

Welcome to Business 111

Introduction to Business through Writing

Course Syllabus | Fall 2023

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Course Information

Course Section Details

Section & Class Number: BUS 111-01
Meeting Location: Bell Tower 2582
Meeting Days: Mon. and Wed.
Meeting Time: 1:30 pm to 2:45 pm
Prerequisites: GE Area 2
Total units: 3

Instructor Information

Instructor: Dr. Ryan M. Murphy,
 Assistant Professor of Business
 Communication
Email: ryan.murphy@csuci.edu
Office: MVS Hall 2114
Office Hours for Students:

- Mon. and Wed. 4:30pm to 5:30pm*
- Tues. 12:30 to 1:30*
- And by appointment



*All office hours are hybrid. Visit me in
 MVS Hall 2441 or drop into Zoom:
<https://csuci.zoom.us/j/5064008913>

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 Description

BUS 111 surveys the multidisciplinary business environment through the lens of business communication. It is an introduction to business—based in writing practice. The principles of ethical and effective communication will be applied to the creation of letters, memos, emails, and written and oral reports for a variety of business situations through frequent but small writing assignments that are revised over time with feedback.

Student Learning Outcomes

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

1. Identify the communication issues of the business environment.
2. Identify and consider the major disciplines of business: leadership, management, operations, computer information systems, marketing, entrepreneurship, accounting, and finance.
3. Practice business communication through planning, problem solving, organizing, writing, editing, listening, and presenting techniques.
4. Analyze, design, and create organizational memos, emails, simple graphics, presentations, and written reports using appropriate content, style, tone, grammar, format, and appearance.
5. Examine several business disciplines of interest to explore further after the interview of a current professional and subsequent written report.

Course Communication

CSUCI Dolphin email will be the primary means of communicating in addition to Canvas. *I respond to all email within 24 to 48 hours, with the exceptions of weekends and holidays . 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 (beyond 7 days)	Consultations about assignments

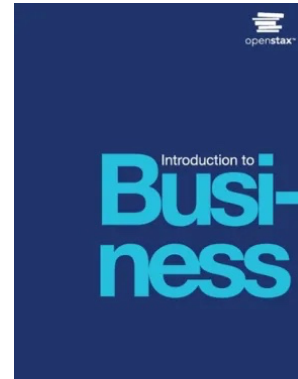
Course Materials

Textbook

Introduction to Business, OpenStax (2018).

This is an open access textbook which is free to students. You can access the textbook through the course Canvas page or

<https://openstax.org/details/books/introduction-business>. If you prefer a paper copy of the book, they are available at the university bookstore for purchase (ISBN 9781593995485).



- 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, Microsoft Word or Google Docs, and PowerPoint or Google Slides. Laptops are available for rent through the Broome Library Circulation Desk. See [additional information about equipment rental](#), including semester-long laptop rentals.

Important Course Links

- Course page on Canvas: <https://cilearn.csuci.edu/courses/25631>
- [Class Attendance Form](#) (Google Form): Use this form each time class meets to mark yourself present. This is the same as the QR code displayed in class.
- [Assignment Deadline Extension Request Form](#) (Google Form): Use this form if you would like more time to complete an assignment. You can give yourself an extension of up to 7 days, no questions asked.

Course Grades & Graded Components

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.

Final letter grades in this class will be based on the cumulative total of the points that you have earned on the assignments in this class. 1000 total points are possible.

Letter Grade	Point Range
A	1000–930
A–	929–900
B+	899–870
B	869–830
B–	829–800
C+	799–770
C	769–730
C–	729–700
D	699–600
F	599–0

Graded Course Components

Overall grades in this course are based on the points you earn. There are 1000 points possible across the following major categories (see details below):

Assignment Categories	Points Possible
Unit Deliverables	500
Weekly Reading Engagement	150
Biweekly Discussion Boards (7)	140
LinkedIn Learning Credentials (3)	110
Attendance	100
Total Points Possible	1000

Unless otherwise stated, assignments are due by 11:59 pm on the date listed.

Unit Deliverables

Unit deliverables are short written assignments associated with each unit. Some unit deliverables are worth more than others. Each set of unit deliverables will include an assignment information sheet posted in Canvas, an evaluation rubric, and an in-class description.

Unit Deliverables	Points
Introduction to Business (Business Email, Learner Survey)	50
Business Ethics (Case study)	30
Organizational Communication (Genre analysis of business documents)	30
CSIS (Skills analysis table in Excel)	30
Operations (Visualization of a business process)	30
Leadership and Management (Backgrounder paper and mini presentation)	100

Marketing (Audience awareness: Empathy Maps)	50
Accounting and Finance (Data visualization or excel reporting)	50
Entrepreneurship (Feasibility proposal-memo: ideas for small business)	30
Business Area Report	100
Total points possible for unit deliverables	
	500

Some unit deliverables are linked, for example the backgrounders on leadership and management and the data visualizations for accounting and finance could be included as components in the Business Area Report.

