



COURSE SYLLABUS

Bus. 300 F2F
Written Communication for the Business Professional
Fall 2021 Face to Face (F2F)

1. COURSE INFORMATION

1.1. Instructor Information

Instructor	Dr. Reed Stratton (you can call me "Reed")
Office	CPS 416
Office Hours	Mon. 10:50-1:50; Tue. 9:30-12:00, Wed. 10:50-11:50 By appointment: Wed. afternoon, Thur. & Fri.
Cell Phone	507-304-0223
E-mail	Reed.stratton@uwsp.edu
Expected Instructor Response Time	24 hours if contacted Monday-Friday 72 Hours if contacted Saturday, Sunday

1.2. Course Information

Format:	Face to face (F2F)
Location	SCI B228 (Science building east of CPS)
Time:	300.1 MW 8:00-9:15am; 300.2 MW 9:30-10:45am
Course Description:	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.
Credits:	3
Prerequisites:	Bus. 325

1.3. Textbook & Course Materials

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

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 your dream 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, the soft skills that writing cultivates such as:

- | | |
|--------------------------|-------------------------|
| ● 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, you'll be able to

1. demonstrate empathy with diverse audiences, strategizing to serve their needs
2. describe the ideal results of each message and justify strategies for achieving them
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

3. COURSE POLICIES

3.1. *Late Work*

In the marketplace, completing messages on time makes you a valuable contributor, and it helps convince your organization you're indispensable. On-time submission can increase your odds for promotions and leadership roles because it builds trust, a crucial human need.

I'm strict about deadlines because I want the people who'll make decisions about your livelihood to trust that you're reliable. Therefore, I want you to practice by submitting your assignment for me 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 automatically reduce late submissions 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.

3.2. *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.

3.3. *Attendance*

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 with documentation from Dean of Students' Office
- Covid 19 quarantine with documentation
- Covid 19 testing and isolation while 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. 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. Covid-19-Absence Accommodations

Per university policy, if you miss class because of a Covid 19 diagnosis or quarantine, you'll be able to complete alternative coursework for up to two weeks. If you're diagnosed or asked to quarantine, Reed will receive documentation from the university.

3.5. Covid 19 Health & Safety

For your health and safety, UW-Stevens Point:

- Requires all students, employees and visitors to any UW-Stevens Point campus or facility to wear face coverings when inside campus buildings. The mask is policy is in effect until Sept. 30. See the [chancellor's updated mask mandate](#).
- Requires unvaccinated residence hall students to be [tested](#) twice during the first 10 days of arrival on campus, then every other week until at least Sept. 30.
- Strongly encourages unvaccinated students residing off campus to be tested regularly and complete the daily symptom screening.
- Requires unvaccinated employees to have testing every other week and complete the daily symptom screening.
- Strongly encourages all students, faculty and staff to get vaccinated as soon as possible. While not required, vaccination is the surest way to protect yourself from serious illness.

Vaccines are available:

For students at Student Health Services in Delzell Hall:

- Walk-in Mondays and Thursdays, 1-3 p.m., Wednesdays, 9-11 a.m.
- By appointment at 715-346-4646

For students, UWSP employees and community members at DeBot Dining Center, Lower DeBot Conference Room:

- Monday, Aug. 30, 10:30 a.m.-2 p.m.
- Tuesday, Aug. 31, 11:30 am.-1 p.m.
- Thursday, Sept. 2, 10:30 a.m.-2 p.m.

The first dose of the Pfizer vaccine, fully approved by the FDA, as well as a limited number of the one-dose Johnson and Johnson vaccine will be available. Instructions will be given on how to contact vaccine providers for a second dose of the Pfizer vaccine.

Fully vaccinated students who upload their vaccination record to our [secure online portal](#) are eligible for [prizes from UWSP](#) and \$100 incentive from the [Wisconsin Department of Health Services](#) and also may be eligible for the UW System ["Vax Up! 70 for 70"](#) scholarship incentive.

If you have questions or concerns, see our [COVID-19 site](#) or contact UWSP Student Health

Service at health.services.office@uwsp.edu.

UW-Stevens Point continues to monitor COVID-19 transmission rates, which remain high in the five counties where we have facilities and will revisit our face covering policy as public health warrants. We continue to follow the guidance of local, state and federal health experts and UW System leaders.

Thank you for your taking responsibility for your own health and keeping our campus communities safe so we may continue to have in-person classes, events and activities this fall.

3.6. 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.

3.7. 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)
- 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) 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. 22**; a second event must be before the end-of-semester cut-off of **Dec. 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 15 points towards your professionalism/participation grade.

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 ID number.
- Watch recordings of past events via Anderson Center Canvas page; receive attendance credit after completing quiz and survey.
- Attend events in-person on campus; receive attendance credit directly.
- Attend events in-person off campus; take Events Attendance form (available on Anderson Canvas page) 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 .

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.

3.8. "Trust Busters"

In the marketplace, you use actions to persuade colleagues, clients, and supervisors to trust you. There are certain behaviors students engage in either in my class or their jobs that I call "trust busters." This is not an exhaustive list, but some trust busters might include:

- Improper 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
- Ignoring University Covid 19 protocol

Trust busting behavior will affect your professionalism points. 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

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