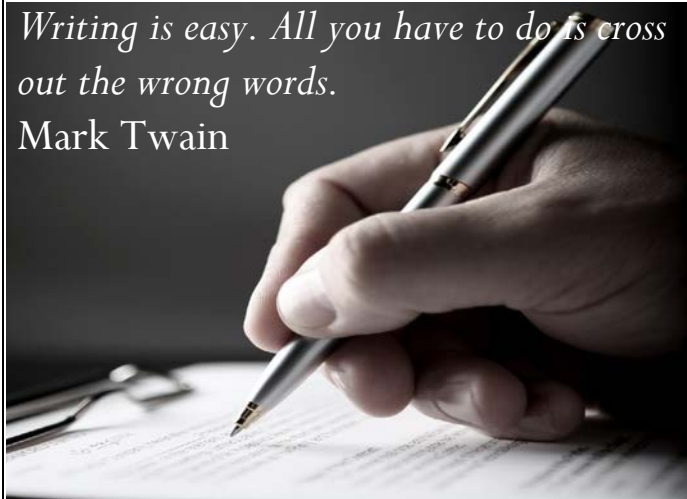


Business 300: Written Communication for the Business Professional

Writing is easy. All you have to do is cross out the wrong words.

Mark Twain



Professor:

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M, W 9:30am-11:00am

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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, including global situations.

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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

- analyze and solve business and economics problems
- understand the opportunities and consequences associated with globalization
- appreciate the importance of behaving professionally and ethically

COURSE OUTCOMES

By the end of this course, students will be able to

- 1) apply the business writing **process** of planning, writing, and revising
- 2) justify business writing **strategies** and when and how to employ them based on the communication situation
- 3) develop strategies for **collaborating** with diverse colleagues and successfully employ those strategies in a collaborative project
- 4) identify communication challenges in a **diverse marketplace**, developing sensitive yet effective strategies for overcoming barriers
- 5) analyze **trends** such as digital and social media and anticipate implications to business writing

COURSE MATERIALS

Required

Business Communication Today 14th edition
Courtland Bovee and John Thill
Prentice Hall 2016

D2I Course management content

UWSP email address

Recommended

The Dictionary of Concise Writing
Robert Hartwell Fiske
Marison Street Press 2002

Laptop or tablet

Schedule

BUS300.1: MW 8:00-9:15 CPS 322
BUS300.4: MW 3:30-4:45 CCC 324

COURSE POLICIES

Attendance. Just like in most workplaces, there are no excused absences in this course. This includes illness, accidents, religious observations, courtroom appearances, childcare emergencies, and university-excused sporting events. However, because of unforeseeable circumstances, you can miss up to four 75-minute class sessions. In other words, you have four “sick days” this semester. If you miss any class meetings beyond four, your grade will be reduced by one half for each additional day missed. For example, if you earn a B- in the course but have missed five classes your final grade will be a C+. You’re required to attend at least two one-on-one conferences with me. Missing your conference is an absence.

Tardiness. Punctuality expresses respect. If you are more than 20 minutes late for a session, you are absent. If you are late but arrive within 20 minutes of the beginning of class you will be marked tardy, which will affect your participation grade. If you’re ever tardy, approach me at the end of class to tell me because I most likely didn’t take note of your arrival. Three tardies equal one absence.

Late Assignments. Assignments are due at the beginning of each class in the D2L dropbox. Unless we agree on a deadline extension initiated by you at least 24 hours in advance, late penalties are as follows:

- Submitted within 24 hours of deadline = lowered **half letter grade**.
- Submitted 24-48 hours after deadline = lowered **one letter grade**.
- Submitted 48+ hours after deadline = **F**

If you miss requesting an extension, submit what you can on time to D2L.

Missing Assignments. Failing to submit work is negligent and detrimental to your success both in this class and in the working world. An assignment submitted more than 48 hours after deadline, 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 one-on-one in extenuating circumstances.

