

Welcome to Business 111

Introduction to Business through Writing

Course Syllabus | Spring 2025 | CSU Channel Islands



Course Information

Course Section Details

Section & Class Number: BUS 111-01
Meeting Location: Bell Tower 1602
Meeting Days: Monday and Wednesday
Meeting Time: 1:30pm to 2:45pm
Prerequisite: GE Area 2
Total units: 3
Final Exam: Wed., May 14th 1:00 to 3:00

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:

- Wednesdays 3:30pm to 5:00pm
- Thursdays 11:30am to 1:00pm
- And by appointment

Office hours are in MVS Hall 2441.
 Zoom meetings are available by request.

This syllabus may change due to unforeseen events and flexibility during the semester. Changes will be announced in class and updated on the course site in Canvas.

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

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

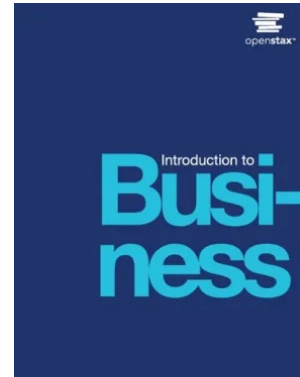
CSUCI Dolphin email will be the primary means of communicating in addition to Canvas. **I respond to all email within 24 to 48 hours, with the exceptions of weekends and holidays. I expect you to monitor your email account as well.** Please send email from your CSUCI email account and include a meaningful 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

Course Materials

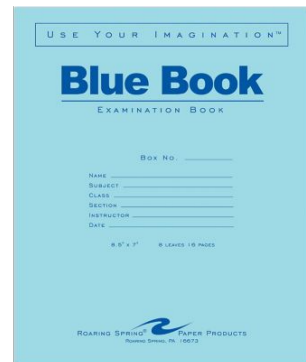
Textbook

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. 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.

Four (4) blank 8.5"x 7" Blue Book examination booklets (one for each course exam). Booklets are available at the [CSUCI Bookstore](#) and are affordable (about \$0.50 each).



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. See [additional information about equipment rental](#), including semester-long laptop rentals.

Important Course Links

- Course page on Canvas: <https://cilearn.csuci.edu/courses/30700>
- Assignment Deadline Extension Request Form <https://forms.gle/aRkK21vU4DtprsGe7>: Use this form if you would like more time to complete an assignment. You can give yourself an extension of up to 7 days, no questions asked, see "Late work and Deadline Extensions" below.

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+	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%

Work for this class will generally be due on Mondays and Fridays. In-Class activities are designed to be completed during class meetings. Check the course schedule on Canvas and assignment information sheets for details.

Sundays	Mon/Wed (In Class)	Fridays
Assigned Reading Reading Engagement	Class Activities and Exercises	Major Assignments LinkedIn Learning Reviews

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

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
Major Assignments	30%
Exams	20%
Class Activities or Exercises	20%
LinkedIn Learning Reviews (3)	15%
Reading Engagement	10%
Attendance	5%
Total	100%

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, an evaluation rubric, and an in-class description. Since the major assignments are primary markers of your success in this class, their grading standards are high and you are encouraged to revise your work (see revision policy).

Unit I: Business Ethics Case Study Memo

Unit II: Leadership and Management Backgrounder 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, May 9th.

Exams

There will be four (4) written exams over the course of the semester. Bring a paper blue book to class on exam day. Exams will cover content from class meetings and the assigned readings. The final exam is on Wednesday, May 14th from 1:00pm to 3:00pm. In

addition to a blue book section, the final exam will also include a multiple choice section that covers topics learned in the semester.

Class Activities and Exercises

Class meetings are designed to help you understand core concepts and apply them so you can successfully complete all assignments in this class. The activities and exercises in this category are designed to be completed during class, though you may occasionally have additional time to submit the work. These can include short writing prompts, discussion boards, group tasks, among others.

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 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 to the weekly module in Canvas. Methods of engagement will change might include the following:

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

Final Exam

This course culminates with an in-person open-book, open-notes, written exam on Wednesday, May 14th from 1:00pm to 3:00pm. The exam will cover topics learned in the semester and could cover content from any class meeting and any of the assigned readings.

Attendance

Attendance in each class meeting will be recorded and your attendance score will be visible in Canvas. See details in Attendance Policy below.

Extra Credit

There are several ways you can earn extra credit in this class. Extra credit must be completed by Friday, May 9th, 2025.

- **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 two times

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

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.

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

AI Tools Are Permitted— But Must Be Used Responsibly

In this course, students may use AI tools (e.g., ChatGPT) as a supplement to their writing process. However, AI cannot be a substitute for your own analysis, reasoning, or critical engagement with the material.

