

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

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**Textbook (required):** *Business Communication Today*, 14 edition, Bovee &Thill

**Office:** CCC 424

**Course description:** 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.

**SBE Mission:** The UWSP School of Business & Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Our students achieve and 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:**

- \*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
- \*Work cooperatively in groups to achieve greatest possible shared outcomes

### Grading components:

Homework/active reading	150 points
2 Grammar Quizzes	40 points
Grammar exam	100 points
Email packet	100 points
Business letter packet	150 points
Resume/cover letter	100 points
Group project Proposal	200 points
Group member allocation	50 points
Self-evaluation	35 points
5 Interview questions and answers	50 points
Phone interview	100 points

### Grade distribution:

<b>A</b>	<b>93%</b>
<b>A-</b>	<b>90%</b>
<b>B+</b>	<b>87%</b>
<b>B</b>	<b>83%</b>
<b>B-</b>	<b>80%</b>
<b>C+</b>	<b>77%</b>
<b>C</b>	<b>73%</b>
<b>C-</b>	<b>70%</b>
<b>D+</b>	<b>66%</b>
<b>D</b>	<b>59%</b>

### Policies/Philosophies:

1. Although we will not be spending real world time together, I hope we are able to build a strong community using the technologies available to us. Please feel free to connect with me with any questions you may have. I check my email very regularly and will strive to get a response to you as quickly as possible.
2. D2L is available to you and only you because of your tuition. These documents are also copyrighted material. Please do not share these documents with anyone who is not a student in this course.
3. This course is DOUBLE TIME. That means that you should expect to spend at least 20 HOURS a week on this class. That is a significant commitment of time, particularly if you work a full time job. Since you can see the entire schedule for the course, you might chose to work ahead in order to manage the course along with your other life obligations. You are always welcome to submit work early, but you may not submit work late without prior permission.

4. 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.
5. 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 task 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 grammar quizzes and a grammar exam will assess your skills in this area as well as being graded in the writing that you produce.
6. You will have an opportunity to accrue extra credit (sort of like PTO or paid time off at work). One segment of your grade is based on emails/letters/early stage assignments for the Proposal/Active Reading. Each of these tasks is worth 10 points. This segment totals 150 points, but by doing ALL of the Active Reading drop boxes, you will be able to earn up to 30 points of extra credit.
7. You will regularly be asked to submit your active reading notes and summaries to the D2L Dropbox. **\*\*Check the news feed daily to see when notes will be required.\*\*** Please type your reading notes so they are easy to submit. The homework and active reading will be noted on the grade book every 2 weeks in groups, so **NOT EVERY ASSIGNMENT WILL HAVE A SLOT IN THE GRADEBOOK ON D2L.** Be thorough in the notes AND summaries so they become essentially a study tool for you when you no longer have the textbook. You'll return to these notes again and again on the job. **\*\*\*NOTE: SEE THE ACTIVE READING DOCUMENT FOR DETAILS ABOUT THE ENTIRE ACTIVE READING PROCESS.\*\*\***
8. You will further be able to hone your workplace skills by working with your classmates to improve the group's performance. You will be put in groups to practice the skills we are working on and produce a group Proposal Report. While this can be a challenging experience for a number of reasons, learning to work cooperatively is critical in most jobs. Whether you need to work with bosses, coworkers, or subordinates, there are few ways we can earn a living without helping others and depending on others. Ask for help from me and your classmates, and offer it to others. Work on composing effective questions to get the help you need, and practice how you explain your ideas to others. A job means being part of a community, and a community can only thrive with the support of all its members. Your Group Proposal Report and the homework including the outline, work plan, and rough draft will be completed as a group for a shared grade. You will be able to allocate up to 50 points per group mate to evaluate your group mates' contributions.
9. Remember to work from the first week with your group on the Proposal. You will have several small tasks spaced out through the term to ensure you are working on the topic selection, work allocation, and outline for the proposal. Each of these is worth 10 points, but more importantly,

they will help you stay on track even though you likely will not be seeing your group in person like you would in class.

10. While you will sometimes be working in groups, usually 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.
11. 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 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.
12. 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.
13. 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!