

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

## Course Syllabus | Spring 2024

### Course Section Details

**Section:** BUS 310-01 (1751)

**Meeting Location:** Bell Tower 1688

**Meeting Days:** Tuesdays & Thursdays

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

**Total units:** 3



### Instructor Information

**Instructor:** Ryan M. Murphy, Ph.D.

Assistant Professor of Business  
Communication

**Email:** ryan.murphy@csuci.edu

**Office:** MVS Hall 2114

**Office Hours for Students:**

- Mon. and Wed. 3:00pm to 4:00pm
- Thurs. 11:30 to 12:30
- And by appointment

\* Office hours are in MVS Hall 2441.

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 – There are two required books for this class.**

*Business Communication Today*, 15<sup>th</sup> edition by Courtland Bovée and John Thill, published by Pearson (ISBN 9780136713807). Please purchase access to the eText either through the [CI Campus Bookstore](#) (\$43.96 for the semester) directly from [Pearson](#) (\$10.99 per month).

*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.

## Important Course Links

- Course page on Canvas: <https://cilearn.csuci.edu/courses/26809>
- Class Attendance Form (<https://forms.gle/igcFP3NYHSRaVAQ47>) 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 (<https://forms.gle/xNRGuCmT91bwREUh9>): Use this form if you would like more time to complete an assignment. You can give yourself an extension of up to 7 days.

## Course Grades & Graded Components

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

Mondays	Wednesdays	Fridays
Final Deliverables (assigned previous week) Complete reading	First Drafts for Peer Response Drafts	Peer Response Feedback Complete quiz

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

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
Unit Deliverables (Final Drafts)	400
First Drafts and Peer Response	320
Reading Engagement (Quizzes)	130 (10 per quiz)
HBR Presentations	50
Attendance	100
<b>Total Points Possible</b>	<b>1000</b>

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

## 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.

Unit Deliverables	Points
Personal Brand/Logo	30
Résumé and Cover Letter	40
Elevator Pitch (Video recording)	30
LinkedIn Profile	30
Memo and Letter Revision	40
Dress Code Memo	40
Business Letter Delivering Criticism or Bad News	40
Business Report (with proposal and annotated bibliography)	80
Social Media Campaign (a group activity)	30
ePortfolio or Multimedia Slide Deck and Presentation	40
Total points possible for unit deliverables	
400	

## Final Draft Revisions

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)

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.**

## Reading Engagement Quizzes

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

## HBR Better Business Writing Presentations & Discussion Board

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 student will have the opportunity to present. You can pre-record a presentation. 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.”

Chapter presentation to class	20
HBR Discussion Board Posts (x3)	30
Total points for section	50

## 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 28 class meetings, meaning there is an opportunity for you to earn up to 112 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, May, 10 2024.

- **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.”

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 some assignments late with a point deduction. The deadline extension form (see Canvas) allows the point deduction to be waived if you properly document your late work. Our Canvas grades page is programmed to allow late assignment submissions, with a 10% point deduction that will be applied every day an assignment is late. No late work will be accepted beyond 2 weeks after the original due date.

**Deadline extensions (excused late work)** up to 7 days after the original due date are allowed for final drafts and quizzes 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.

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

**The deadline for all class work is Friday, May 10, 2024.** 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 Weekly Course Schedule – Spring 2024, Tues/Thurs, 4:00-5:15, Bell Tower 1688

Note: This schedule is subject to change (Revised 1/28/24)

Textbooks: *Business Communication Today* (BCT) and *HBR Guide to Better Business Writing* (HBR)

### Recurring Weekly Assignment Schedule (Unless otherwise stated)

#### Every Tuesday

- Submit final deliverables from the previous week
- Complete the reading and reading quiz

#### Every Thursday

- First drafts are due at the beginning of class
- Peer response (usually in class)

