

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

## Course Syllabus | Fall 2023

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### Course Information

#### Course Section Details

**Section & Class Number:** BUS 310-02

**Meeting Location:** Online

**Zoom Link for Class:**

<https://csuci.zoom.us/j/83414774287>

**Meeting Days:** Tues. and Thurs.

**Meeting Time:** 4:00 pm to 5:15 pm

**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

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 synchronously online. Please read course materials and study plans before class you will be prepared for in-class activities, assignments, and studio work time.

**Prerequisites:** BUS 110, BUS 111, and Junior or Senior standing

## Course 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 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

### Required textbook (digital)

*Business Communication Skills for Managers* from Lumen Learning. This is a digital text, embedded in our Canvas course. There is no separate book to purchase, but there is a small fee. 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, 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.

### Supplementary textbook

*HBR Guide to Better Business Writing* (2013) by Bryan A. Garner. ISBN. 978142218403  
This small paperback book is available for sale in the university bookstore for purchase or rent for around \$20. The Broome library has free access to *HBR Guide to Better Business Writing* as a digital text, as a paperback book on reserve, and as an audiobook. I have several copies of *HBR Guide to Better Business Writing* to loan. Please send me an email or visit me in office hours if you would like use one of these free copies.

Additional readings and media will be posted to Canvas.

## Technology Requirements

- Access to a reliable computer and internet connection
- Access to Zoom (for class meetings and office hours)
- A computer or cellphone camera and microphone,
- Access to your CSUCI Google Drive, MS Word or Google Docs, and PowerPoint or Google Slides. Note: “Pages” files are not accepted.
- 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/25635?for\\_reload=1](https://cilearn.csuci.edu/courses/25635?for_reload=1)
- 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

Work for this class will generally be due on Mondays, Wednesdays, and Fridays Check the course schedule on Canvas and assignment information sheets for details.

Mondays	Wednesdays	Fridays
Final Deliverables (assigned previous week) Study Plan	First Drafts for Peer Response Drafts Quiz	Peer Response Feedback

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

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.

"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

Final letter grades in this class will be based on a weighted total of the points that you have earned on assignments in this class.

Assignment Categories	Percent of Final Grade
Unit Deliverables (Final Drafts)	30%
First Drafts & Peer Response (Discussion Boards)	25%
Quizzes	15%
Study Plans	10%
Attendance	10%
<i>HBR Better Business Writing</i> Mini-Presentations	10%
Total	100%

At the end of the semester, your final course letter grade will be calculated based on the overall weighted totals of the categories above. There is no rounding.

A	100–93	B+	89.9–87	C+	79.9–77	D+	69.9–67
A–	92.9–90	B	86.9–83	C	76.9–73	D	66.9–63
		B–	82.9–80	C–	72.9–70	D–	62.9–60
						F	59.9–0

## Unit Deliverables (Final Drafts)

Unit deliverables are revised final drafts. Each set of unit deliverables will include an assignment information page posted in Canvas, an evaluation rubric, and an in-class description. All other class assignments and activities, especially first drafts and peer response in discussion boards, are designed to help you write your unit deliverables. 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.

## **First Drafts and Peer Response (Discussion Boards)**

All of the major assignments for this class (Unit Deliverables) are designed to be written and revised through successive rounds of feedback. We will use discussion boards in Canvas to submit first drafts for credit and comments. These discussion boards will also be the space where we hold peer response sessions. Your discussion board grade will include credit for submitting first drafts and for writing feedback on your classmates drafts.

## **Quizzes**

Each assigned reading includes a short quiz. You will have two attempts to complete each quiz so you can submit your highest score. Your work with the reading and completing the study plans will help you score well on the quizzes.

## **Study Plans**

For each assigned reading there is a study plan designed to help you self-check your understanding of the material. Most study plans allow unlimited attempts to earn full credit.

## **HBR Better Business Writing Mini-Presentations**

About 10 minutes of each class meeting will be dedicated to a student-led presentation or discussion of a chapter or appendix in the *HBR Guide to Better Business Writing*. Each person will have the opportunity to present. You can pre-record a presentation. You also have the option to present with a classmate as a pair. In addition to presenting, you can earn credit by actively listening to presentations and writing a response to them in the discussion board labeled "HBR Better Business Presentations."

Make at least one presentation and write at least three responses to receive full credit for this graded category.

## **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 2 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 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](#).

## **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](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](#).

## 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 310-02 Fall 2023 Weekly Course Schedule

This class is online and meets synchronously Tues/Thurs 4:00 to 5:15pm.

The class is 15 weeks long (August 19 to December 9)

**Note: This schedule is subject to change** (Last revised 8/24/23)

### Recurring Weekly Assignment Schedule

Monday	Wednesday	Friday
Final Deliverables from previous week due Study Plan due	First Drafts due Peer response in class Quiz due	Complete Peer Response Feedback

### Week by Week Course Schedule

Week	Dates	Topics	Major Assignments All major assignments with an asterisk* include a first draft, peer response, and revised draft.
Week 1	8/2 8/24	Syllabus and course structure Peer Response Logistics Professional introductions Writing as revision	-Video Introductions -Business email to faculty -Peer Response Logistics
Week 2	8/29 8/31	Business Letters and Memos  Dr. Murphy is away on 8/13. Please see Canvas for asynchronous content	Study Plan Quiz Dress code memo* Revising letter for objectivity* HBR Presentations
Week 3	9/5 9/7	Audience Awareness Concision EULAs	Study Plan Quiz End User License Agreement Remediation* HBR Presentations
Week 4	9/12 9/14	Résumés Cover letters	Study Plan Quiz Resume* HBR Presentations

Week 5	9/19 9/21	Résumé Revision Cover letters 2.0	Study Plan Quiz Cover Letter with Resume* HBR Presentations
Week 6	9/26 9/28	Elevator pitches Oral Communication	Study Plan Quiz Video Pitch* HBR Presentations
Week 7	10/3 10/5	Personal Brands* LinkedIn Profiles*	Study Plan Quiz Personal Brand* LinkedIn Profile* HBR Presentations
Week 8	10/10 10/12	Research skills Proposal memos	Study Plan Quiz Charity Partnership Memo* HBR Presentations:
Week 9	10/17 10/19	Business communication for a variety of situations <b>[Career Fair 10/18]</b>	Study Plan Quiz Business Letter Responding to criticism* HBR Presentations
Week 10	10/24 10/26	Report on a Career Exploratory research Conducting an interview  Dr. Murphy is traveling for a conference this week. Classes will be held remotely.	Study Plan Quiz Report on a Career Topic proposal* Annotated Bibliography* HBR Presentations
Week 11	10/31 11/2	Report on a career Primary research methods Credibility assessment Secondary research skills	Study Plan Quiz Report on a Career (or business plan)* HBR Presentations
Week 12	11/7 11/9	Report on a career Integrating sources Revision strategy	Study Plan Quiz HBR Presentations
Week 13	11/14 11/16	Report Revisions Week -ePortfolios	Study Plan Quiz

			Final draft of report due HBR Presentations
Week 14	11/21	Thanksgiving Week -ePortfolios and Media Presentations	HBR Presentation
Week 15	11/28 11/30	media presentations (slide deck with voice over)	Cutoff day for all coursework is 12/1 HBR Presentations
Finals Week	12/4	Final Time: Monday 12/4, 1:00 to 3:00 ( <a href="#">CI final exam schedule</a> )	-media presentations