

Business 111

Introduction to Business through Writing

Course Syllabus—Fall 2024

COURSE INFORMATION

Course Section Details

Section & Class Number: Bus111-0002**Meeting Location:** Bell Tower 1491**Meeting Days:** Monday and Wednesday**Meeting Time:** 9:00-10:15**Prerequisites:** GE Area 2

Instructor Information

Instructor: Ginger Hood-Whitesell**Email:**ginger.hoodwhitesell701@csuci.edu**Office:** Madera Hall 2631**Office Hours:** Wednesday, 10:30-Noon
and by appointment via Zoom or in-person

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 will 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 25 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 at:

<https://openstax.org/books/introduction-business/pages/1-introduction>

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.

Important Course Links

- Course page on Canvas.(link)
- Assignment Deadline Extension Request Form (Link): Use this form if you would like more time to complete an assignment. You can give yourself an extension of up to seven (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.

A	100%-93%	C+	79.9%-77.0%
A-	92.9%-90.0%	C	76.9%-73.0%
B+	86.9%-83.0%	C-	72.9%-70.0%
B	86.9%-83.0%	D	69.9%-60.0%
B-	82.9%-80.0%	F	59.9%-0%

Graded Course Components & Assignment Categories

All graded components will receive a point value. Final letter grades will be based on points earned while in this class. One thousand points are offered during this semester; the percentage of points earned will reflect the final grade. Students will be given a grade sheet which enumerates each assignment and helps students keep track of their accumulated points. This class offers four major assignments as well as many in-class opportunities to earn points towards a final grade.

Major Assignments

Major Assignments are written assignments associated with each of the four main units in the class. Each set of unit deliverables will include an assignment information sheet posted in Canvas, and an in-class description. Since the major assignments are primary markers of your success in this class, their grading standards are higher and you are encouraged to revise your work (see revision policy).

Unit I: Business Ethics Case Study Memo

Unit II: Leadership and Management Background paper

Unit III: Infographic of a Business Process

Unit IV: Business Area Report

Revisions for Major Assignments

Revisions are welcome! If you would like to improve your grade on any final draft of a major assignment, you can revise and resubmit the assignment to be re-scored. To submit a revision, include a statement of the actions you took to revise your assignment and submit your revised draft with your comments directly to the professor in a professional email. Revisions should be completed no later than two weeks after receiving your final graded draft and no revisions will be accepted after Friday 6 December.

LinkedIn Learning Reviews

For this component of the class, you will earn credit for completing three (3) LinkedIn Learning courses and posting a written review about each course. This will appear as a discussion board in Canvas. You are free to select from a list provided in class or you can propose another course from the LinkedIn Learning website.

Each LinkedIn Learning course review should include two parts:

1. A copy of your certificate of completion that shows your name.
2. A written review of the course—What did you learn in the course? What did you like or dislike about the content? Who do you think would benefit from the course? Would you suggest the course to the other students? Why or why not?

Reading Engagement

Course readings are focused on the course textbook as well as any other assigned reading. Readings could also include videos to watch or podcasts to listen to. All readings will be posted in the weekly module in Canvas. Methods of engagement will change and might include the following:

- Making annotation posts using Hypothes.is on the textbook.
- Completing reading quizzes
- Writing short reading responses or discussion posts.

In addition to the reading assignments, a composition notebook will be provided to each student. Every week take time to make brief notes. Your notes might include predictions about what you think will come next, connections between information from a previous week with the current week's ideas, questions that come to mind outside of class, thoughts about how to apply new knowledge in achieving your goals, and/or any idea that comes to mind that you are curious about. Bring this notebook with you to every class in order to keep a record of your thoughts and questions. Notebooks will be checked periodically.

Final Exam

This course culminates with an in-person open-book, open-notes, written exam on 9 December 2024, from 8:00 AM to 10:00 AM. The exam will cover topics learned in the semester and could cover content from any class meeting and any of the assigned readings.

Attendance/Participation

Attendance in this class meeting will be recorded. Attendance is a vital part of learning and achievement in this class.

I run a student-centered class which consists largely of writing, discussion, and in-class activities of one kind or another. I want everyone to participate in these activities, including our class discussions. Your unique perspective and ideas are valuable and might bring to the conversation something nobody else has considered (including me). In addition to calling on volunteers, I will issue regular invitations for individual students to participate in our discussions, and I expect everyone to accept those invitations at least some of the time. If this represents a problem for you for some reason, reach out to me in person or online and we'll find a way to get you involved so we can hear your good ideas and questions

Extra Credit

There are several ways you can earn extra credit in this class. Extra credit must be completed by Friday, 6 December 2024.

- Tutoring Appointments at WMC or LRC.
 - Five (5) points per visit up to three (3) times.
- Attend any event hosted by MVS and write a one (1) page synopsis.
 - Five (5) points per event; unlimited repeats.
- Attend any class-related CSUCI event and write a One (1) page synopsis.
 - Five (5) points; repeatable up to two (2) times

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 **not permitted** in this section of this course.

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 being on time for class.

Attendance is recorded within the first ten (10) minutes of 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

The late work policy in this class allows you to submit late work (with point deductions). The deadline extension form allows the point deductions to be waived **IF** you properly document your late work. No late work will be accepted beyond two (2) weeks after the original due date.

Deadline extensions (excused late work) up to seven (7) days after the original due date are allowed if you complete the deadline extension request form available in Canvas at least twelve (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 seven (7) days need approval from the professor.

The deadline for late work is Friday, 6 December 2024. 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 working 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 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

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual.

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 & 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 80-437-2077 or visit the [Title IX](#) webpage.

Disabilities Accommodations. Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation and Support Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning or other disabilities are encouraged to contact the Disability Accommodation and Support Services office at (805) 437-8510 for personal assistance and accommodations. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me ASAP. <https://www.csuci.edu/dass/>

The syllabus may change due to unforeseen events & flexibility during the semester. Changes will usually be announced in class as well as updated on the course site in Canvas.

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-to-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 the professor question 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.