

# Welcome to Business 111: Introduction to Business through Writing

## Course Information

**Section & Class Number:** BUS 111-02 (1377)

**Meeting Location:** Sierra Hall 2411

**Meeting Days:** Tuesdays and Thursdays

**Meeting Time:** 10:30am to 11:45am

**Prerequisites:** GE Area 2

**Total units:** 3



MARTIN V. SMITH  
SCHOOL of  
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ECONOMICS

Instructor Information	Inclusive Learning Statement
<p><b>Instructor:</b> Dr. Ryan M. Murphy, Assistant Professor of Business Communication <b>Email:</b> <a href="mailto:ryan.murphy@csuci.edu">ryan.murphy@csuci.edu</a> <b>Zoom:</b> <a href="https://csuci.zoom.us/j/5064008913">https://csuci.zoom.us/j/5064008913</a></p> <p><b>Office:</b> Sage Hall 2033 <b>Drop-In Office Hours:</b> Mondays 3:00 to 4:30 Thursdays from 12:00 to 1:30</p> <p>I am also available by appointment at other times. Email me if you'd like to set up an appointment.</p>	<p>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.</p>

## 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 will respond to all emails within 24 to 48 hours (usually less). 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	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, MS 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.

## 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](#).

### Attendance Policy

Attendance will count as a graded component of 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 as long as 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, May 12, 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.

## Course Grades

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
Attendance	100
Weekly Reading Engagement	150
Biweekly Discussion Boards (7)	140
Unit Deliverables	500
LinkedIn Learning Credentials (3)	60
“Try it Twice” Tutoring Appointments	50
<b>Total Points Possible</b>	<b>1000</b>

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

## **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.

## **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 will be due by Friday at 11:59pm each week. Each biweekly discussion board will start with prompt and 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.

## **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.

<b>Unit Deliverables</b>	<b>Points</b>
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: Personas and 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.

### **LinkedIn Learning Credentials**

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).

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

Several weekly readings will include videos and content from LinkedIn Learning. By finishing the lessons and taking a short quiz, completing a LinkedIn Learning credential should be easy.

### **“Try it Twice” Tutoring Appointments at WMC or LRC**

CSUCI has two excellent tutoring centers who are eager to work with you to achieve your writing goals. Over the 15 weeks of this class, you should attend at least two (2) tutoring sessions with either the WMC or LRC. At least one of the sessions you attend should be completed before Spring Break.

When you attend your tutoring appointment, please ask for a verification form/email to document your session.

### **Extra Credit**

There will be opportunities for extra credit. You can also suggest opportunities for extra credit. The only requirement is that any opportunity for extra credit must be available to every person in class.

### **Using Rubrics to Meet Assignment Goals**

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. If you have questions about how the rubric criteria apply to your work, please ask.

### **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](#).

## **Campus Resources for Student Success**

### **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.



## **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<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](#).

## **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](#).

**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](#).

**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.