Course Syllabus

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Business 300: Writing Communication for the Business Professional

Janice Marshall ([jmarshal@uwsp.edu (mailto:jmarshal@uwsp.edu)](mailto:jmarshal@uwsp.edu)) Please always include *Bus 300* in subject line of emails for faster service and resend if I don't respond in 24 hours to an email.

Textbook (required): *Business Communication Today*, 14th edition, Bovee &Thill

Classroom: CPS 317

Office: CCC 424

Office Phone: 715-346-2403 (Please DO NOT call this number. I never check it. EMAIL is the best way to reach me)

Office hours: Office hours are 11:00-12:45 MWF, but if you plan to drop by please have an appointment to make sure I don't miss you. I will do FaceTime meetings that can be arranged as needed. But a quick and simple way to get help is by email. I can be reached by email at jmarshal@uwsp.edu. I check email at least twice daily. Many students like email and can ask quick questions and get quick responses. Just remember to put *Bus 300* in the subject line.

Course description: (3 credits, no prereqs, not GEP) Gain a broad and 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, including global situations.

****SEE EMAIL FROM DR. MARTIN ABOUT PRO EVENTS****

Course summary is listed below with links

Course Outcomes:

*Follow instructions accurately, promptly, and completely

*Establish document purpose

*Critically analyze target audience

*Research, synthesize, and document information from outside sources in APA documentation styles

*Select, prioritize, organize, and format information strategically, based on logic, evidence strength, and audience needs

 *Use ethical, logical and well-supported persuasive techniques

 *Write naturally, using vocabulary appropriate for the audience

 *Write clearly, precisely, and correctly (spelling, grammar, punctuation, sentence structure)

 *Write, revise, and edit documents through multiple drafts

 *Process/provide feedback ethically and accurately

Student Expectations:

 *Check Canvas at least 3 times a week for updates, assignments, schedule

 *Be responsible for due dates/times. LATE WORK NOT ACCEPTED WITHOUT PERMISSION REQUESTED AT LEAST 24 HOURS IN ADVANCE.   Your failure to submit work with plenty of time (maybe at least several hours before 11:59 pm) does not justify an extension request AFTER the due date/time.

 *Submit all assignments/quizzes/exam to Canvas drop box for THAT ASSIGNMENT. Submitting in the wrong place does not fulfill this requirement.

 *Be responsible for reading and rereading the textbook and Canvas documents and watching and rewatching the accompanying videos. VIDEOS ALONE ARE NO SUBSTITUTE FOR READING. THEY ARE A COMPLEMENTARY RESOURCE.

 *Be responsible for emailing questions you may have about the textbook, the documents, the videos, assignments, and feedback on assignments. If you do not ASK, I must assume you understand or that you do not care to understand. I am very available by email, so please, please utilize that resource.

Grade distribution:

     A   93%

     A- 90%

     B+ 87%

     B   83%

     B- 80%

     C+ 77%

     C   73%

C- 70%

D+ 66%

D 59%

Grade Components:

*Writing Sample:	10 points
*Active Reading notes and summary (8@10 each)	80 points
*Rough draft of 3 emails (10 each)	30 points
*Final draft 3 emails (email packet)	90 points
*Rough draft 3 letters (10 each)	30 points
*Final draft 3 letters (letter packet)	150 points
*2 Grammar quizzes (20 each) (in quiz tab)	40 points
*Cover letter/resume	100 points
*5 Interview questions and answers	50 pointS
*2 PRO events (10 points each)	20 points
*Self-evaluation	50 points

Policies/Philosophies:

Please make sure to review the email I forwarded the class from Dr. Elizabeth Martin regarding the required PRO events. Each one is worth 10 points. Most can be accessed virtually. Instructions for PRO Events attendance and schedule are available in that email.

1. If you wish to or need to record class sessions, please ask. University classes cannot be recorded without permission.

2. You have already been schooled in effective techniques for academic writing in English 101 and 202. You have learned about topic sentences, thesis statements, explication, support, and persuasion. These skills are key to academic success, and now you are going to use those skills and adapt them for success in the workplace. You will not discard what you have already learned, but much as we must learn how to dress appropriately for the workplace (and it may be very different from how we dress in other circumstances), we must learn to refine our writing style so that it is appropriate and effective at work. Your background in academic writing will provide you with the groundwork for this new style of writing.

3. Part of dressing your writing for success is appropriate formatting for various types of business writing, and we will explore and practice these techniques. Part of the grade for each different writing tasks will come from correct format. Correct grammar is another element to improve the power and first impressions that your writing conveys. We will spend some time reviewing and reinforcing your grasp of correct grammar, and a grammar exam will assess your skills in this area as well as being graded in the writing that you produce.