Revisions are welcome! If you would like to improve your grade on any unit deliverables, you can revise and resubmit them to be re-scored. Please contact the professor if you would like to submit a revision.

Weekly Reading Engagement

Weekly readings are focused on the course textbook as well as any other assigned reading. All readings will be posted to the weekly module in Canvas. Each weekly reading will include a specified form of engagement. The method of engagement will change from week to week but might include the following formats:

- Making annotation posts using Hypothesis on the textbook
- Completing reading quizzes
- Writing short reading responses

Biweekly Discussion Boards (7)

We will hold ongoing discussion boards on Canvas, changing discussion boards every other week. Discussion board posts and responses are due by Friday at 11:59pm each week. Each biweekly discussion board will follow the same format. In the first week that each discussion board is available, you should write and post your initial response. In the second week each discussion board is available, you should write and pose your response(s). Please check for specific instructions for each discussion board.

LinkedIn Learning Credentials

For this component of the class, you will earn credit for completing three (3) LinkedIn Learning courses and posting a short written review of one of the courses you complete. You are free to select from a list provided in class or you can propose another course from the LinkedIn Learning website.

LinkedIn Learning is an online resource made available through your student account at CSUCI. This is a valuable collection of videos, information pages, and course. By completing a LinkedIn Learning course you can earn a badge that you can display on your LinkedIn profile (if you choose).

Attendance

Each class meeting is worth 4 points. Attendance will be recorded with a QR code that you can scan or a hyperlink that you can click, both of which will link you to the same Google form. Complete and submit the form, including the daily verification word, to earn attendance credit.

Over the 15 weeks of class there are 30 class meetings, meaning there is an opportunity for you to earn up to 120 points for attendance. Full credit for attendance is defined as 100 points. Any credit that you earn over that will be calculated as extra credit toward your final grade.

Extra Credit

There are several ways you can earn extra credit in this class. Extra credit must be completed by Friday, December 1, 2023.

- **Tutoring Appointments at WMC or LRC**
 - 5 points per visit (see instructions in Canvas), repeatable up to 3 times
- **Write and share Class Notes to Share**
 - 5 points per class (see instructions in Canvas), repeatable up to 2 times
- **Attend any Event Hosted by MVS and write a 1 page synopsis**
 - 5 points per event (see instructions in Canvas), unlimited repeats
- **Attend any class-related CSUCI Event and write a 1 page synopsis**
 - 5 points (see instructions in Canvas), repeatable up to two times
- **Attendance points earned over 100**

Use Rubrics to Meet Assignment Goals

All assignments 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.

Course Policies

COVID-19 Safety

We will follow all university policies related to COVID-19 safety, the most current details are available on this [CSUCI COVID-19 FAQ page](#).

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](#).

Use of Artificial Intelligence (AI) Tools

Use of AI tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citations and/or use of quotations, and in your reference list). Alternatively, students who use an AI tool can include an appendix or additional page with any assignment explaining how they used AI to complete the assignment. Using an AI tool to generate content without proper attribution qualifies as academic dishonesty.

Attendance Policy

Attendance counts toward your final course grade because it is critical to your success in this class. Credit for attendance is earned by coming to class and marking yourself "present" using the class attendance system (QR code or hyperlink sign-in form). Attendance will be recorded within the first 10 minutes of each class. If you arrive after attendance has been recorded, you will not be marked "present." If you leave class before the scheduled end time you will not be marked "present."

What to do if you miss a class:

1. Check the class Canvas page for assignments and materials posted
2. Contact your two designated classmates to ask about class
3. Contact the professor if you have any questions

If you miss a class session, you are still responsible for meeting scheduled deadlines and completing all in-class work. Excused absences will be accommodated according to the [CSUCI Policy on Class Attendance](#).

During class meetings, 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

While it is best to submit your work for this class on time, there might be occasions when a deadline extension is necessary or helpful. The late work policy in this class allows you to submit late work (with a point deduction), and the deadline extension form allows the point deduction to be waived if you properly document your late work. Our Canvas course page is programmed to allow late assignment submissions, with a 10% point deduction that will be applied every day an assignment is late.

Deadline extensions (excused late work) up to 7 days after the original due date are allowed if you complete the deadline extension request form available in Canvas at least 12 hours before the original deadline. If you submit a deadline extension request form before the deadline and you email the professor once you have submitted your work, the 10% late work penalty will be waived. Deadline extensions beyond 7 days need approval from the professor.

The deadline for late work is Friday, December 1, 2023. Late work submitted after this deadline is not eligible for credit.

