

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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Fall 2018

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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<p>SBE MISSION The School of Business & 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"> • analyze and solve business and economics problems • understand the opportunities and consequences associated with globalization • appreciate the importance of behaving professionally and ethically 	<p>COURSE OUTCOMES By the end of this course, students will be able to</p> <ol style="list-style-type: none"> 1) describe differences between academic and business writing strategies 2) choose and justify business writing strategies by analyzing the writing situation 3) craft in-demand business documents (memos, emails, and proposals) 4) apply analysis to writing employment messages and conveying your personal brand 5) employ collaborative business communication strategies in cross-cultural teams 	<p>COURSE MATERIALS</p> <p>Required <i>Business Communication Today 14th edition</i> Courtland Bovee and John Thill Prentice Hall 2016</p> <p>D2I Course management content</p> <p>UWSP email address</p> <p>Recommended Laptop or tablet</p> <div style="background-color: #2196f3; color: white; padding: 5px; text-align: center;"> <p>Schedule BUS300.2: MW 9:30-10:45 CCC 307 BUS300.3: MW 2:00-3:15 CCC 307</p> </div>
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WHAT TO EXPECT IN THIS COURSE

What I want for you. I care about you; you're why I'm here. My undergraduate professors enhanced my life, and my purpose is to do that for you by helping you be curious and passionate about business communication. I want you to land your dream careers, be indispensable in that career, enhance the reputation of UWSP and the SBE, and pursue your 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 Deloitte's, the Sentries, the Skywards, and the Googles of the world.

Soft skills. Many 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 traits and 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.

COURSE POLICIES

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

1) Excused Absences

Miss 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 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 points in your professionalism grade ("Pro Points"). For each unexcused absence after three, you will lose one Pro Point.

Tardiness

Punctuality expresses respect. 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 the D2L dropbox

Computer Classroom Behavior. Each meeting is in a computer classroom. You'll be doing multiple individual and group activities with your computer, but monitors must be turned off during reading quizzes, lectures, discussions, and student presentations. Students with monitors on may lose one Pro Point for each occurrence. If you plan to use a computer to take notes, request permission from me individually.

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.

Professionalism. In the marketplace, colleagues, employees, and employers constantly watch your behavior to determine whether you're an asset or a liability. Indications that you're a liability are "Red Flags," and they hinder your career. You begin this course with 20 Pro Points. You will lose one Pro Point for **each occurrence** of these Red Flags (not an exhaustive list):

- Improperly using technology (texting, Facebook)
- Completing unrelated work in class
- Using offensive and/or ignorant language gratuitously
- Expressing hostility (eye rolling, sarcasm, mockery, pandering, condescending)
- Ridiculing classmates or my colleagues
- Responding defensively to constructive criticism

Technology Problems. Sometime this semester you will have computer problems. Most likely, you'll be unable to submit an assignment to D2L or you'll be unable to locate an assignment on D2L. 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 D2L drop box or email. That way I will be able to locate all submissions. If you're worried about using our course technology, please schedule an appointment with the tutoring center or visit me during office hours to discuss.

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

GRADING DISTRIBUTION		GRADING KEY	
In-Class Exercises	5%	100-93% A	72-70% C-
Reading quizzes	10%	92-90% A-	69-68% D+
Business Proposal and Justification	10%	89-88% B+	67-63% D
Writing Assignments and Justifications	15%	87-83% B	62-60% D-
Professionalism	20%	82-80% B-	59-0% F
Collaborative Project	20%	79-78% C+	
Employment Packet and Justification	20%	77-73% C	

REVISION

Revision is crucial in business writing, so you'll submit two drafts of most assignments. Each assignment description includes a rubric. Due dates of both drafts are listed on the [Fall 2018 Calendar](#). As I comment on your first drafts, I will focus on how your

Professional Pointer (Pro Events) Event attendance

The school of Business and Economics has an exciting series of speakers, discussions, workshops and field trips called **Professional Pointer Events**. It is important to take advantage of these opportunities outside of the classroom. The events are designed for experiential learning that will help you connect and network with local business professionals.

As part of your professionalism grade for this course, you must attend at least **two** official Professional Pointer Events based on this timeline.

- First event by October 19, 2018
- Second event by December 14, 2018

Watch your e-mail for the weekly Pro Events Update newsletter that contains announcements about specific dates for upcoming events. You can also visit the Pro Events web site at for announcements at proevents.uwsp.edu of upcoming SBE Events and follow them on Facebook ([UWSP School of Business & Economics](#)) or Twitter ([@UWSPBusiness](#)).

When you attend an event, sign in with your Point Card. An automatic email will confirm your attendance. Your attendance will also be updated on the SBE Events website, so you can track your attendance. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. After the midterm and at the end of this semester's events, I will receive reports confirming your attendance. You do not need to do anything else

NOTE: If you have multiple courses with Pro Events requirements, assure you attend enough events for each course. If you have not attended enough events to cover all your courses, your attendance will be allocated to your courses in alpha-numeric order. Many other events offered by departments like Career Services can supplement for an SBE event. Just contact me within at least 24 hours of the event start for approval to attend an alternative event.

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

AT-A-GLANCE CALENDAR

I stick to my calendar when I can, but sometimes I need to make real-time changes, so please check [Fall 2018 Bus 300 Calendar](#) often.