Week	Dates (T/R)	Topics	Working Drafts & Major Assignments	Reading & Quiz
Week 1	1/23 1/25	Class does not meet (Soft Start)	Class does not meet (Soft Start)	Class does not meet (Soft Start)
<b>Module One: Communicate Your Professional Persona</b>				
Week 2	1/30 2/2	Introduction to BUS 310 Syllabus	Learner Survey Email to Professor (with selfie) Sign up for HBR readings and presentations	BCT 1 – Professional Communication BCT 10 – Routine and Positive Messages AND pg. 195-199
Week 3	2/6 2/8	Visual Design Peer Response as collaboration	Logo/Brand	BCT Prologue – Personal Brands BCT 2 - Collaboration HBR 7 –Graphics
Week 4	2/13 2/15	Resume and Cover Letter Job search strategies and tools	Skills Analysis Position search Resume Draft	BCT 18 – Résumés HBR 12 Chronology, 8 Clarity

Week 5	2/20 2/22	Resume and Cover Letter Tailoring communication for persuasion	Resume (revised) Cover Letter	BCT 19 – Applying and Interviewing HBR 9 Summarize, 10 No Waste
Week 6	2/27 2/29	Pitches Visual memory strategy for delivery	Elevator Pitch	BCT pg 268-272 – Producing Business Videos TBD – Visual memory HBR 18 email, E. Do’s and Don’ts
Week 7	3/5* 3/7*	LinkedIn <i>Classes this week will be online. Prof. Murphy is at a conference.</i>	LinkedIn Profile	BCT Chapter 8 (Social Media) HBR 13 Continuity
<b>Module Two: Business Communication with Letters, Memos, Email</b>				
Week 8	3/12 3/14	Form and Function of Letters and Memos	Memo Revision Letter Revision	BCT 5 – Writing Business Messages BCT 4 Planning Business Messages BCT 6- Completing/Revising Messages HBR 19 Letters, 20 Memos & Reports
3/18 to 3/22		Spring Break	Spring Break ☺	Spring Break
Week 9	3/26 3/28	Managerial Memos	Dress Code Memo	BCT 12 – Persuasive Messages HBR 21 Appraisals, 11 Plain Speak
Week 10	4/2 4/4	Formal Business Letters	Letter delivering criticism or bad news	BCT 11 – Negative Messages HBR 14 Grammar, 17 Tone
<b>Module Three: Business Reports and Research Methods</b>				
Week 11	4/9 4/11	Exploratory Research Conducting an Interview Genre Analysis: Business Report/White Paper	Genre analysis of a report Topic Proposal and Interview Plans	BCT 14 & 15 – Planning Reports and Proposals, Writing Reports and Proposals HBR 3 Process, 4 Points

Week 12	4/16 4/18	Secondary Research Credibility Data Visualization and storytelling 1:1 conferences	Annotated Bibliography Report First Draft	BCT: 9 Visual Media HBR 16 Engagement, 5 Write in Full  Optional: Sunday 4/21, 4:00 to 8:00 pm – WMC Writing Bootcamp
Week 13	4/23 4/25	Revision Strategy	Report Final Draft	HBR 6 Improve, 15 Get Feedback  Optional: Sunday 4/28, 4:00 to 8:00 pm – WMC Writing Bootcamp
<b>Module Four: Multimedia Presentations</b>				
Week 14	4/30 5/2	Team Writing & Composing for Social Media	Social Media Campaign (collaborative, builds from dress code memo)	BCT 8: Social Media HBR 1 Why are you writing, 2 Understand readers  Optional: Sunday 5/5, 4:00 to 8:00 pm – WMC Writing Bootcamp
Week 15	5/7 5/9	Multimedia Portfolio and Presentation	ePortfolio or media slide deck presentation	Read your previous assignments
Final Exam	Thurs. 5/16	Scheduled meeting time: 1:00 to 3:00 in our regular classroom ( <a href="#">see final schedule here</a> )	In-class presentations of ePortfolio or media slide deck (5 mins max)	No reading