

# Welcome to Business 310: Business Discourse for the 21st Century Professional

## Course Information

Course Meeting Times: Tues/Thurs, 12:00 noon to 1:15pm  
Meeting Location: Bell Tower 2582  
Course Section: 002  
Total units: 3  
Prerequisites: Junior or Senior standing in the Business major.

## Instructor Information

Instructor: Dr. Ryan Murphy,  
Assistant Professor of Business Communication  
Email: [ryan.murphy@csuci.edu](mailto:ryan.murphy@csuci.edu)  
Office: Sage 2033  
Phone: (970)-901-0734 (available M-F, before 6:00pm)



## Office Hours

Mondays 3:00pm to 4:00pm and Tuesdays 1:30pm to 3:30pm (in Sage 2033).  
I am also happy to meet with you by appointment (request appointment via email).  
Office hours or appointments by Zoom are also available.

## Course Description

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.

This section of BUS 310 meets in-person on campus. Please read course materials and study plans before class you will be prepared for in-class activities, assignments, and studio work time.

## Inclusive Learning Statement

Your success in this class is important to me. We all learn differently, and I am committed to making this class an inclusive learning space. If there are aspects of this course that prevent you from learning or exclude you, please let me know as soon as possible. Together we'll develop strategies to meet both your needs and the requirements of the course

## Course Communication

CSUCI Dolphin email will be the primary means of communicating in addition to Canvas. *I will respond to all emails within 24 to 48 hours (usually less). I expect you to monitor your email account as well.* Please send email from your CSUCI email account and include a meaningful subject line, your course section, and your name in your message.

Use CSUCI Email for:	Use Office Hours for:
Class questions	Questions about grades
Requests for appointments	Class questions
Requests for assignment extensions	Consultations about assignments

## 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.

### **GWAR Learning Outcomes**

This course satisfies the campus Graduate Writing Assessment Requirement (GWAR). In doing so, students in BUS 310 will

- Write effectively in various forms;
- Apply feedback during revision opportunities to improve the text;
- Identify expectations within the genre by analyzing models from student and/or professional writing examples;
- Develop knowledge and understanding of the form, content, context and effectiveness of written communication.

### **Course Materials**

- *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 small fee to access course support. Before the end of the 2nd week of class, please purchase the access code from the [CI Campus Bookstore](#). 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. Be sure to save a copy of your access code (e.g. email receipt, photo) in case you need to re-enter it.
- Additional readings and media posted to Canvas.
- 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. Laptops are available for rent through the John Spoor Broome Library Circulation Desk. See [additional information about equipment rental](#), including semester-long laptop rentals.

## **Course Policies**

### **COVID-19 Safety and Masks**

Masks are required when class is meeting indoors. We will follow all university policies related to COVID-19 safety, the most current details are available on this [COVID-19 FAQ page](#).

### **Attendance Policy**

Regular attendance in class is critical to your success in this class. A class roster will circulate each time class meets. It is your responsibility to ensure you are marked as present. You are allowed three absences, no questions asked. For each absence beyond the third, your final class grade will be reduced by a full letter grade. Excused absences require written email confirmation from the instructor. If you miss a class meeting you are still responsible for meeting scheduled deadlines and completing all in-class work.

During class meetings, please feel free to excuse yourself if you need to use the restroom or step out of the class for any other reason. You do not need to ask for permission.

### **Late Work and Deadline Extensions**

Late work will not be accepted; however, you can arrange a deadline extension for most assignments by emailing the instructor before the due date.

To avoid late submissions...

- Read the assignment instructions early in the week.
- Sketch out a reverse plan to ensure you hit the target date.
- Create a schedule and work consistently.
- Work with a study partner.
- Work ahead if you anticipate a change in your schedule.
- Email or text me immediately if you have questions or technical difficulties.

### **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 and peer reviews 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.

### **Taping or Recording Class**

If you need to make an audio or video recording of class, please let the instructor know before you begin any recordings.

### **Bringing Children to Class**

If you need to bring a child to class, please minimize distractions for other learners in the classroom.

### **Extra Credit**

There will be opportunities for extra credit. You are also welcome to suggest opportunities for extra credit. The only requirement is that any opportunity for extra credit must be available to every person in class.

### **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.

### **Using Rubrics to Meet Assignment Goals**

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

If you have questions about how the rubric criteria apply to your work, please ask.

### **Writing Feedback and Revised Drafts**

Planning, writing, and revising your work are important steps in the business communication. Your peers and I will give you feedback on your initial drafts to help

you develop your writing. We will discuss strategies for incorporating feedback and writing about the iterative design and revision process. Please note that credit for final drafts usually includes incorporation of feedback. To receive feedback, 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.

