

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

Course Syllabus | Fall 2024

Course Section Details

Section: BUS 310, Section 06

Meeting Location: Bell Tower 1372

Meeting Days: Mondays & Wednesdays

Meeting Time: 12:00 pm to 1:15 pm

Total units: 3



Instructor Information

Instructor: Aaron Nastaskin

Business Communication Instructor

Email: aaron.nastaskin@csuci.edu

Office: MVS 2122

Office Hours: Wednesdays, 10:45am-11:45am

Office Hours for Students:

- And by appointment
- Zoom meetings are available by request.

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 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.

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 usually 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

Required Course Materials

Textbooks – This is the required books for this class:

HBR Guide to Better Business Writing by Bryan A. Garner (ISBN 978142218403).

This paperback book is available for sale in the university bookstore for purchase or rent. The Broome library has free access to *HBR Guide to Better Business Writing*. There are two copies on reserve at the main desk and a copy available for regular check out.

Additional readings and media will be posted to Canvas.

Technology Requirements

- 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. 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.

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.

- "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+	89.9% – 87.0%	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 visible in the Canvas gradebook. Final letter grades will be based on the weighted percentages of the points earned for components in each category. The table below indicates the weighted percentage of each assignment category, with detailed descriptions of each category following.

Assignment Categories	Weighted Percentage
Unit Deliverables (Final Revised Drafts)	40%
First Drafts and Peer Response	30%
Quizzes	10%
Presentations	10%
Attendance	10%
Total	100%

Unit Deliverables (Final Revised Drafts)

Unit Deliverables (final revised drafts) are written assignments revised from a first draft. Each set of unit deliverables will include an assignment information sheet posted in Canvas, an evaluation rubric, and an in-class description.

Final Draft Revisions

Revisions are welcome! If you would like to improve your grade on any final draft, 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 instructor in a professional email. Revisions should be completed no later than two weeks after receiving your final graded draft.

Final Exam Session (Presentations, no Exam)

This course culminates with in-person presentations of either the ePortfolio or Multimedia Presentation. Presenting your work during this time and participating as an active audience member counts toward the Unit Deliverables category.

First Drafts and Peer Response (Discussion Boards)

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. First Draft/Peer Response submissions require 2 parts: your submitted draft and your comments on peer drafts. Full credit is earned by completing both parts. Partial credit is earned if a draft is uploaded, but inadequate comments are provided for peers.

Late first draft submissions are only eligible for partial credit. Peer response comments written after the deadline do not count for credit. Deadline extensions do not apply to first drafts and peer response.

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 in each class meeting will be recorded. You're allowed to miss 3 classes before grade deductions take effect. For special circumstances and emergencies, you may request for absences to be waived pending approval by instructor. 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."

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.

Extra Credit

Students can read at least one of the proposed books listed on Canvas in the Extra Credit section. Students will be required to notify the instructor at the start of each book. They will be required to write two summaries, one that covers the first half of the book, and another that covers the second half of the book. Upon completion, they will receive 5% added to their total grade for the first book and 1% for each additional book read.

Late Work and Deadline Extensions

The late work policy in this class allows you to submit some assignments late with a 25% point deduction. No late work will be accepted beyond 2 weeks after the original due date.

Deadline extensions (excused late work): If you complete the deadline extension request form available in Canvas at least 12 hours before the original deadline, the 25% late work penalty will be waived. You will be granted an extra 7 days after the original due date for final drafts and quiz submissions. Deadline extensions beyond 7 days need approval from the instructor.

Note: peer response and in-class presentations are not eligible for deadline extensions.

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.
- 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 instructor know before you begin any recordings.

Bringing Children to Class

If you need to bring a child to class, please let the instructor 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.

Disability Statement

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.

Subject to Change Disclaimer

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.