4. Your regular, prompt, attentive attendance is ideal for success in this class. In addition, all the course material is available in Canvas via documents and videos to both help you if you must miss class and to reinforce your study. You can watch the videos and read the documents as many times as you need to help you understand and master the information. You are also welcome to ask questions as often as you need to by email or in FaceTime.

5. Your work will be independent. Therefore, remember the importance of doing your own work. Plagiarism, whether in the form of using the words OR ideas of others without using APA documentation, will result in a *minimum* of a zero for the plagiarized work. I want you to learn to avoid unintentional plagiarism. Most students plagiarize without realizing that they are doing it in many cases, and we will strive to figure out how to be original and effective in your business writing and how to document your work correctly. If you have questions on what constitutes plagiarism, check out "Student Academic Standards and Disciplinary Procedures" in Chapter 14 of the UWSP Rights and Responsibilities document. By now in your education, you are responsible for the integrity of your work.

6. Another key component of integrity is a respect for deadlines. The expectation is that you will have worked through multiple drafts PRIOR to the due date and will be able to turn in superior work BY the due date. Due dates are not negotiable, unless prior permission is requested and granted in writing, a minimum of 24 hours before the due date. That means you must ask AND receive permission at least 24 hours prior to the due date. Extensions will be at my discretion to grant or deny and will provide you with only an additional 48 hours (2 days) to submit the work without penalty. Without such an extension, late work is worth zero points. In order to avoid unexpected roadblocks, never print work the same day it is due or submit via D2L at the last hour. Technical problems and unexpected delays can happen to anyone at any time, and you need time to resolve them. There are usually not "do overs" on the job, and meeting due dates in a timely way will create positive impressions on others and give you a sense of confidence and competence (both very valuable on the job and in life). Also note the major projects (not including the homework/daily work category) must all be submitted in order to earn a passing grade in the course. Failure to complete major projects at work often lead to dismissal. Consider your coursework to be practice for the job.

7. Equally important as meeting deadlines is the understanding that the work you present at the due date is the FINAL work. You will not be allowed to revise for a better grade. Revision and feedback from me and/or tutors in the tutoring center happen BEFORE the due date to allow for your best work to be produced BY the due date. I enjoy working with students one on one, so please take advantage of the opportunity to consult with the "boss" before points are at stake.

8. Canvas and/or university email will be utilized for a number of purposes in the course. Please make sure to check at least 3 times a week for updates. Aside from the rental textbook which is required for this course ALL assignments, documents and videos you need for this class are available here on Canvas. Grades will be available to you on Canvas.

9. Taking a class is the equivalent of "on the job training." You are not expected to come into this course with world class skills in all the areas we will be covering. If you do have those skills, this is a lucky opportunity for you! You will have the chance to earn a high score without intense effort. And you will be a valuable asset to the groups you are a part of. However, for most people, it is normal and expected that your scores will start out lower than they will end up. You will learn, practice and hopefully perfect the skills that will enrich your business communications throughout your working life. Your success will hinge on your willingness to invest adequate time, try new things, process and follow instructions correctly, revise, and consult me or tutors. It may sound hokey, but my purpose in life (and one of the greatest joys in my life) involves helping people improve their communication skills and learn to have faith in themselves and their organizations. We can achieve these goals together. Let's get started!

1.
   - Self-train on Canvas through the **Self-enrolling/paced Canvas training course (https://uwstp.instructure.com/courses/45767)**

Course Structure

This course will be available online as a hybrid course through the course management system Canvas. You will use your UWSP account to login to the course from the **Canvas Login Page ⤷ (https://www.uwsp.edu/canvas/Pages/default.aspx)** . If you have not activated your UWSP account, please visit the **Manage Your Account ⤷ (https://www.uwsp.edu /infotech/Pages/Account/Manage-Your-Account.aspx)** page to do so.

Technology

Protecting your Data and Privacy

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, visit this website. **https://www.wisconsin.edu/dle/external-application-integration-requests/ ⤷ (https://www.wisconsin.edu/dle/external-application-integration-requests/)**

Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357.

Here are steps you can take to protect your data and privacy.

- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

This course requires posting of work on line that is viewable only by your classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for on line programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. If you elect to not participate in these online assignments due to confidentiality concerns, then an alternate assignment will be offered to you. [**UWSP Handbook Chapter 9 Section 5**]

Course Technology Requirements

- View this website to see **minimum recommended computer and internet configurations for Canvas** ⤴ **(https://community.canvaslms.com/docs/DOC-10721)** .
- You will also need access to the following tools to participate in this course.
  - webcam
  - microphone
  - printer
  - a stable internet connection (don't rely on cellular)

UWSP Technology Support

- Visit with a **Student Technology Tutor** ▤ **(https://www.uwsp.edu/tlc/Pages /techTutoring.aspx%22http:/www.uwsp.edu/tlc/Pages/ComputerGuides.asp%22http: /www.uwsp.edu/tlc/Pages/ComputerGuides.asp)**
- Seek assistance from the **IT Service Desk** ▤ **(https://www.uwsp.edu/infotech/Pages /ServiceDesk/default.aspx)** (Formerly HELP Desk)
  - IT Service Desk Phone: 715-346-4357 (HELP)
  - IT Service Desk Email: techhelp@uwsp.edu

Canvas Support

Click on the   button in the global (left) navigation menu and note the

options that appear:

Support Options	Explanations
	Use **Ask Your Instructor a Question** sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
	Chatting **with Canvas Support (Student)** will initiate a *text chat* with Canvas support. Response can be qualified with severity level.
	Contacting **Canvas Support via email** will allow you to explain in detail or even upload a screenshot to show your particular difficulty.
	Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.

Searching **the Canvas guides** ↪ **(https://community.canvaslms.com/docs/DOC-10701)** connects you to documents that are searchable by issue. You may also opt for **Canvas video guides** ↪ **(https://community.canvaslms.com /docs/DOC-3891)** .

If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this **Submit a Feature Idea** avenue.

All options are available 24/7; however, if you opt to email your instructor, s/he may not be available immediately

Course Summary:

Date	Details	Due
Tue Sep 5, 2023	📝 **Syllabus (https://uwstp.instructure.com /courses/612305/assignments /6425582)**	due by 11:59pm
Thu Sep 7, 2023	📝 **Bus 201 Writing Sample —virtual day (https://uwstp.instructure.com /courses/612305/assignments /6425570)**	due by 11:59pm
Tue Sep 12, 2023	📝 **Bus 201 Active Reading Handout (https://uwstp.instructure.com /courses/612305/assignments /6425549)**	due by 11:59pm
Thu Sep 14, 2023	📝 **Bus 201 Business Writing Basics—Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425551)**	due by 11:59pm

Date	Details	Due
Tue Sep 19, 2023	📝 **[Oral Com Basics (https://uwstp.instructure.com/courses/612305/assignments/6425574)](https://uwstp.instructure.com/courses/612305/assignments/6425574)**	due by 11:59pm
Thu Sep 21, 2023	📝 **[Bus 201 Email How To—Virtual Day (https://uwstp.instructure.com/courses/612305/assignments/6425555)](https://uwstp.instructure.com/courses/612305/assignments/6425555)**	due by 11:59pm
Tue Sep 26, 2023	📝 **[Bus 201 Active Reading Chapter 4 (https://uwstp.instructure.com/courses/612305/assignments/6425546)](https://uwstp.instructure.com/courses/612305/assignments/6425546)**	due by 11:59pm
Thu Sep 28, 2023	📝 **[Bus 201 Grammar 1 Handouts Virtual Day (https://uwstp.instructure.com/courses/612305/assignments/6425557)](https://uwstp.instructure.com/courses/612305/assignments/6425557)**	due by 11:59pm
Tue Oct 3, 2023	📝 **[Bus 201 Active Reading Chapter 5 (https://uwstp.instructure.com/courses/612305/assignments/6425547)](https://uwstp.instructure.com/courses/612305/assignments/6425547)**	due by 11:59pm
Thu Oct 5, 2023	📝 **[Bus 201 Email #1, Page 124, letter A number 4-25 Virtual Day (https://uwstp.instructure.com/courses/612305/assignments/6425552)](https://uwstp.instructure.com/courses/612305/assignments/6425552)**	due by 11:59pm
Tue Oct 10, 2023	📝 **[Grammar review—virtual day (https://uwstp.instructure.com/courses/612305/assignments/6425919)](https://uwstp.instructure.com/courses/612305/assignments/6425919)**	due by 11:59pm

Date	Details	Due
Thu Oct 12, 2023	📝 **Bus 201 Email #2, Page 124, number 4-25, letter D. Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425553)**	due by 11:59pm
Tue Oct 17, 2023	📝 **Bus 201 Active Reading Chapter 10 (https://uwstp.instructure.com /courses/612305/assignments /6425541)**	due by 11:59pm
Thu Oct 19, 2023	📝 **Bus 201 Email #3, Page 288, #10-41 Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425554)**	due by 11:59pm
Tue Oct 24, 2023	📝 **Bus 201 Active Reading, Chapter 6 (https://uwstp.instructure.com /courses/612305/assignments /6425548)**	due by 11:59pm
Wed Oct 25, 2023	🚀 **Grammar Quiz 1 (https://uwstp.instructure.com /courses/612305/assignments /6425538)**	due by 11:59pm
Thu Oct 26, 2023	📝 **Bus 201 Grammar Quiz 1 VIRTUAL DAY (https://uwstp.instructure.com /courses/612305/assignments /6425560)**	due by 11:59pm
Tue Oct 31, 2023	📝 **Bus 201 Grammar 2 Handouts (https://uwstp.instructure.com /courses/612305/assignments /6425558)**	due by 11:59pm

