

Course Syllabus

BUS 310; 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

This class meets in person each Tuesday and Thursday from 1:30 to 2:45 p.m. in Bell Tower Hall 2704

Your Instructor: **Jocelyn Marie, MVS Business Lecturer**

jocelyn.marie@csuci.edu

661.747.6882

Welcome to Business 310! I look forward to working with you as you prepare for your professional life!

What’s this course all about?

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.

Office Hours

MVS Hall 1171 and Virtual Office Hours: Tuesdays: 3:00 – 4:00 pm and by appointment during the week. I’m happy to meet with you in my office, on Zoom or on a phone call. Send me an email or a text to let me know your availability. When you text, *please* identify yourself with name and what class you’re in (i.e. “this is Jocelyn from your Bus Comm class”).

Zoom Café and Virtual Office: Zoom Link – forthcoming. Please be patient while this gets set up. I’ll let you know as soon as I am able!

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.

Business Communication Skills for Managers is a virtual “text” that is embedded in the study plans of our Canvas course. There is no separate book to purchase, although there is a \$39.38 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.

Suggested Material (useful but not required)

- *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

Students enrolled in this section of Business 310 meet on the CI Campus.


Business 310 requires **real-time, face-to-face interaction**. Lectures are embedded in the study plans or recorded in the modules. Assignments, quizzes, and activities are done in the classroom. So,

it's important for you to read the module materials and study plans to prepare for in-class activities, assignments, and peer reviews. I strongly encourage you to join your classmates and me during office hours or see your tutor in the Weekly Review Sessions, where you can meet to discuss class content, assignments, and 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 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.



“DOING THE BEST AT THIS MOMENT PUTS YOU IN THE BEST PLACE FOR THE NEXT MOMENT.”

~ OPRAH WINFREY

Assignments and Homework

Please complete assignments by the due date to elicit feedback and avoid late penalties. Late assignments will lose 20% of the overall score and feedback points; no feedback will be given. No points will be given to assignments posted three days past 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.
- Come to class, Tutoring sessions, 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 or text me immediately if Canvas or your internet isn't working. Attach the assignment or share a link in your email if possible.

IMPORTANT If you are using Google Docs, change the share settings so I can view and comment. Work that is not shared is missing and/or late. Late penalty will apply. Here's a link that describes 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:

Monday:

- Read the Module “Study Plans” and do the “Self Check.”
- Review assignments and begin preparing them.
- Attend Tutor's Review Session and/or Bootcamp

Tuesday through Friday:

- Attend classes. Give Peer Feedback (in-class)
- Attend Tutor's Review Session and/or Bootcamp
- Review Study Plan and Self Checks
- Post Quizzes and Discussions
- You have two attempts to take the Quiz. Quizzes close at midnight. Do your first attempt early so you have time to review the material before the final attempt.)
- Submit Final Drafts

Note: Quizzes and Assignments are due before midnight (11:59 PM). Discussion Posts are due before 10:00 PM

Using Rubrics to Meet Assignment Goals

“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

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.

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 and universal guide to use in assessing the effectiveness of your written work.

The Course Writing Rubric will be posted in Canvas. Please be sure to get familiar with it.

Planning, Writing, *and* Revising

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.

Contract Grading

Business 310 will be assessed using a **contract grading system** (described in the Welcome Module). You will choose the grade you want to receive by reviewing the **Labor Assessment Checklist**, reviewing the **Contract Details**, signing the contract, providing status updates, and soliciting guidance from your peers and me. You'll also submit a **Grade Defense letter** to me at the close of the semester.

Due to university requirements, your final grade in the class will be posted as a traditional letter grade. However, **assignments will be assessed using the "Credit / No Credit" (CR/NC) system**. This represents a significant shift from traditional point-based grading methods that you may be familiar with. If you are uncomfortable with the CR/NC system, this class may not suit you well.

That said, consider that this approach offers numerous benefits, fostering an environment that prioritizes learning, growth, and engagement over arbitrary numerical scores. Please review the Credit / No Credit System page in the Welcome Module.

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 standard system withOUT +/- 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.

"IN ACTION 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

"F": Student performance is **unacceptable** and indicates a failure to meet the learning outcomes and/or course requirements.

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.

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."

- **Plagiarism:** Don't do it. Plagiarism results in failing assignments and, potentially, the course. If you are wondering about a paper or have questions regarding citations and summary, please see me for guidance. I'm happy to help!
- **Use of AI Tools:** I'm committed to promoting the development of 21st-century information literacy skills for learning, so I encourage the effective and responsible use of AI tools such as ChatGPT, Bing Chat, Bard, and Grammarly, among others, to assist with your coursework. However, it is vital for you to understand that these tools are to be applied to **augment** your own intellectual work, **not replace it**. Any verbatim copying and pasting of these tools' output and presenting it as your original work is considered plagiarism and violates the **CSUCI Academic (Dis)honesty Policy**.

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 .

Basic guidelines call for 12pt., Times New Roman, 1" margins, single-spaced. Use heading titles for new sections. No Running Header Required.

Expectations

Workload Expectations - Students should expect to spend six to nine hours to three hours studying or working outside of class.

Deliverables - 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.

How to Succeed, or The "Big Three"

1. **FORMAT YOUR WORK. IT'S GOOD PRACTICE.** Use bullet points, bolded text, titles, and paragraph breaks. This includes Discussion Posts and Assignments.
2. **CHECK FOR GRAMMAR AND SPELLING ERRORS.** I will not accept or give feedback on submissions with more than three spelling and 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. LATE WORK. Due to the design of this course (peer feedback and fast pace), I will not give feedback on late work and 20% of overall points will be deducted.

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.

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 procrastinator 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 someone 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.

STUDENT SERVICES

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 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**.

DASS

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of need. You can [apply for DASS services online](#). Faculty, students, and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

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**.

This syllabus is subject to change by the instructor to meet the needs of the class.