Handouts/Resources. To conserve paper, I will not print handouts. They are posted on D2L. You can and should bring laptops/tablets to class to access D2L handouts if you don’t want to print them on your own. Laptops must remain closed and tablets turned off when not accessing online documents. Your participation grade makes up 20% of your grade, and using laptops/tablets inappropriately will hinder it.

Smartphones/Texting. In business communication, engagement means undivided attention. Texting and/or using smartphones without permission during class will hinder your participation grade under the “listen actively” criterion.

I can’t prevent the use of smartphones during the 5 or 10 minutes before class because that is your time. I have a simple request, though: don’t use them at that time. This class is a community. Talk to each other. Talk to me. I want to get to know you.

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. Use appropriate conventions for referencing others’ words and ideas. (MLA, APA, Chicago/Turabian). Claiming someone else’s words or ideas as your own is plagiarism. Submitting another student’s paper as your own in UWSP won’t tolerate it. In fact, intentional plagiarism may result in failure, suspension, or even expulsion. 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. 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 work without citation
- Paraphrasing another work without citation
- Purchasing an essay online, submitting it as your own
- Writing an insight that someone else originated as if it were your own
- Pasting text found on the web into your paper and submitting it as your own work without quotation marks, citation, and required line breaks

MAIN UNITS AND TOPICS	GRADING STRUCTURE
Unit 1: Business Writing Process	Participation/Professionalism 10%
Unit 2: Routine Messages	Short Writing Assignments 20%
Unit 3: Collaboration	In-Class Exercises 20%
Unit 4: Proposals	Collaborative Report 20%
Unit 5: Employment Messages	Business Proposal 15%
	Job Search Packet 15%

PARTICIPATION AND PROFESSIONALISM

Local employers believe many recent business graduates lack the following conduct-related competencies in the business environment:

- Listen actively and attentively
- Consistently and comfortably ask for clarification or feedback
- Employ effective questioning techniques
- Accept constructive criticism without deflection or defensive behavior

To prepare you for these competencies, these will be the criteria by which I evaluate your participation and professionalism this semester in the classroom, in my office, in groups, and in your communication with me.

SBE Event attendance

The school of Business and Economics has an exciting series of speakers, discussions, workshops and field trips called **SBE 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 participation and professionalism grade for this course, you must attend at least **two** official SBE Events based on this timeline.

- First event by October 27
- Second event by December 15

Watch your e-mail for the weekly SBE Update newsletter that contains announcements about specific dates for upcoming SBE Events. You can also visit the SBE Events web site (<http://business.uwsp.edu/events>) for announcements 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 SBE Events requirements, it is your responsibility to ensure 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.

REVISION

Revision is a vital skill in business writing. Therefore, most of your main assignments will be submitted in at least two drafts. Each assignment description sheet indicates when each draft is due. Each also includes a rubric for how the assignment will be graded. I'll provide feedback on first drafts to help you reshape your final drafts. Much of this feedback will be questions or observations that **guide and not edit** the work. I will not provide line-by-line instructions for improvements; that approach won't develop

independence in your business writing revision skills. Remember, soon you'll need to revise on your own. My job is to prepare you to thrive autonomously in the marketplace.

AT-A-GLANCE CALENDAR

I stick to my calendar as best I can, but sometimes we run behind and I have to change daily focuses or assignment deadlines. That's why I keep a calendar using Google Docs. You can access it [by clicking on this link](#). The chart below indicates our focus for each week of the semester.

WEEK	Focus
1	Introductions, Audience, Transitioning from Academic Writing
2	Planning: Analyzing the Situation
3	Planning: Organizing Your Information
4	Writing: Style, Tone, and Structure
5	Writing: Storytelling
6	Completing: Routine Genres (memos, emails, letters)
7	Completing: Revising
8	Collaboration
9	Writing Collaboratively
10	Collaboration Work Time
11	Social and Digital Media Trends
12	Problem Solving
13	Proposals
14	The Rhetorical Job Search
15	Cover Letters, Resumes
16	Reflecting on Strategy