Date	Details	Due
Thu Nov 2, 2023	📝 **[Bus 201 Email Packet, Revisions of 3 emails Virtual Day](https://uwstp.instructure.com/courses/612305/assignments/6425556)**	due by 11:59pm
	📝 **[Video Assignment #1–Virtual Day](https://uwstp.instructure.com/courses/612305/assignments/6425576)**	due by 11:59pm
Tue Nov 7, 2023	📝 **[Bus 201 Business Letter How-to](https://uwstp.instructure.com/courses/612305/assignments/6425550)**	due by 11:59pm
Thu Nov 9, 2023	📝 **[Bus 201 Letter #1, p 327, #11-57 Virtual Day](https://uwstp.instructure.com/courses/612305/assignments/6425562)**	due by 11:59pm
Tue Nov 14, 2023	📝 **[Bus 201 Active Reading, Chapter 11](https://uwstp.instructure.com/courses/612305/assignments/6425542)**	due by 11:59pm
Thu Nov 16, 2023	📝 **[Bus 201 Letter #2, p 324, #11-46 Virtual day](https://uwstp.instructure.com/courses/612305/assignments/6425563)**	due by 11:59pm
Tue Nov 21, 2023	📝 **[Bus 201 Active Reading, Chapter 12](https://uwstp.instructure.com/courses/612305/assignments/6425543)**	due by 11:59pm
Wed Nov 22, 2023	📝 **[Bus 201 Letter #3, p 351, #12-19. Virtual Day](https://uwstp.instructure.com/courses/612305/assignments**	due by 11:59pm

Date	Details	Due
	/6425564)	
Mon Nov 27, 2023	🚀 **Grammar Quiz 2 (https://uwstp.instructure.com /courses/612305/assignments /6425539)**	due by 11:59pm
	📝 **Bus 201 Grammar 3 (https://uwstp.instructure.com /courses/612305/assignments /6425559)**	due by 11:59pm
Wed Nov 29, 2023	📝 **Bus 201 Letter packet, revision of 3 letters Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425565)**	due by 11:59pm
	📝 **Video Assignment 2–Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425577)**	due by 11:59pm
Thu Nov 30, 2023	📝 **Bus 201 Grammar Quiz 2 Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425561)**	due by 11:59pm
Tue Dec 5, 2023	📝 **Bus 201 Active Reading Chapter 18 (https://uwstp.instructure.com /courses/612305/assignments /6425544)**	due by 11:59pm
	📝 **Bus 201 Resume/Cover letter assignment how to (https://uwstp.instructure.com /courses/612305/assignments /6425567)**	due by 11:59pm
Thu Dec 7, 2023	📝 **Bus 201 Active Reading Chapter 19–virtual day (https://uwstp.instructure.com /courses/612305/assignments**	due by 11:59pm

Date	Details	Due
	/6425545)	
	📝 **Resume/Cover Letter rough draft Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425575)**	due by 11:59pm
Tue Dec 12, 2023	📝 **Bus 201 Resume/Cover Letter Due—Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425568)**	due by 11:59pm
	📝 **Bus 201 Self-Evaluation Submission --Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425569)**	due by 11:59pm
Thu Dec 14, 2023	📝 **Bus 201 Pro Events (https://uwstp.instructure.com /courses/612305/assignments /6425566)**	due by 11:59pm
Fri Dec 15, 2023	📝 **Bus 201 5 Interview Questions and 5 Step Answers Rough Draft—Virtual Day (https://uwstp.instructure.com /courses/612305/assignments /6425540)**	due by 11:59pm
Wed Dec 20, 2023	📝 **Final Draft Interview Questions and Answers FINAL PROJECT (https://uwstp.instructure.com /courses/612305/assignments /6425573)**	due by 11:59pm
	📝 **Video Assignment #3 (https://uwstp.instructure.com /courses/612305/assignments /6425578)**	due by 11:59pm

Date	Details	Due
	📝 **[Bus 300 Phone interview](https://uwstp.instructure.com/courses/612305/assignments/6425571)**	
	📝 **[Bus 300 Review Chapter 19](https://uwstp.instructure.com/courses/612305/assignments/6425572)**	