Course Syllabus

✎ **Edit**

Business Discourse for the 21st Century Professional

CSUCI Martin V. Smith School of Business and Economics

"The only place where success comes before work is in the dictionary" ~ Vidal Sassoon

Welcome to Business 310!

I look forward to working with you as you prepare for your professional life!

Advances in communications and information technologies in the 21st century have had an impact on how business conversations are carried on in the professional world. Contemporary business discourse makes written and oral communications a necessity on various platforms to carry out daily tasks and provide informative, analytic, and persuasive content to support business decision-making.

This course is designed to help you explore and practice face-to-face and various online communications to convey technical, analytical, and business-related information in written or oral formats that best fit the appropriate medium.

Total units: 3 Prerequisites: Junior or Senior standing in the Business major.

Your Instructor

Sheryl Leonard, MVS Business Lecturer

LinkedIn Profile   **(http://www.linkedin.com/in/sherylleonard)**

sheryl.leonard@csuci.edu (mailto:shery.leonard@csuci.edu)

[c] 805.340.3512 / [o] 805.437.8545 / 805.437.8980

Virtual Office: **Zoom Link / Password Zebra**   **(https://csuci.zoom.us/j/7695763790%20)**

Zoom Cafés: Tuesdays: 4 - 5 pm. Please drop in with your questions or ideas. The Zoom Cafés are not mandatory but are opportunities for you to connect and discuss course content with your classmates and me.

Office Hours: Mondays: 2:30 - 3:30 pm and by appointment from 3 pm - 5 pm, Wednesday & Thursday. Need some one-on-one time? I'm happy to meet with you on Zoom or on a phone call. Send me an email or a text to let me know your availability.

Student Learning Outcomes

With the successful completion of this course, you will be able to do the following:

- Distinguish and implement critical characteristics of advanced, effective business communication, including written and verbal.
- Plan and create impactful internal and external business documents, such as letters, emails, reports, and
- Convey analytical results relevant to organizational decision-making in written and oral reports.
- Determine the appropriate voice and style for various professional communication
- Differentiate purposes and audiences in business writing.
- Use correct writing mechanics in all written work.
- Effectively revise written work.
- Design and deliver professional oral presentations.
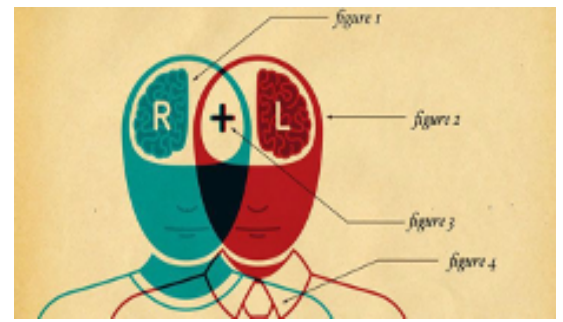
Course Requirements

- Junior or Senior standing in the Business major.
- Access to a reliable computer and internet connection, a computer or cellphone camera and microphone, access to your CSUCI Google Drive, MS Word or Google Docs, and PowerPoint or Google Slides.
- *Business Communication Skills for Managers*
- from Lumen Learning.

This is a virtual "text" that is embedded in our Canvas course. There is no separate book to purchase, although there is a $25 fee to access course support. Before the end of the first week of class, please purchase the access code from the **CI Campus Bookstore (https://www.bkstr.com/csuchannelislandsstore/home? cm_mmc=RisePaidSearch&adcampaigngroup=%5BBookstore_General%5D&kw=CSUCI%20bookstore&AdCampaign=EFOL_591_Bookstore_Search_NonBrnd_Cal %20Channel%20Islands_Exact_General&Adgroup=Bookstore&Source=AdWords&gclick=Cj0KCQjw4f35BRDBARIsAPePBHyHnXC4F3o_ZXDOG-9Nps-khRUDkRTNk8lR2YStOnmlu7knbTG4dogaAg6gEALw_wcB&gclid=Cj0KCQjw4f35BRDBARIsAPePBHyHnXC4F3o_ZXDOG-9Nps-khRUDkRTNk8lR2YStOnmlu7knbTG4dogaAg6gEALw_wcB&gclsrc=aw.ds)** . Once you've made your purchase, you will be emailed a receipt with an access code. To use the access code, please open a Business 310 module and enter the code when a prompt appears.

