Events calendar, you will have significant flexibility in selecting your events. Whatever you choose, Pro Events will help you to make the most out of your time as a student and to prepare for transitioning into a successful career.

Visit the Pro Events web site ([proevents.uwsp.edu](http://proevents.uwsp.edu)) for announcements of upcoming events. You can also follow us on social media. Facebook: UWSP School of Business & Economics  
Twitter: @UWSPBusiness

For this course, you must attend two official Pro Events. One event must be before the mid-semester cut-off of **Oct. 28**; a second event must be before the end-of-semester cut-off of **Dec. 16**. If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester.

You may earn Pro Events credits in many different ways:

- “Attending” live Zoom events; attendance will be taken at the end of the event.
- Attending in-person events.
- For maximum schedule flexibility, check out the Anderson Center Canvas page for details on Create Your Own events and Lunch with a Leader.

Starting Fall 2022, only students registered for 100% online or branch-campus classes will have access to Pro Events recordings. The number of videos available will be pro-rated based on the number of such courses in which you are enrolled. Video events must be completed one week before the general Pro Events cut-offs. For Fall 2022, the video deadlines are Oct. 21 for the first half-semester and Dec. 9 for the second half-semester.

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.

Hint: if you are having trouble finding events that fit your schedule, check out the “Create Your Own Event” option on the Anderson Center Canvas page. You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. We also highly recommend our “Lunch with a Leader” program which allows you to set up a lunch (virtual or in-person) with a business expert to learn more about their industry, company and profession.

### **3.6. “Trust Busters”**

In the marketplace, your actions convince colleagues, clients, and supervisors to trust you or not trust you. When they trust you, they empower you. When they distrust you, they cancel you. There are student behaviors in my class or their jobs that I call “trust busters.” This is not

an exhaustive list, but some trust busters might include:

- Disruptive or disrespectful use of technology
- Reacting emotionally to constructive criticism (respond, don't react)
- Completing unrelated work in class
- Arbitrary use of offensive language
- Ridiculing other professors, classmates, or SBE community members
- Making hostile/sarcastic comments that drain your classmates and/or me of energy
- Assuming I'm the same as the professors you've had in the past and didn't like and not giving me a chance to show you who I am (I won't assume you're like the students I've had and didn't like).

Trust busting will reduce your professionalism points, which simulates how trust busting hinders opportunity in your workplace and makes influential leaders less likely to work with you.

As one of our business contacts said, "Perception is reality," so if you're concerned I'll misinterpret a behavior in class, tell me before you engage in it.

## 4. ADMINISTRATIVE DETAILS

### 4.1. *Plagiarism and Academic Honesty*

You must use appropriate conventions for referencing words and ideas that are not your own (MLA, APA, Chicago). Representation of the thoughts or words of someone else as your own is *plagiarism*. UWSP takes it seriously. Plagiarism may result in failure, suspension, or even expulsion. As your instructor, I will comply with university policy and report purposeful plagiarism. If you are struggling with citation, see me or the campus writing center. We can discuss the problem and help you overcome it.

### 4.2. *Inclusivity Statement*

It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every student has a perspective, and we learn by hearing many of them, but some of your perspectives aren't represented in our course readings, so learning depends upon you all contributing to the class with your opinions and perspectives as well.

It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at

UWSP, you have the right to report it using this link. You may also contact the Dean of Students office directly at [dos@uwsp.edu](mailto:dos@uwsp.edu)

### **4.3. ADA / Equal Access for Students with Disabilities**

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, see:

<https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx>

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities.

The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability and Assistive Technology Center to complete an Accommodations Request form. The Disability and Assistive Technology Center is located on the 6th Floor of Albertson Hall. For more information, call 715-346-3365 or visit:

<https://www.uwsp.edu/datc/Pages/default.aspx>

### **4.4. Help Resources**

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 018 Albertson Hall. For more information, call 715-346-3568 or visit: <https://www.uwsp.edu/tlc/Pages/default.aspx>

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715-346-4646 or visit: <http://www.uwsp.edu/stuhealth/Pages/default.aspx>

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit:

<http://www.uwsp.edu/counseling/Pages/default.aspx>

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students. For more additional information, please go to

<http://www.uwsp.edu/dos/Pages/default.aspx>

#### **4.5. *University Drop Policy***

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at the end of the semester. A link to the university's drop policy can be found at:

[https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal\\_Procedures](https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures)