

Course Syllabus

[Jump to Today](#)

BUS 300: Written Communication for the Business Professional

The objective of this course is to expand your perceptions about good writing beyond the absence of spelling, grammar, structural, and factual errors. It heavily emphasizes writing clarity, coherence, efficiency, and effectiveness, and you will focus on communication strategy in addition to composition and delivery. The writing process is integrated directly into the design of the course to help you learn to invest more effort into planning and revising messages and less into writing them. You will also learn to more readily identify faulty logic and biased, incomplete, or inaccurate information.

Instructor Information

- Name: Mary Jae Kleckner, Ph. D.
- Office Location: CPS 476
- Office Hours: Mondays and Wednesdays, 12:30 – 2:30 pm
Thursdays by appt. only
- E-mail Address: mary.kleckner@uwsp.edu (<mailto:mary.kleckner@uwsp.edu>)*
- Telephone Number: 715.346.2578

* If you need a response within 24 hours, make sure your email subject line 1) succinctly indicates your specific area of concern (assignment, event, etc.) and 2) includes BUS 300 and your specific section number (or meeting time).

Course Information

- Face to Face Meetings: Mondays and Wednesdays, 11:00 - 11:50 a.m.
- Virtual Workdays: Fridays
- Meeting Location: CCC 214

Although I have simplified the design of BUS 300 to work better in the Canvas platform, if you are unfamiliar or uncomfortable with Canvas, please register for this self-paced [Student Training / Canvas Orientation course](#) (<https://uws.instructure.com/enroll/FNRAL8>) to avoid becoming frustrated and confused.

Course Outcomes

Students who successfully complete this course will progress in the following areas:

1. Establish document purpose
2. Critically analyze target audience
3. Write clearly, precisely, and correctly, using style and vocabulary appropriate for the audience
4. Maintain a professional, reader-centered tone.
5. Select, prioritize, organize, and format information strategically based on audience needs.
6. Use ethical, logical, and well-supported persuasive techniques
7. Write, revise, and edit documents conscientiously through multiple drafts
8. Process/provide feedback ethically and accurately
9. Research, synthesize, and document information from outside sources.
10. Interpret information, analyze problems, and base decisions on logic and evidence strength*

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Thinking Outcome this semester.

Course Text (Required)

Business Communication Today (14th Ed.), Courtland Bovée & John V. Thill. Prentice Hall, 2016.

Course Grade

In this class, you must earn a cumulative grade of at least 74% to earn a C. If you meet assignment deadlines, you have an opportunity to revise for 74% on most final drafts. Your final grade in this course is based on the percentage of possible points you earn by the end of the semester:

Grade	Range	Grade	Range
A	100 %to 94.0%	C+	< 80.0 %to 77.0%
A-	< 94.0 %to 90.0%	C	< 77.0 %to 74.0%
B+	< 90.0 %to 87.0%	C-	< 74.0 %to 70.0%
B	< 87.0 %to 84.0%	D+	< 70.0 %to 67.0%
B-	< 84.0 %to 80.0%	D	< 67.0 %to 61.0%
C+	< 80.0 %to 77.0%	F	< 61.0 % to 0.0%

If you are concerned about your performance in the course, please talk to me – especially if you feel confused or overwhelmed. Effective communication works two ways, and I can't help if you don't ask. Don't let a small problem become a major crisis because we didn't talk.

Late Work

Assignment deadlines are closely coordinated with class content and the sequence of drafts for each project. Completing assignments properly and submitting them on time is critical to the relevance and overall pacing of the course. For the occasional case where life gets in the way, my policies and procedures for missed assignment deadlines are as follows:

Type of assignment

- First drafts submitted within one hour of deadline:
- First drafts submitted more than one hour past deadline:
- Peer reviews submitted within one hour of deadline:
- Peer reviews submitted more than one hour past deadline:
- Participation assignments for class:
- Final drafts submitted within 24 hours of deadline:
- Final drafts submitted more than 24 hours past deadline:

Maximum score

- Up to 74%
- No credit or make-up opportunities
- Up to 74%
- No credit or make-up opportunities
- No credit or make-up opportunities
- Up to 74%, one revision opportunity
- 25% per 24 hours, no revision opportunity

You may receive a deadline extension on up to TWO assignments each semester, but *only* if you request the extension 24 hours in advance. If you realize you need more time less than 24 hours before an assignment is due, don't ask for – just turn it in and expect to do a revision for up to 74%.