Some strategies to avoid late work include:

- Reading the assignment instructions early in the week.
- Sketching out a reverse plan to ensure you hit the target date.
- Creating a schedule and work consistently.
- Working with a study partner or group.
- Scheduling tutoring appointments with the WMC or LRC for accountability.
- Working ahead if you anticipate a change in your schedule.

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 professor know before you begin any recordings.

Bringing Children to Class

If you need to bring a child to class, please let the professor know in advance and minimize distractions for other learners in the classroom.

Campus Resources for Student Success

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](#).

Writing & Multiliteracy Center

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address the 21st 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](#).

Learning Resource Center

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](#).

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 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](#).

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.

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 111 Weekly Course Schedule – Fall 2023

Note: **This schedule is subject to change** (Revised 8/23/23)

Section 1: M/W 1:30 to 2:45, Bell Tower 2582

Week	Dates (M/W)	Topics	Major Assignments
Week 1	8/21 8/23	Introduction to Business	Professional email and selfie Learner Survey Discussion Board 1 Initial Post Due Reading: Intro to Business 1.1 & 1.2
Week 2	8/28 8/30	Introduction to Business	LinkedIn (for LinkedIn Learning), Hypothes.is -Form groups for Management and Leadership Trends Presentations Tour of WMC and MVS Hall Read: Business and Financial Occupations from BIS Discussion Board 1 Response Due
Week 3	9/4* 9/6	Business Ethics *Monday, 9/4 is Labor Day. Class does not meet.	Discussion Board 2 Initial Post Due Read Intro to Business Chapter 2 Choose from 2 sage cases: [Stolen Art] or [Single-use Plastics] HBR Case: What Role do Individual Leaders Play in Corporate Governance?
Week 4	9/11 9/13	Organizational Communication	Genre analysis of business documents Chat GPT and Genres Analysis Discussion Board 2 Response Due Read Chapter 7: Organizational Structures
Week 5	9/18 9/20	CSIS and Operations	Skills inventory and analysis (in excel) Intro to Handshake Discussion Board 3 Initial Post Due LinkedIn Learning Credential #1 Due
Week 6	9/25 9/27	CSIS and Operations	Data visualization/infographic of a business process Discussion Board 3 Response Due

Week 7	10/2 10/4	Leadership and Management	Research on management trends [Invite Business Club; WIB] Discussion Board 4 Initial Post Due Readings: Chapter 6 HBR: When your Feelings Conflict with your Leadership Role. -Group presentations on Business Areas
Week 8	10/9 10/11	Leadership and Management	Backgrounder Report on management trends Discussion Board 4 Response Due Readings: Chapter 8 or 9 HBR Case: What Role do Individual Leaders Play in Corporate Governance?
Week 9	10/16 10/18	Marketing	Audience awareness personas Begin individual reports on business Areas [Invite Marketing Club] Discussion Board 5 Initial Post Due Reading: Chapter 11
Week 10	10/23* 10/25*	Marketing Methods: Interviews and formal observations *Remote class this week. Dr. Murphy is at a conference. See canvas for details.	Empathy maps [Invite CI Solutions] Discussion Board 5 Response Due Reading: Fieldworking Ch. 5 Researching People, “the Collaborative Listener” Supplementary: Chapter 2 Intro to Marketing LinkedIn Learning Credential #2 Due
Week 11	10/30 11/1	Accounting	[Invite Accounting Club]

			<p>1. Introduction to accounting and role of accounting</p> <p>2. Careers in accounting</p> <p>3. Accounting family: Specialized fields in accounting</p> <p>4. Introduction to Professional certificates in accounting</p> <p>Discussion Board 6 Initial Post Due</p> <p>Read: Chapter 14</p>
Week 12	11/6 11/8	Finance	<p>[Invite Finance Club]</p> <ol style="list-style-type: none"> 1. Time value of money (TVM) and investments 2. Investors' risk and return 3. A company's cost of capital 4. Financial forecasting and budgeting 5. The role of financial markets and institutions (The Fed, financial markets, banks, etc.) <p>Discussion Board 6 Response Due</p> <p>Accounting and Finance Deliverables Due:</p> <p>Read Chapter 15 or 16</p>
Week 13	11/13 11/15	Entrepreneurship	<p>Feasibility proposal: ideas for small business</p> <p>Reading: Intro to Business Chapter 5</p> <p>Discussion Board 7 Initial Post Due</p>
Week 14	11/20 11/22	Thanksgiving Week Individual Reports – writing and peer response workshop	<p>Discussion Board 7 Response Due</p> <p>-In class individual conferences</p>
Week 15	11/27 11/29	Business in Society	<p>B Corps</p> <p>ESG</p>

			<p>“Business and society” Business in Ventura County (LA Times article about MVS)</p> <p>LinkedIn Learning Credential #3 Due</p>
Finals Week	12/4	Turn in individual reports	Final time is Wednesday 12/6 1:00 to 3:00