

Welcome to Business 310:
Business Discourse for the 21st Century Professional
Course Syllabus | Spring 2025 | CSU Channel Islands

Course Information

Course Section Details

Section: BUS 310-01
Meeting Location: Bell Tower 1352
Meeting Days: Mondays & Wednesdays
Meeting Time: 10:30 am to 11:45 am
Total units: 3
Final Exam: Wednesday, May 14th 8:00am to 10:00am

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

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, 15th edition by Courtland Bovée and John Thill, published by Pearson (ISBN 9780136713807). Please purchase access to the eText either through the CI Campus Bookstore (\$50.94 for the semester) directly from [Pearson](#) (about \$10 per month). Once you purchase textbook access I will provide you with a code to access MyLab. Paper copies of the book or any digital version without a Pearson account will not work for this class—please purchase a book code from the bookstore or directly from Pearson.

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/30725>
- Assignment Deadline Extension Request Form
<https://forms.gle/ra46A368LK7oyeWb7> 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 (due 10:00am)	Peer Response Feedback

First drafts are due before class meets on Wednesdays. Unless otherwise stated, all other 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.

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%
MyLab Reading Engagement	15%
HBR Presentations and Discussion Board	10%
Attendance	5%
Total	100%

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

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 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.

Final Exam Session (Presentations, no Exam)

This course culminates with in-person presentations of either the ePortfolio or Multimedia Presentation. We will meet in-person for our final exam session on Wednesday, May 14th 8:00am to 10:00am. 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.

MyLab Reading Engagement

Each assigned reading includes exercises and a quiz in MyLab in Canvas. This typically includes a warm-up, video assignment, dynamic study module, document makeover, and a quiz. These exercises accompany the assigned chapters in the textbook and are not designed to replace the reading; rather, they enhance your engagement with it.

HBR Better Business Writing Presentations

A short portion 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 will earn credit by providing feedback to your classmates when they present.

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 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

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.”

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

Late Submission with Penalty:

- Most assignments can be submitted late with a **10% point deduction per day** (up to 2 weeks after the due date).
- Canvas automatically applies this deduction.

Deadline Extensions (Penalty Waiver):

- You can **request a deadline extension (excused late work)** by submitting the Deadline Extension Request Form (available in Canvas).
- **No extensions** for First Draft peer response activities or in-class presentations.
- **Requirements for approval:**
 - Submit the form **at least 12 hours before the original deadline**.
 - **Email the professor** once you have submitted your late work.
- If both steps are completed, the 10% per day penalty will be waived.

Extension Limits & Special Cases:

- Each student has **3 deadline extensions** per semester.
- Extensions allow up to **7 extra days** after the original due date.
- For extensions **beyond 7 days, professor approval is required**.

The deadline for all class work is Friday, May 9, 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 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 310-01 Weekly Course Schedule – Spring 2025, Mon/Wed. 10:30-11:45, Bell Tower 1352

Note: This schedule is subject to change (Revised 1/14/25)

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

Recurring Weekly Assignment Schedule (Unless otherwise stated)

Every Monday

- Submit final deliverables from the previous week
- Complete the reading and Study Plans

Every Wednesday

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

What to expect for assigned work:

- Weekly readings in eText and accompanying study plans in MyLab. Weeks with shorter writing assignments will likely have larger reading and vice versa.

Week	Dates (M/W)	Topics	Working Drafts & Major Assignments	Reading	MyLab Assignments
Week 1	(1/20) – Holiday 1/22	Introduction to BUS 310 Syllabus	Learner Survey Email to Professor (with selfie) Get acquainted with MyLab Sign up for HBR readings and presentations Self-Assessment	BCT 1 – Professional Communication BCT 4 Planning Business Messages Syllabus Quiz	Chapter 1 Study plans (1.6 through 1.6) Chapter 4 (4.1 to 4.5)
Week 2	1/27 1/29	Form and Function of Letters and Memos Introduce Social Media Assignment (Form groups)	Memo Revision Letter Revision	BCT 2 – Collaboration BCT 5 – Writing Business Messages BCT 10 – Routine and Positive Messages AND pg. 195-199 HBR 19 Letters, 20 Memos & Reports	Chapter 2 (2.1. to 2.6) Chapter 5 (5.1 to 5.7) Chapter 10 Study Plans (10.2 through 10.4)
Week 3	2/3 2/5	Managerial Memos Introduce ePortfolio	Dress Code Memo	BCT 12 – Persuasive Messages BCT 6- Completing/Revising Messages	Chapter 12 (12.1 to 12. 4) Chapter 6 (6.1 to 6.6)

				HBR 21 Appraisals, 11 Plain Speak	
Week 4	2/10 2/12	Formal Business Letters Introduce Report Assignment	Letter delivering criticism or bad news	BCT 11 – Negative Messages HBR 14 Grammar, 17 Tone	Chapter 11 (11.1 to 11.7)
Week 5	2/17 2/19	Team Writing & Composing for Social Media	Social Media Campaign	BCT 8: Social Media (preview) BCT 16: Developing Presentations in a Social Media Environment HBR 1 Why are you writing, 2 Understand readers	Chapter 16 (16.1 to 16.4)
Week 6	2/24 2/26	Resume and Cover Letter Job search strategies and tools Report – Brief Introduction	Skills Analysis Position search Resume Draft Cover Letter (draft)	BCT 18 – Résumés HBR 12 Chronology, 8 Clarity	Chapter 18 (18.1 to 18.4)
Week 7	3/3 3/5	Resume and Cover Letter Tailoring communication for persuasion	Resume (revised) Cover Letter	BCT 19 – Applying and Interviewing HBR 9 Summarize, 10 No Waste	Chapter 19

		Jobscan			
Week 8	3/10 3/12	Pitches Visual memory strategy for delivery -Introduce Interview assignment-	Elevator Pitch	BCT 9 pg 268-272 – Producing Business Videos TBD – Visual memory HBR 18 email, Do's and Don'ts	Chapter 9 (9.6)?? Chapter 19 (19.2 to 19.5) Chapter 19 (19.1 ____
Spring Break					
Week 9	3/24 3/26	LinkedIn	LinkedIn Profile	BCT Chapter 8 (Social Media, review) and 18.5 HBR 13 Continuity	Chapter 8 (8.1 to 8.6) Chapter 18 (18.5)-Review
Week 10	(3/31)- Holid y 4/2	Visual Design	Logo/Brand	BCT Prologue – Personal Brands BCT Chapter 8 HBR 7 –Graphics	Option: Personal Inventory Assessment
Week 11	4/7 4/9	Genre Analysis: Business Report/White Paper Exploratory Research 4/9 Career and Internship Fair , 10-2 REMOTE CLASS 4/9	Genre analysis of a report	BCT 14 & 15 – Planning Reports and Proposals, Writing Reports and Proposals HBR 3 Process, 4 Points	Chapter 14 (14.1 to 14.4)

Week 12	4/14 4/16	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	Chapter 15 (15.1 to 15.5)
Week 13	4/21 4/23	Revision Strategy	Report Final Draft	No Reading	
Week 14	4/28 4/30	Web Design and ePortfolios	ePortfolio	BCT 17: Presentations HBR 6 Improve, 15 Get Feedback	Chapter 17 (17.1 to 17.5)
Week 15	5/5 5/7	Multimedia Presentation	Multimedia Media Slide Deck	Read your previous assignments	No study plan
Final Exam	5/14	Scheduled meeting time: Wednesday May 14, 8:00 to 10:00am in our regular classroom (see final schedule here)	In-class presentations of ePortfolio or media slide deck (5 mins max)	No reading	No study plan