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Extra Credit

A few writing opportunities are posted to Canvas for 5 points of extra credit each. Also look closely for “Easter Eggs” in Canvas and on printed handouts. If you are the first student to locate a typo in my course materials, discreetly notify me by sending the location and a brief description of the typo [via email \(mailto:mary.kleckner@uwsp.edu\)](mailto:mary.kleckner@uwsp.edu). Include "Easter Egg" in the subject line, along with BUS 300 and your section number, and you will receive 1 extra credit point per typo.

Course Expectations and Policies

1. Stay engaged and participate during class.

Physically (or virtually) showing up is sometimes enough to receive credit; however, mentally engaging in class material is always critical to *learning*. Many behaviors tell those around you whether you are actively engaged in what's going on. Central Wisconsin employers have identified several of them as critical to career success:

- 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 make sure you stay engaged and demonstrate these behaviors during class, please set your phone to vibrate and put it away* (i.e., keep it *off* the table) during class unless I specifically tell you otherwise. Students who intently stare at their lap during class or otherwise demonstrate they are not mentally present *will* be marked absent. If their disengagement becomes distracting to others, I will ask them to leave.

* If you use an electronic device to accommodate a disability, you must provide documentation from the [Disability and Assistive Technology Center \(DATC\)](https://www.uwsp.edu/datc/Pages/apply-for-accommodations.aspx). Scroll down to "Academic Support and Accommodations" for more information.

2. Do your own work.

The minimum penalty for academic misconduct is an F on the assignment. You are responsible for knowing what constitutes academic misconduct (i.e. “I didn’t know” will not be a valid excuse). If you aren't sure what plagiarism is or how to avoid it, please visit my [Course Guidelines on Avoiding Plagiarism](#). For more information, see Chapter UWS 14 of the Wisconsin Administrative Code, “[Student Academic Disciplinary Procedures](https://www.uwsp.edu/dos/Documents/UWS%2014-1.pdf)”.

3. Monitor your Canvas courses and UW-SP email regularly.

Don't rely solely on class reminders – check your email messages and log into your Canvas account at least 2-3 times a week. If you encounter technical problems please let me know, but to resolve those issues you should also contact the resources below:

UWSP Help Desk

- Phone:**
- 346.4357 (on campus)
 - 877.832.8977 (off campus)
- Email/chat:**
- [itsvdesk@uwsp.edu \(mailto:itsvdesk@uwsp.edu\)](mailto:itsvdesk@uwsp.edu)
 - [Information Technology home page \(https://www.uwsp.edu/infotech/Pages/default.aspx\)](https://www.uwsp.edu/infotech/Pages/default.aspx)
 - [IT Service Desk](#)
- Web**

Canvas Support

- 833.828.9804
- Click "Help" on the left side of this page
- [Canvas Student Guides \(https://community.canvaslms.com/docs/DOC-10701\)](https://community.canvaslms.com/docs/DOC-10701)
- [Canvas Video Guides](#)

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Visit my [Canvas Resources page](#) for more information about navigating Canvas.

4. Follow Instructions.

I provide specific instructions for each assignment. Read them carefully, as you will be accountable for the criteria described in each assignment's instructions (and this syllabus). I am happy to answer questions about grading criteria, to be sure to ask me if you need clarification on any written instructions.

5. Meet deadlines.

To keep things simple and organized, students must complete all assignments as instructed and submit them by the deadline in the Canvas calendar. If you need an exception or extension, you must make alternative arrangements with me at least 24 hours in advance to avoid a grade penalty. Review "Late Work" policies above for more specific information.

6. Talk to me.

My office hours are posted at the top of this syllabus -- if you have questions or concerns, you are welcome to call or stop by during those times and talk them over with me. If they pertain to a specific assignment, please talk to me *before* the assignment is due. You are always welcome to email me if you prefer, but you may wait longer to receive a response.

7. Document your sources properly.

All written assignments should follow the Publication manual of The American Psychological Association (6th ed.) guidelines for documentation. Expect to lose points for citations and references that do not meet APA formatting standards. See [Course Guidelines on Source Documentation](#) for more information and resources, and download my [APA Guidelines handout](#) for specific formatting instructions and examples.