When using AI, students must:

- **Acknowledge AI's role** in the assignment by:
 1. **Citing AI-generated content** (if you incorporate its wording or ideas), OR
 2. **Providing an AI Use Statement** (as an appendix or separate section) that details what AI tool you used, what you used it for (e.g., drafting, editing, summarizing), and how you verified and refined the AI's output, OR
 3. **Completing an AI Use Declaration Form** (included with some assignments)

What is NOT allowed:

- ⇒ Submitting AI-generated content **without revision or critical engagement**
- ⇒ Using AI to complete **entire assignments without disclosure**
- ⇒ Relying on AI in ways that undermine **learning objectives**

Failing to disclose AI use **or submitting AI-generated content as if it were entirely your own work** constitutes academic dishonesty.

Disclosure: Generative AI was used to edit this Use of AI Tools policy for clarity.

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. 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

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 as soon as the deadline passes and an additional 10% point deduction for each day thereafter. 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 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 25% late work penalty will be waived. Deadline extensions beyond 7 days need approval from the professor.

The deadline for late work is Friday, May 9th, 2025. 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. To protect the privacy of everyone in class, recordings made without prior permission are prohibited.

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 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.

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 6 hours of homework time each week.** One (1) academic credit hour is defined as requiring a minimum of 2 hours out-of-class every week ([SP.20.007](#)).

Business 111 Weekly Course Schedule – Spring 2025, M/W 1:30 to 2:45, Bell Tower 1602

Note: This schedule is subject to change (Revised 1/21/25)

Course textbook: Introduction to Business = IB, additional readings as selected.

Week	Dates (M/W)	Topics Class Activities & Lessons	Assigned Reading (Complete reading before class)	Assignments to Complete
Week 1	(1/20) – Holiday 1/22	Welcome to Class! Overview of Hypothes.is and LinkedIn Learning	Read: IB 1.1 & 1.2 Watch: LinkedIn Learning: Understanding Business	Professional email and selfie Learner Survey [Discussion Post: Intros to class]
Unit I: Business Ethics and Professional Ethos through Memos				
Week 2	1/27 1/29	Professional Email Memo formatting Intro to Business Ethics	Read: IB Chapter 2	Professional Email Revisions
Week 3	2/3 2/5	Ethical Theories Drafting Memos	Read: Selections on Memos, email, reader expectations, paragraph construction.	LinkedIn Learning #1 Due Exam #1 in-class 2/5
Week 4	2/10 2/12	Business Ethics Cases	Read: Cases Read: Business and Financial Occupations from BIS	Business Ethics Case Memo
Unit II: Management and Leadership through Background Research				
Week 5	2/17 2/19	Management and Leadership Library Research Methods	Chapter 6, "Management and leadership in Today's Organizations" (pages 209 to 245)	LinkedIn Learning #2 Due

Week 6	2/24 2/26	Organizational Communication Management and Leadership, continued Activity: Management and Leadership Traits through Memes	Read: Choose Chapter 8 or 9 Ch 8: HR and Labor Ch 9: Motivation [Read Chapter 7: Organizational Structures]	Business Ethics Case Memo Revisions Due First Draft of Backgrounder [BLUE BOOK #2]
Week 7	3/3 3/5	Peer Response Feedback Strategies Writing Workshop		Backgrounder Report on management trends
Unit III: Business Operations and Information Systems through Infographics				
Week 8	3/10 3/12	Computer Science Information Systems (CSIS) Business Analytics Communicating Visually Activity: AI Summaries	Read IB: Chapter 13 Video: TBD	LinkedIn Learning #3 Due
Spring Recess				
Week 9	3/24 3/26	Business Operations Supply Chain Logistics Infographic Design	Read: IB Chapter 10 [On Images]	Revised Backgrounder Reports due
Week 10	(3/31)- Holiday 4/2	Marketing Market Segmentation Product Lifecycle	Read: IB Chapter 11	First draft of Infographic
Week 11	4/7 4/9	Infographic Showcase Introduce Business Area Report	Reading: Fieldworking Ch. 5 Researching People, "the Collaborative Listener"	Topic Proposals

		Research Methods: Interviews and formal observations REMOTE CLASS 4/9		
Unit IV: Entrepreneurship and Writing your Business Interests through Reports				
Week 12	4/14 4/16	Business Area Report Details	Read WMC Resource Page and post resources for writers	Infographic of a Business Process Due
Week 13	4/21 4/23	Entrepreneurship Empathy Maps	Reading: Chapter 5	Blue Book #3 -
Week 14	4/28 4/30	Peer response workshop Individual conferences		First Drafts of Business Area Reports
Week 15	5/5 5/7	Finance or TBD		Business Area Reports Due
Final Exam	5/14	Scheduled meeting time: in our regular classroom (see CSUCI final schedule here)	Wednesday, May 14 th 1:00 to 3:00	Final Exam Blue Book #4