Suggested

- *Rules for Writers,* Diana Hacker
- *HBR Guide to Better Business Writing,* Bryan A. Garner
- *The Culture Code,* Daniel Coyle

Course Design

"Talent is cheaper than table salt. What separates the talented individual from the successful one is hard work." *~ Stephen King*

TWO APPROACHES TO ONLINE LEARNING

ASYNCHRONOUS

VERSUS

SYNCHRONOUS

ASYNCHRONOUS

Students participate in the course activities at any time and at their own pace, contributing to discussion forums, taking quizzes, and completing assignments to meet specific due dates.

SYNCHRONOUS

Students participate in course activities on specific days and times. This requires that all students in the class be online together for the scheduled class time.
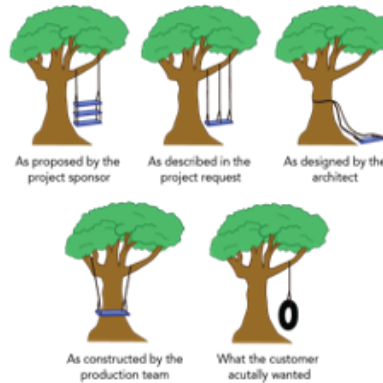
Business 310 is an Asynchronous Course

Business 310 is an **asynchronous** course that **does not require real-time interaction**. Lectures will be recorded and available every week. However, I encourage you to join your classmates and me in the weekly, optional Zoom Café, where we can meet to discuss class content and share your ideas and concerns.

Deliverables

This course covers the principal forms of business writing (memos, cover letters, proposals, PowerPoint presentations, and analytical reports) and will guide you in crafting clear sentences, coherent paragraphs, and structurally sound, professional documents.

You'll become proficient in employing business rhetoric and skilled in using the strategies for persuading readers. Each of you will craft written, visual, and oral work in a workshop environment that will provide valuable feedback for strengthening skills. Assignments will include drafting and revising written work, researching and writing reports, crafting resumés and cover letters, and creating visual presentations and an ePortfolio.

As proposed by the project sponsor   As described in the project request   As designed by the architect

As constructed by the production team   What the customer acutally wanted

"Doing the best at this moment puts you in the best place for the next moment." ~ Oprah Winfrey

Assignments and Homework

All assignments must be completed by their assigned due date to pass this course. The due dates are not flexible because of the time required to read and give you feedback on your work. I will not reopen course assignments for late submissions except in the case of a medical emergency. Please email me with your request and a doctor's note.

Actions to take to avoid late submissions

- Read the assignment instructions early in the week.
- Sketch out a reverse plan to ensure you hit the target date.
- Come to Zoom Café or my Office Hours if you have questions about assignments.
- Create a schedule and work consistently (see below).
- Work with a study partner. Schedule virtual meetings to share and discuss your work.
- Work ahead if you anticipate a change in your schedule.
- Email me if Canvas isn't working. Attach the assignment or share a link in your email.
- Email me if your internet is down.
- **IMPORTANT!!** If you are using Google Docs, **make sure you change the share settings so I can comment. Work that is not shared is missing and will not be graded.** Here's a link to a discussion on **How to share Google Docs (https://support.google.com/docs/answer/2494822?co=GENIE.Platform%3DDesktop&hl=en)**

A typical schedule for completing work in this course:

Sunday

- Read the Module "Study Plans" and do the "Self Check."

- Review assignments and begin preparing them.

Tuesday through Friday

- Post Assignments
- Give Peer Feedback
- Take First Quiz Attempts (Hint: You have two attempts to take the Quiz. Quizzes close at midnight. Do your first attempt early in the week so you have time to review the material before the final attempt.)

Saturday

- Submit Final Drafts
- Review Study Plan and Self Checks.
- Do the second quiz attempt.