## Grade Definition Policy

Grade Definition Policy - [Senate Policy 12-007](#), clarifies the level of performance that each letter grade represents, and all MVS School faculty are encouraged to ensure awarded grades match a student's given level of performance. I will assess your work using the +/- system and the following CSUCI'S grading criteria:

- "A": Student performance is outstanding and indicates an **exceptional degree of academic achievement** in meeting learning outcomes and course requirements.
- "B": Student performance is at a high level and indicates **solid academic achievement** in meeting learning outcomes and course requirements.
- "C": Student performance is adequate and indicates **satisfactory academic achievement** in meeting learning outcomes and course requirements.
- "D": Student performance is **less than adequate** and indicates deficiencies in meeting the learning outcomes and/or course requirements.
- "F": Student performance is **unacceptable** and indicates a failure to meet the learning outcomes and/or course requirements.

## Graded Course Components

Overall grades in this course are based on points earned.

- 20% - Study Plans & Participation Activities
- 15% - Quizzes
- 30% - Discussions & Drafts (includes peer reviews)
- 35% - Final Submission of Writing Assignments

## 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](#).

## **Campus Resources for Student Success**

### **Handshake**

Handshake is a career services tool available to all CSUCI students through MyCI. It can help pair you with an employer or internship. Access the Handshake through the icon on the main MyCI page.

### **Campus Tutoring Services**

The Learning Resource Center (LRC) offers free one-on-one peer tutoring for all MVS School undergraduate courses. The LRC tutors will help students with study skills, fundamental concepts, comprehension, homework, test preparation, and much more. The Peer Tutor Schedule is available via the [LRC webpage](#).

### **Writing & Multiliteracy Center**

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address the 21<sup>st</sup> Century challenges of creatively thinking about and composing in written, oral, visual, and digital forms of communication. Peer consultants help students at any stage of the composition process via one-to-one or group consultations, online consultations, and workshops. Students can make an appointment to work with a consultant or learn more by visiting the [WMC webpage](#).

### **Counseling and Psychological Services (CAPS)**

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support); students can also email CAPS at [caps@csuci.edu](mailto:caps@csuci.edu) or visit the CAPS [website](#).

### **Emergency Intervention and Basic Needs**

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g., sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are

resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries, and basic necessities for current CI students. For additional assistance, please contact the Dean of Students Office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up-to-date information on the [Basic Needs Program](#).

### **Title IX and Inclusion**

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSUCI prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating, domestic violence, and stalking. For more information regarding CSUCI's commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit the [Title IX webpage](#).

### **If you want to be successful in this class, it helps to...**

- Be self-motivated and self-disciplined.
- Be willing to ask questions and speak up, especially if problems arise, or ask me questions privately.
- Do the reading and come to class prepared.
- If available, use class time to complete the work for the course.
- Respect your peers and your instructor. This means being open, generous, and actively attentive.
- Be willing to step out of your comfort zone and try something new.
- Accept critical thinking and decision making as part of the learning process.
- Commit to 5 to 10 hours per week per course.



## Business 310 – 02 Weekly Course Schedule (Tues/Thurs Class)

Note: This schedule is subject to change

Week	Dates	Topics	Major Assignments
Week 1	8/23 8/25	Video Introductions, Revision and Editing	Composing professional email Discussion: Self-Assessment of Business Communication
Week 2	8/30 9/1	Communicating in Business, Evaluating professional communications, Audience Analysis	Evaluating Professional Communications
Week 3	9/6 9/8	Writing in Business, Business Letters	Revising a Letter for objectivity Composing professional email
Week 4	9/13 9/15	Written Communication, Memos	Dress Code Memo
Week 5	9/20 9/22	Public Speaking	Elevator Pitches
Week 6	9/27 9/29	Career Services, Finding a Job, Composing a professional identity	Resume, Cover Letter
Week 7	10/4 10/6	Career Services, Finding a Job, Composing a professional identity	Resume, Cover Letter
Week 8	10/11 10/13	LinkedIn Profiles, Digital Personas	LinkedIn Profile
Week 9	10/18 10/20	Research, Source Selection, Credibility Evaluation	Researching and proposing a charity partnership
Week 10	10/25 10/27	Business Reports	Career Report, Annotated Bibliography

Week 11	11/1 11/3	Business Reports	Career Report, Annotated Bibliography
Week 12	11/8 11/10	Communicating Different Messages	Responding to Criticism Letter
Week 13	11/15 11/17	Visual Media Communication Design Principles	Visual Media
Week 14	11/22	Digital Identities and Web Design	ePortfolios
		Thanksgiving Recess 11/24-26	
Week 15	11/29 12/1	Business Presentations: Leveraging Audio and Visual Elements	Media Presentations