



# COURSE SYLLABUS

Bus. 300

Written Communication for the Business Professional  
 Fall 2020 Online Synchronous (OS)

## 1. COURSE INFORMATION

### 1.1 Instructor

<b>Instructor</b>	Dr. Reed Stratton (you can call me “Reed”)
<b>Online Office</b>	<a href="https://uwsp.zoom.us/my/cps409?pwd=ejRzblphMjBjaJQSGRPR1RFbFFudz09">https://uwsp.zoom.us/my/cps409?pwd=ejRzblphMjBjaJQSGRPR1RFbFFudz09</a>  Password: Audience
<b>Office Hours (online)</b>	Mon. 11:00-1:45; Tue. 10:00-3:00; Wed. 11:00-1:45 Thur. & Fri. by appointment
<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

<b>Format</b>	This course will be delivered fully online and synchronously via Zoom. However, Zoom sessions and activities will be recorded and available asynchronously on our Canvas homepage. Complete activities, discussions, and lecture videos by 11:59pm the day in which they were completed in the synchronous Zoom session.
<b>Zoom Link</b>	<a href="https://uwsp.zoom.us/my/cps409?pwd=ejRzblphMjBjaJQSGRPR1RFbFFudz09">https://uwsp.zoom.us/my/cps409?pwd=ejRzblphMjBjaJQSGRPR1RFbFFudz09</a>  Password: Audience
<b>Synchronous Schedule</b>	Bus 300.2 9:30am-10:45am
<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
<b>Other Readings:</b>	Supplemental readings posted on Canvas
<b>Required Hardware and Software</b>	Canvas Zoom (downloaded to desktop or browser) Computer Microphone (one internal to your computer will be fine) Reliable Wi-Fi Connection Web cam (optional)

## 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 greater Central Wisconsin. 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

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 your dream career know what you know. Some know more. However, research indicates that few of your competitors offer the **soft skills** companies need such as

- Adapting to ambiguity
- Relationship building
- Problem solving/Creativity
- Analysis
- Strategy
- Storytelling
- Emotional intelligence
- Empathy
- Teachability/humility
- Agility
  - Leadership/influence
- Openness to diversity
- Curiosity
- Self awareness

### 2.3 Course Learning Outcomes

By the end of this course, you'll be able to

1. demonstrate empathy with diverse audiences, strategizing to meet their needs in communication
2. describe the ideal results of each message, justifying the strategies you employed to achieve the results
3. employ best practices for in-demand business genres (memos, emails, proposals)
4. leverage diversity in a writing team to innovate and persuade
5. demonstrate economy of language in business messages
6. select, prioritize, organize, and format information strategically based on audience needs.

## 3. GRADING

### 3.1 Grading Structure

Activities/Exercises:	10%	93-100% A	78-79% C+	62-60% D-
Discussions/Participation:	10%	90-92% A-	73-77% C	↓ 59% F
Business Correspondences:	10%	88-89% B+	70-72% C-	
Reading Quizzes:	10%	83-87% B	68-69% D+	
Business Proposal:	20%	80-82% B-	63-67% D	
Job Application Packet:	20%			
Collaborative Project:	20%			

## 4. COURSE POLICIES

### 4.1 Late Work

In the marketplace, completing messages on time makes you a valuable contributor and convinces your organization you're indispensable. On-time submission can get you promoted and land you leadership roles because it meets a crucial human communication need: Trust.

I'm strict about deadlines because I want the people making decisions about your career such as supervisors to trust you. Therefore, practice meeting deadlines by submitting your assignments on time. Assignments must be submitted to the Canvas drop box by the dates and times listed on Canvas. Canvas will track late submissions, and they will be reduced in this way:

- 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 grant extensions but only if asked **at least 24 hours before** the deadline.

#### ***4.2 Missing Work***

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

#### ***4.3 Attendance***

Because you can take this class either synchronously or asynchronously (or a combination you choose), there is no attendance policy.

#### ***4.4 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.

#### ***4.5 Discriminatory Conduct***

Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.

#### ***4.6 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. 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.

#### **4.7 Smiley Pro Events**

Several UWSP departments and programs, including the SBE, sponsor Smiley Professional Events (Pro Events). Pro events connect you to

- Campus (academic coaching, student clubs)
- Community (Rotary, Business Council, young adults groups)
- Careers (internships, networking, interview prep)

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 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

- Attend first event by Oct. 23
- Attend second event by Dec. 11

As we continue Pro Events during COVID, there will be a variety of ways to earn your credits:

- Attend virtual (Zoom) events in real time; receive attendance credit directly by signing in with your Point card.
- Watch recordings of past events; receive attendance credit after you submit report via Anderson Center Canvas page.
- Attend occasional live events on campus; receive attendance credit directly.
- Attend off-campus live events; take Events Attendance form and obtain signature.

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 (<https://www.uwsp.edu/busecon/Pages/Events/create.aspx>). You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. During "Kickstart Your Career," there's the special "Lunch with a Leader" program that allows you to setup a lunch with a local business expert to learn more about their industry, company and profession. Normally, the Anderson Center pays the cost of lunch for SBE students and their guests; during this COVID era lunches will be "virtual" (Zoom).

## 5. OTHER ADMINISTRATIVE DETAILS

### 5.1 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>

### 5.2 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>

### **5.3 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)