Note: Quizzes, Discussion Posts, and Assignments close at 11:59 pm on the day they are due.

Using Rubrics to Meet Assignment Goals

All assignments will have a rubric attached. I will use the criteria in the rubrics to guide you in developing the quality of your work and the depth of your engagement in discussions, writing exercises, peer responses, and visual and oral presentations.

- Before you begin an assignment, check out the rubric. Which criteria will you focus on in developing your assignment?
- When you've completed a draft or are preparing your finished assignment, recheck the rubric. Reflect on the progress of your work and make adjustments as needed.

The Business 310 Writing Rubric is an essential guide for us to use in assessing the effectiveness of your work. **Course Writing Rubric is Linked Here and Posted in Canvas** **(https://www.dropbox.com/s/dghejydu0wxe8kn/BUSINESS%20WRITING%20RUBRIC.docx?dl=0)**

We think, mistakenly, that success is the result of the amount of time we put in at work, instead of the quality of time we put in. ~ Ariana Huffington

Planning, Writing *and* Revising
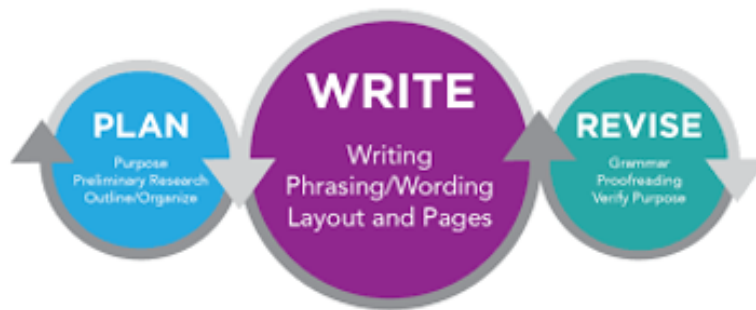
Review the "**Revising Written Work**" Module for details.

The writing you do in this course is sequential and necessary for you to understand how good business writing is developed. Planning, writing, and revising your work are part of the sequence. You'll want my feedback and your peers' insights to guide your revisions. Therefore, you must complete and submit your assignments on time to pass the course.

Your peers and I will give you feedback on your initial drafts to help you develop your writing. When you receive our feedback, incorporate it into your final draft. No additional points will be given if revisions are not incorporated.

Please submit your work in the relevant assignment folder or discussion post in Canvas before *or on the due date.* All work is due before midnight. Save your work on a flash drive, in Google Docs, or send in an email to yourself.

Grade Weights

- **15% - Study Plans & Participation Activities**
- **15% - Quizzes**
- **25% - Discussions & Drafts**
- **45% - Final Submission of Writing Assignments**

"Inaction breeds doubt and fear. Action breeds confidence and courage.

If you want to conquer fear, do not sit home and think about it. Go out and get busy." ~ Dale Carnegie

Participation

Your success in this course is linked to your engagement with the work and your willingness to share ideas. Engaging in online class discussions will advance your learning and give you opportunities to practice business communication. Just as in the business world, sharing your insights is crucial in creating meaningful dialogue with your peers and allows you to practice skills that are essential to your success in the business world.

- If you have difficulty with online access, please let me know within the first two weeks of the semester.
- I will provide make-up coursework with advance arrangements unless circumstances make it impossible to provide advance notice.

Academic Integrity

CSUCI's Honor Code states, **"**Academic integrity is the responsibility of all members of the CI community. All university community members should be familiar with the Honor Code." Please use this link to find more information about Academic Integrity and **CI's Student Conduct and Health Policies**   **(https://catalog.csuci.edu/content.php? catoid=49&navoid=3408)**

Assignment Formats

Please adhere to the APA style format linked here (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html) . 12pt., Times New Roman, 1" margins, single-spaced. Use heading titles for new sections. No Running Header Required. **Sample Paper is linked here.**
(https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/documents/20090212013008_560.pdf)

Expectations

This is an advanced college-level course that is focused on training you for professional life. Therefore, I will focus on helping you develop critical thinking and specific business-related skills. I will not focus on correcting grammar and spelling issues. I expect you to craft polished, error-free, formal business documents in the correct formats. Instructions on formatting (memo, letter, report) are given in the modules and specified in assignments. I expect all work, including Discussion Posts, to reflect advanced college-level writing skills and formatting. You will use APA format for the research report.

