**Business 300: Writing Communication for the Business Professional**

**Janice Marshall (**[**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:**Canvas for all, Section 300-01 meets M/W at 8 am in DUC 212 (Encore Room)

**Office:** CCC 424

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

**Office hours:** All office hours are virtual and flexible. I can be reached by email at [jmarshal@uwsp.edu](mailto: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.

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**

**\*Ice breaker (in discussion tab)                                                         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**

**\*Phone interview                                                                                       100 points**

**\*Grammar exam (in quiz tab)                                                              100 points**

**\*Self-evaluation                                                                                         50 points**

**TOTAL POINTS  POSSIBLE                                                                       830 points**

**Policies/Philosophies:**

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 mandatory for success in this class. A sign-in sheet will be passed each class period to document your timely attendance.  If you attend but don’t arrive in time to sign in, this will be documented.

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.

o    Self-train on Canvas through the [Self-enrolling/paced Canvas training courseLinks to an external site.](https://uws.instructure.com/courses/45767)

**Course Structure**

This course will be delivered entirely online through the course management system Canvas. You will use your UWSP account to login to the course from the [Canvas Login Page (Links to an external site.)](https://www3.uwsp.edu/canvas/Pages/default.aspx). If you have not activated your UWSP account, please visit the [Manage Your Account (Links to an external site.)](https://www3.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/ (Links to an external site.)](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](tel: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 (Links to an external site.)](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 (Links to an external site.)](https://www3.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 (Links to an external site.)](https://www3.uwsp.edu/infotech/Pages/ServiceDesk/default.aspx) (Formerly HELP Desk)

§  IT Service Desk Phone: [715-346-4357](tel:715-346-4357) (HELP)

§  IT Service Desk Email: [techhelp@uwsp.edu](mailto:techhelp@uwsp.edu)

**Canvas Support**

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

options that appear:

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| --- | --- |
| Support Options | Explanations |
|  | Use **Ask Your Instructor a Question**sparingly; technical questions are best reserved for Canvas personnel and help as detailed below. |
|  | **Chat**ting **with Canvas Support (Student)** will initiate a *text chat* with Canvas support. Response can be qualified with severity level. |
|  | **Contact**ing **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. |
|  | **Search**ing **the**[**Canvas guides** (Links to an external site.)](https://community.canvaslms.com/docs/DOC-10701) connects you to documents that are searchable by issue. You may also opt for [**Canvas video guides** (Links to an external site.)](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. |