8. Proofread Carefully.

In addition to the specific content and formatting requirements provided for each assignment, all written work must observe basic grammar, spelling, and punctuation rules. Review these [Proofreading Guidelines](#) to see which errors will cost you points. Any written assignment, including first drafts, that contains a distracting amount of spelling and grammatical errors must be revised and resubmitted before it can receive a grade. Revisions can earn no higher than 74%.

For more information about university policies, review UW-Stevens Point's [Rights and Responsibilities](#) (<https://www.uwsp.edu/perkins/Pages/Rights-and-Responsibilities.aspx>).

Academic Support and Accommodations

I am always eager to assist you if you are confused or have questions about course materials and assignments; however, if you feel you need additional help, below are some places to find it.

If you need assistance:

The [Mary K. Croft Tutoring-Learning Center](#) (<https://www.uwsp.edu/tlc/Pages/default.aspx>) located in room 018 of the Learning Resources Center offers a variety of academic support services, including:

- Writing and Reading Consultations if you are struggling with a tough writing or reading assignment
- Technology Tutoring Services if your computer skills aren't up to speed
- Academic Skills Specialists if you are struggling with study skills, time management, or other general academic challenges.

If you require accommodations:

Please speak with me the first day of class if you know or suspect that you have a recognized disability. Although course

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Smiley Professional (Pro Pointer) 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): and
- 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](https://proevents.uwsp.edu/) [\(https://proevents.uwsp.edu/\)](https://proevents.uwsp.edu/) for announcements of upcoming events. You can also follow them on social media.

- Facebook: [UWSP School of Business & Economics](https://www.facebook.com/uwspbe?fref=ts) [\(https://www.facebook.com/uwspbe?fref=ts\)](https://www.facebook.com/uwspbe?fref=ts)
- Twitter: [@UWSPBusiness](https://twitter.com/uwspbusiness) [\(https://twitter.com/uwspbusiness\)](https://twitter.com/uwspbusiness)

For this course, you must attend two official Pro Events. One event must be before the mid-semester cut-off of **March 6**; a second event must be before the end-of-semester cut-off (**May 8**). 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 10 points towards your final grade.

Typically, when you attend an event, you will sign in with your Point Card and thereby receive your Events credit. Occasionally, there are events requiring that you take along an Events Attendance form and obtain a signature at the event; events requiring an Events Attendance form will be clearly labeled and the form will be available online.

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 and enter your grade accordingly. 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](https://www.uwsp.edu/busecon/Pages/Events/create.aspx%20) [\(https://www.uwsp.edu/busecon/Pages/Events/create.aspx%20\)](https://www.uwsp.edu/busecon/Pages/Events/create.aspx%20)" option. You can meet with an expert from Career Advising, Financial Coaching, or Academic Coaching. During "Kickstart Your Career," you can set up a lunch with a local business expert to learn more about their industry, company and profession (and for SBE students, we'll pay the cost of lunch!). **NOTE: Custom events MUST be coordinated through the Pro Events staff. I cannot approve your event for Pro Event credit.**

Changes to Course Policies/Calendar

Please note that I reserve the right to make changes to this course syllabus as we progress through the semester. Although I prefer to avoid altering our plan, sudden changes to plans happen in the workplace all of the time, so if circumstances arise that require me to adjust our work plan, consider it an opportunity to develop your agility -- that's something my contacts in industry say our graduates lack. You will be notified during class of any changes that arise. I will announce any deadline adjustments at least

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Permission to Use Your Work

I may wish to use a sample of your work in future teaching or research activities. No examples will reveal your identity. If you prefer not to have samples of your work shared, send me an e-mail opting out of this request. Otherwise, your participation in the class will be taken as consent to have portions of your work used anonymously for teaching or research purposes.

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

Accreditation Commitment

SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community.