- See the following modules for support:
  - **Revising Written Work**
  - **WRITING TUTOR SUPPORT | WRITING & MULTILITERACY CENTER**
  - **LOOK HERE FOR MORE WRITING SUPPORT!** (You'll find APA formatting guides here)

The "Big Three"

1. FORMAT YOUR WORK. Use bullet points, bolded text, titles, and paragraph breaks. I will not accept work that is not formatted.
2. NO GRAMMAR AND SPELLING ERRORS! I will not accept or give feedback on submissions with more than two spelling or grammar errors. You will have to revise and resubmit your work to redeem your points. A late penalty will apply. **See a WMC tutor to review your work.**
3. NO LATE WORK ACCEPTED. Due to the design of this course (peer feedback and fast pace), I will not accept late work.

I'm Afraid of Failure!

Yes! You, me, and everyone else fear failure. I've failed so many times, it hurts to remember. You will see my errors on these pages, my weaknesses as a teacher, and my fallibility as a human. But I will show up and participate with you every day of the week! And I will learn lots of things from you. Failure is one of the most important ways we learn.

So, your participation is required so you can fail and learn some things. And so you can triumph and learn how awesome you can be. Please check-in frequently during the week to engage in discussions, read the material, and participate in the quizzes and assignments to test and practice your learning. Your success depends on consistent interaction with the course. Gaining skills through practice is the goal

Are you a **perfectionist**   **(https://hbr.org/2004/06/chronic-time-abuse)** who freezes up at the site of new tasks? You'll learn more from your mistakes than from not getting started. Don't let performance anxiety prevent you from getting started. Are you a **procrastinator**   **(https://hbr.org/2004/06/chronic-time-abuse)** who waits until the last minute? You may work well under pressure. Go ahead, put off the work but at least read assignments ahead so you can plan how much time you'll need for your cram session.

Course Summary:

Date	Details	Due

Date	Details	Due
Tue Aug 24, 2021	📝 **Discussion: Self-Assessment of Business Communication** (https://cilearn.csuci.edu/courses/18607/assignments/330684)	due by 11:59pm
Sat Aug 28, 2021	📝 **Learner Info Survey** (https://cilearn.csuci.edu/courses/18607/assignments/330674)	due by 11:59pm
	📝 **Composing a Professional Email** (https://cilearn.csuci.edu/courses/18607/assignments/330704)	due by 11:59pm
	📝 **Participation Assignment: Research Consent and Communication Preferences** (https://cilearn.csuci.edu/courses/18607/assignments/330708)	due by 11:59pm
	📝 **Submit Your Learning Online 101 Badge** (https://cilearn.csuci.edu/courses/18607/assignments/330729)	due by 11:59pm
Sun Aug 29, 2021	📝 **MVS Clubs - Your Pitch Video** (https://cilearn.csuci.edu/courses/18607/assignments/330707)	due by 11:59pm
Tue Aug 31, 2021	📝 **Discussion: 1st draft: Evaluating Professional Communications** (https://cilearn.csuci.edu/courses/18607/assignments/330681)	due by 11:59pm
Sat Sep 4, 2021	📝 **Assignment: Final draft: Evaluating Professional Communications** (https://cilearn.csuci.edu/courses/18607/assignments/330694)	due by 11:59pm
	📝 **Quiz: Communicating in Business** (https://cilearn.csuci.edu/courses/18607/assignments/330710)	due by 11:59pm
	📝 **Study Plan: Communicating in Business** (https://cilearn.csuci.edu/courses/18607/assignments/330720)	due by 11:59pm
Tue Sep 7, 2021	📝 **Discussion: 1st Draft / Revising a Letter for Objectivity** (https://cilearn.csuci.edu/courses/18607/assignments/330685)	due by 11:59pm
Sat Sep 11, 2021	📝 **Assignment: Final Draft: Revising a Letter for Objectivity** (https://cilearn.csuci.edu/courses/18607/assignments/330698)	due by 11:59pm
	📝 **Quiz: Writing in Business** (https://cilearn.csuci.edu/courses/18607/assignments/330717)	due by 11:59pm
	📝 **Study Plan: Writing in Business** (https://cilearn.csuci.edu/courses/18607/assignments/330727)	due by 11:59pm
Tue Sep 14, 2021	📝 **Discussion: 1st Draft & Peer Review/Dress Code Memo** (https://cilearn.csuci.edu/courses/18607/assignments/330678)	due by 11:59pm
Sat Sep 18, 2021	📝 **Assignment - Final draft for Walk-In Closets Dress Code Memo** (https://cilearn.csuci.edu/courses/18607/assignments/330695)	due by 11:59pm
	📝 **Quiz: Written Communication** (https://cilearn.csuci.edu/courses/18607/assignments/330718)	due by 11:59pm
	📝 **Study Plan: Written Communication** (https://cilearn.csuci.edu/courses/18607/assignments/330728)	due by 11:59pm
Tue Sep 21, 2021	📝 **Discussion: 1st Draft & Peer Review: Responding to Criticism** (https://cilearn.csuci.edu/courses/18607/assignments/330677)	due by 11:59pm