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| **Date** | **Details** | |
| Fri Sep 4, 2020 | Assignment [Bus 300 Business Writing Basics](https://uwstp.instructure.com/courses/334725/assignments/2359728) | due by 11:59pm |
| Assignment [Bus 300 Active Reading Handout](https://uwstp.instructure.com/courses/334725/assignments/2359725) | due by 11:59pm |
| Assignment [Bus 300 Email How To](https://uwstp.instructure.com/courses/334725/assignments/2359732) | due by 11:59pm |
| Assignment [Bus 300 Ice Breaker](https://uwstp.instructure.com/courses/334725/assignments/2359740) | due by 11:59pm |
| Assignment [Bus 300 Writing Sample](https://uwstp.instructure.com/courses/334725/assignments/2359757) | due by 11:59pm |
| Assignment [Ice breaker](https://uwstp.instructure.com/courses/334725/assignments/2359717) | due by 11:59pm |
| Wed Sep 9, 2020 | Assignment [Bus 300 Active Reading Chapter 4](https://uwstp.instructure.com/courses/334725/assignments/2359722) | due by 11:59pm |
| Mon Sep 14, 2020 | Assignment [Bus 300 Grammar 1 Handouts](https://uwstp.instructure.com/courses/334725/assignments/2359735) | due by 11:59pm |
| Assignment [Bus 300 Email #1, Page 124, letter A number 4-25](https://uwstp.instructure.com/courses/334725/assignments/2359729) | due by 11:59pm |
| Wed Sep 16, 2020 | Assignment [Bus 300 Active Reading Chapter 5](https://uwstp.instructure.com/courses/334725/assignments/2359723) | due by 11:59pm |
| Mon Sep 21, 2020 | Assignment [Bus 300 Email #2, Page 124, number 4-25, letter D.](https://uwstp.instructure.com/courses/334725/assignments/2359730) | due by 11:59pm |
| Wed Sep 23, 2020 | Assignment [Bus 300 Active Reading, Chapter 6](https://uwstp.instructure.com/courses/334725/assignments/2359724) | due by 11:59pm |
| Mon Sep 28, 2020 | Assignment [Bus 300 Email #3, Page 288, #10-41](https://uwstp.instructure.com/courses/334725/assignments/2359731) | due by 11:59pm |
| Wed Sep 30, 2020 | Assignment [Bus 300 Active Reading Chapter 10](https://uwstp.instructure.com/courses/334725/assignments/2359718) | due by 11:59pm |
| Mon Oct 5, 2020 | Assignment [Bus 300 Email Packet, Revisions of 3 emails](https://uwstp.instructure.com/courses/334725/assignments/2359733) | due by 11:59pm |
| Assignment [Email Packet, Revisions of 3 emails Copy](https://uwstp.instructure.com/courses/334725/assignments/2359734) | due by 11:59pm |
| Wed Oct 7, 2020 | Assignment [Bus 300 Active Reading, Chapter 12](https://uwstp.instructure.com/courses/334725/assignments/2359719) | due by 11:59pm |
| Assignment [Bus 300 Actve Reading, Chapter 11](https://uwstp.instructure.com/courses/334725/assignments/2359726) | due by 11:59pm |
| Assignment [Bus 300 Grammar Quiz 1](https://uwstp.instructure.com/courses/334725/assignments/2359751) | due by 11:59pm |
| Assignment [Grammar Quiz 1](https://uwstp.instructure.com/courses/334725/assignments/2359714) | due by 11:59pm |
| Mon Oct 12, 2020 | Assignment [Bus 300 Grammar 2 Handouts](https://uwstp.instructure.com/courses/334725/assignments/2359736) | due by 11:59pm |
| Wed Oct 14, 2020 | Assignment [Business Letter How-to](https://uwstp.instructure.com/courses/334725/assignments/2359727) | due by 11:59pm |
| Mon Oct 19, 2020 | Assignment [Bus 300 Letter #1, p 327, #11-57](https://uwstp.instructure.com/courses/334725/assignments/2359741) | due by 11:59pm |
| Mon Oct 26, 2020 | Assignment [Bus 300 Letter #2, p 324, #11-46](https://uwstp.instructure.com/courses/334725/assignments/2359742) | due by 11:59pm |
| Mon Nov 2, 2020 | Assignment [Bus 300 Letter #3, p 351, #12-19](https://uwstp.instructure.com/courses/334725/assignments/2359743) | due by 11:59pm |
| Mon Nov 9, 2020 | Assignment [Bus 300 Grammar 3](https://uwstp.instructure.com/courses/334725/assignments/2359737) | due by 11:59pm |
| Assignment [Bus 300 Letter packet, revision of 3 letters](https://uwstp.instructure.com/courses/334725/assignments/2359744) | due by 11:59pm |
| Wed Nov 11, 2020 | Assignment [Bus 300 Grammar Quiz 2](https://uwstp.instructure.com/courses/334725/assignments/2359739) | due by 11:59pm |
| Assignment [Grammar Quiz 2](https://uwstp.instructure.com/courses/334725/assignments/2359715) | due by 11:59pm |
| Fri Nov 13, 2020 | Assignment [Bus 300 Sign up for phone interview time WITH PHONE NUMBER and your name](https://uwstp.instructure.com/courses/334725/assignments/2359756) | due by 8:30pm |
| Mon Nov 16, 2020 | Assignment [Bus 300 Active Reading Chapter 18](https://uwstp.instructure.com/courses/334725/assignments/2359720) | due by 11:59pm |
| Wed Nov 18, 2020 | Assignment [Bus 300 Resume/Cover Letter](https://uwstp.instructure.com/courses/334725/assignments/2359752) | due by 11:59pm |
| Assignment [Bus 300 Resume/Cover letter assignment how to](https://uwstp.instructure.com/courses/334725/assignments/2359753) | due by 11:59pm |
| Mon Nov 30, 2020 | Assignment [Bus 300 Active Reading Chapter 19](https://uwstp.instructure.com/courses/334725/assignments/2359721) | due by 11:59pm |
| Wed Dec 2, 2020 | Assignment [Bus 300 Phone Interview Questions (make sure to put your phone number on it)](https://uwstp.instructure.com/courses/334725/assignments/2359746) | due by 11:59pm |
| Mon Dec 7, 2020 | Assignment [Bus 300 Self-Evaluation Submission](https://uwstp.instructure.com/courses/334725/assignments/2359755) | due by 11:59pm |
| Wed Dec 9, 2020 | Assignment [Bus 300 Grammar exam](https://uwstp.instructure.com/courses/334725/assignments/2359738) | due by 11:59pm |
| Fri Dec 11, 2020 | Assignment [Pro Events](https://uwstp.instructure.com/courses/334725/assignments/2361242) | due by 11:59pm |
|  | Assignment [Bus 300 Phone interview](https://uwstp.instructure.com/courses/334725/assignments/2359745) |  |
| Assignment [Bus 300 Review Chapter 19](https://uwstp.instructure.com/courses/334725/assignments/2359754) |  |
| Assignment [Proposal Submission](https://uwstp.instructure.com/courses/334725/assignments/2359748) |  |
| Assignment [Proposal Submission](https://uwstp.instructure.com/courses/334725/assignments/2359749) |  |
| Assignment [Proposal Submission Copy](https://uwstp.instructure.com/courses/334725/assignments/2359750) |  |
| Assignment [Roll Call Attendance](https://uwstp.instructure.com/courses/334725/assignments/2428227) |  |

**Prev month Next month**

**September 2020**

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| --- | --- | --- | --- | --- | --- | --- |
| Calendar | | | | | | |
| **Sunday** | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** |
| 30 August 202030Previous month | 31 August 202031Previous month | 1 September 20201 | 2 September 20202 | 3 September 20203 | 4 September 20204Click to view event details | 5 September 20205 |
| 6 September 20206 | 7 September 20207 | 8 September 20208Today | 9 September 20209Click to view event details | 10 September 202010 | 11 September 202011 | 12 September 202012 |
| 13 September 202013 | 14 September 202014Click to view event details | 15 September 202015 | 16 September 202016Click to view event details | 17 September 202017 | 18 September 202018 | 19 September 202019 |
| 20 September 202020 | 21 September 202021Click to view event details | 22 September 202022 | 23 September 202023Click to view event details | 24 September 202024 | 25 September 202025 | 26 September 202026 |
| 27 September 202027 | 28 September 202028Click to view event details | 29 September 202029 | 30 September 202030Click to view event details | 1 October 20201Next month | 2 October 20202Next month | 3 October 20203Next month |
| 4 October 20204Next month | 5 October 20205Next monthClick to view event details | 6 October 20206Next month | 7 October 20207Next monthClick to view event details | 8 October 20208Next month | 9 October 20209Next month | 10 October 202010Next month |

**Course assignments are not weighted.**