Course Summary:

Date	Details
Sun Jan 26, 2020	 Chapter 4 Quiz (https://uwstp.instructure.com/courses/280131/assignments/1356556) due by 11:59pm
	 Plagiarism Quiz (https://uwstp.instructure.com/courses/280131/assignments/1356558) due by 11:59pm
Fri Jan 31, 2020	 Case Study Situation Analysis/Peer Review (https://uwstp.instructure.com/courses/280131/assignments/1575530) due by 11am
Sun Feb 2, 2020	 Chapter 5 Quiz (https://uwstp.instructure.com/courses/280131/assignments/1356555) due by 11:59pm
Sun Feb 9, 2020	 Chapter 6 Quiz (https://uwstp.instructure.com/courses/280131/assignments/1356560) due by 11:59pm
Mon Feb 10, 2020	 Chapter 5 Worksheets (https://uwstp.instructure.com/courses/280131/assignments/1356565) due by 10am
Mon Feb 17, 2020	 Chapter 6 Worksheets (https://uwstp.instructure.com/courses/280131/assignments/1356566) due by 11am



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Sun Feb 23, 2020	 Situation Analysis Final Draft https://uwstp.instructure.com/courses/280131/assignments/1356577 due by 11:59pm
Mon Feb 24, 2020	 Chapter 10 Quiz (https://uwstp.instructure.com/courses/280131/assignments/1615010) due by 11am
Fri Feb 28, 2020	 Routine Email First Draft/Peer Review https://uwstp.instructure.com/courses/280131/assignments/1356575 due by 11am
Mon Mar 2, 2020	 Chapter 11 Quiz (https://uwstp.instructure.com/courses/280131/assignments/1615016) due by 11am
Fri Mar 6, 2020	 Indirect Business Letter First Draft/Peer Review https://uwstp.instructure.com/courses/280131/assignments/1356569 due by 11am
	 Pro-Pointer Event mid-term deadline https://uwstp.instructure.com/courses/280131/assignments/1356573 due by 11:59pm
Sun Mar 8, 2020	 Chapter 12 Quiz (https://uwstp.instructure.com/courses/280131/assignments/1615018) due by 11:59pm
Mon Mar 9, 2020	 Routine Email Request - Final Draft https://uwstp.instructure.com/courses/280131/assignments/1356576 due by 11:59pm
Wed Mar 11, 2020	 Persuasive Writing Assignment - First Draft (in class Peer Review) https://uwstp.instructure.com/courses/280131/assignments/1616232 due by 11am
Mon Mar 16, 2020	 Indirect Business Letter Final Draft https://uwstp.instructure.com/courses/280131/assignments/1356568 due by 11:59pm
Sun Mar 22, 2020	 Chapter 13 Quiz (https://uwstp.instructure.com/courses/280131/assignments/1615024) due by 11:59pm
	 Introduction to Critical Thinking Quiz https://uwstp.instructure.com/courses/280131/assignments/1356561 due by 11:59pm
Mon Mar 23, 2020	 Library Research (https://uwstp.instructure.com/courses/280131/assignments/1617531) due by 11:50am
	 Persuasive Message Final Draft https://uwstp.instructure.com/courses/280131/assignments/1356570 due by 11:59pm
Wed Mar 25, 2020	 Situation Analysis First Draft/Peer Review (one per student) https://uwstp.instructure.com/courses/280131/assignments/1356586 due by 11am
Wed Apr 1, 2020	 Team Charter (one per team) https://uwstp.instructure.com/courses/280131/assignments/1356587 due by 11am
	 Situation Analysis Final Draft (one per team) https://uwstp.instructure.com/courses/280131/assignments/1356585 due by 11:59pm
Sun Apr 12, 2020	 Research Notes (one per student) https://uwstp.instructure.com/courses/280131/assignments/1356584 due by 11:59pm
Mon Apr 13, 2020	 Case Study Argument Map https://uwstp.instructure.com/courses/280131/assignments/1617594 due by 11:50am









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Date	Details
Fri Apr 17, 2020	 Document Outline (one per team) https://uwstp.instructure.com/courses/280131/assignments/1356583 due by 11:59pm
Mon Apr 27, 2020	 Team Research Project - First Draft/Peer Review https://uwstp.instructure.com/courses/280131/assignments/1356582 due by 11am
Sun May 3, 2020	 Team Research Project - Final Draft https://uwstp.instructure.com/courses/280131/assignments/1356581 due by 11:59pm
Fri May 8, 2020	 Pro-Pointer Event final deadline https://uwstp.instructure.com/courses/280131/assignments/1356572 due by 5pm
	 Team Research Project Team Evaluation https://uwstp.instructure.com/courses/280131/assignments/1617600 due by 11:59pm
	 Final Course Portfolio (https://uwstp.instructure.com/courses/280131/assignments/1356567)



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