Date	Details	Due
Sat Sep 25, 2021	📝 **Assignment: Final Draft: Responding to Criticism Letter** (https://cilearn.csuci.edu/courses/18607/assignments/330697)	due by 11:59pm
	📝 **Quiz: Communicating Different Messages** (https://cilearn.csuci.edu/courses/18607/assignments/330709)	due by 11:59pm
	📝 **Study Plan: Communicating Different Messages** (https://cilearn.csuci.edu/courses/18607/assignments/330719)	due by 11:59pm
Tue Sep 28, 2021	📝 **Assignment: Charity Partnership - Research Chart** (https://cilearn.csuci.edu/courses/18607/assignments/330692)	due by 11:59pm
Thu Sep 30, 2021	📝 **Discussion: 1st Draft on Research a Charity Partnership Memo** (https://cilearn.csuci.edu/courses/18607/assignments/330676)	due by 11:59pm
Sat Oct 2, 2021	📝 **Quiz: Research** (https://cilearn.csuci.edu/courses/18607/assignments/330715)	due by 11:59pm
	📝 **Study Plan: Research** (https://cilearn.csuci.edu/courses/18607/assignments/330725)	due by 11:59pm
Mon Oct 4, 2021	📝 **Assignment: Final Draft: Research a Charity Partnership** (https://cilearn.csuci.edu/courses/18607/assignments/330696)	due by 11:59pm
Thu Oct 7, 2021	📝 **Discussion: Research Report on a Career - 1st Draft/Outline** (https://cilearn.csuci.edu/courses/18607/assignments/330675)	due by 11:59pm
Sat Oct 9, 2021	📝 **Quiz: Reports** (https://cilearn.csuci.edu/courses/18607/assignments/330714)	due by 11:59pm
	📝 **Study Plan: Reports** (https://cilearn.csuci.edu/courses/18607/assignments/330724)	due by 11:59pm
Mon Oct 11, 2021	📝 **Discussion: Research Report on a Career - 2nd Draft & peer reviews** (https://cilearn.csuci.edu/courses/18607/assignments/330706)	due by 11:59pm
Sat Oct 16, 2021	📝 **Assignment: Re-visioning Your Final Report on a Career + Reflection Memo** (https://cilearn.csuci.edu/courses/18607/assignments/330703)	due by 11:59pm
Tue Oct 19, 2021	📝 **Discussion: 1st draft of LinkedIn Profile** (https://cilearn.csuci.edu/courses/18607/assignments/330683)	due by 11:59pm
Sat Oct 23, 2021	📝 **Assignment: LinkedIn Profile** (https://cilearn.csuci.edu/courses/18607/assignments/330702)	due by 11:59pm
Tue Oct 26, 2021	📝 **Discussion: Sell Yourself with the Perfect Pitch - 1st recording and peer reviews** (https://cilearn.csuci.edu/courses/18607/assignments/330686)	due by 11:59pm
Sat Oct 30, 2021	📝 **Assignment: Final Pitch Perfect recording & Reflection** (https://cilearn.csuci.edu/courses/18607/assignments/330700)	due by 11:59pm
	📝 **Quiz: Public Speaking** (https://cilearn.csuci.edu/courses/18607/assignments/330713)	due by 11:59pm
	📝 **Study Plan: Public Speaking** (https://cilearn.csuci.edu/courses/18607/assignments/330723)	due by 11:59pm

Date	Details	Due
Tue Nov 2, 2021	📝 **Discussion: 1st draft Cover Letter and Peer Review** (https://cilearn.csuci.edu/courses/18607/assignments/330687)	due by 11:59pm
	📝 **Discussion: 1st draft Resume and Peer Review** (https://cilearn.csuci.edu/courses/18607/assignments/330688)	due by 11:59pm
Sat Nov 6, 2021	📝 **Quiz: Finding a Job** (https://cilearn.csuci.edu/courses/18607/assignments/330712)	due by 11:59pm
	📝 **Study Plan: Finding a Job** (https://cilearn.csuci.edu/courses/18607/assignments/330722)	due by 11:59pm
Tue Nov 9, 2021	📝 **Discussion: 2nd draft Resume and Cover Letter & Peer Review** (https://cilearn.csuci.edu/courses/18607/assignments/330689)	due by 11:59pm
Sat Nov 13, 2021	📝 **Assignment: Final Drafts of Cover Letter and Résumé** (https://cilearn.csuci.edu/courses/18607/assignments/330699)	due by 11:59pm
Tue Nov 16, 2021	📝 **Discussion: 1st draft of Visual Media and Peer reviews** (https://cilearn.csuci.edu/courses/18607/assignments/330690)	due by 11:59pm
	📝 **Discussion: Creating a Personal Brand** (https://cilearn.csuci.edu/courses/18607/assignments/330705)	due by 11:59pm
Sat Nov 20, 2021	📝 **Assignment: Final Visual Media & Reflection** (https://cilearn.csuci.edu/courses/18607/assignments/330701)	due by 11:59pm
	📝 **Quiz: Visual Media** (https://cilearn.csuci.edu/courses/18607/assignments/330716)	due by 11:59pm
	📝 **Study Plan: Visual Media** (https://cilearn.csuci.edu/courses/18607/assignments/330726)	due by 11:59pm
Tue Nov 30, 2021	📝 **Discussion: ePortfolio 1st draft Review** (https://cilearn.csuci.edu/courses/18607/assignments/330682)	due by 11:59pm
Thu Dec 2, 2021	📝 **Discussion: First Draft - Celebrating the Semester - A Media Presentation** (https://cilearn.csuci.edu/courses/18607/assignments/332656)	due by 11:59pm
Sat Dec 4, 2021	📝 **Quiz: Developing and Delivering Business Presentations** (https://cilearn.csuci.edu/courses/18607/assignments/330711)	due by 11:59pm
	📝 **Study Plan: Developing and Delivering Business Presentations** (https://cilearn.csuci.edu/courses/18607/assignments/330721)	due by 11:59pm
Tue Dec 7, 2021	📝 **Assignment Creating an ePortfolio with Google Sites** (https://cilearn.csuci.edu/courses/18607/assignments/330693)	due by 11:59pm
	📝 **Assignment: Celebrating the Semester - an Audio/Visual Presentation** (https://cilearn.csuci.edu/courses/18607/assignments/330691)	due by 11:59pm
	📅 **3 Peer Reviews for Evaluating a Professional Communication** (https://cilearn.csuci.edu/calendar?event_id=109249&include_contexts=course_18607)	

Date	Details	Due

📝 **CI Virtual Career Fair: An Extra Credit Discussion**
(https://cilearn.csuci.edu/courses/18607/assignments/330679)

📝 **WSJ Job Summit - An Extra Credit Discussion**
(https://cilearn.csuci.edu/courses/18607/assignments/330680)