

# **Business Discourse for the 21st Century Professional**

## **CSUCI Martin V. Smith School of Business and Economics**

“The only place where success comes before work is in the dictionary” ~ Vidal Sassoon

### **Welcome to Business 310!**

I look forward to working with you as you prepare for your professional life!

Advances in communications and information technologies in the 21<sup>st</sup> 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.

**Total units: 3 Prerequisites: Junior or Senior standing in the Business major.**

### **Your Instructor**

**Kathleen Roman, MVS Business Lecturer**

kathleen.roman@csuci.edu

**Office Hours:** By Appointment: I'm happy to meet with you on Zoom as your schedule permits. Send me an email to let me know your availability.

### **Student 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.

## Course Requirements

- Junior or Senior standing in the Business major.
- 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.
- *Business Communication Skills for Managers*
- from Lumen Learning.

This is a virtual “text” that is embedded in our Canvas course. There is no separate book to purchase, although there is a \$39.38 fee to access course support. Before the end of the first week of class, please purchase the access code from the [CI Campus Bookstore](#). Once you’ve made your purchase, you will be emailed a receipt with an access code. To use the access code, please open a Business 310 module and enter the code when a prompt appears.

## Suggested

- *Rules for Writers*, Diana Hacker
- *HBR Guide to Better Business Writing*, Bryan A. Garner
- *The Culture Code*, Daniel Coyle

## Deliverables

This course covers the principal forms of business writing (memos, cover letters, proposals, PowerPoint presentations, and analytical reports) and will guide you in crafting clear sentences, coherent paragraphs, and structurally sound, professional documents.

You’ll become proficient in employing business rhetoric and skilled in using the strategies for persuading readers. Each of you will craft written, visual, and oral work in a workshop environment that will provide valuable feedback for strengthening skills. Assignments will include drafting and revising written work, researching and writing reports, crafting resumés and cover letters, and creating visual presentations and an ePortfolio.

**“Doing the best at this moment puts you in the best place for the next moment.” ~ Oprah Winfrey**

## **Assignments and Homework**

All assignments must be completed by their assigned due date to pass this course. The due dates are not flexible because of the time required to read and give you feedback on your work. I will not reopen course assignments for late submissions except in the case of a medical emergency. Please email me with your request and a doctor’s note.

### **Actions to take to avoid late submissions:**

- Read the assignment instructions early in the week.
- Sketch out a reverse plan to ensure you hit the target date.
- Make an appointment for Office Hours if you have questions about assignments.
- Create a schedule and work consistently (see below).
- Work with a study partner. Schedule virtual meetings to share and discuss your work.
- Work ahead when your schedule changes.
- Email me if Canvas isn’t working. Attach the assignment or share a link in your email.
- Email me if your internet is down.
- **IMPORTANT!!** If you are using Google Docs, **make sure you change the share settings so I can comment. Work that is not shared is missing and will not be graded.** Here's a link to a discussion on [How to share Google Docs](#)

### **A typical schedule for completing work in this course:**

**Sunday - Complete the previous week's assignments or begin working on upcoming assignments.**

#### **Monday - Work on Content**

- Login to check for announcements/course communication updates and read each Module Overview Page
- Read through each page in the Module and the Study Plans. Do the Self-Checks. (10 points per module/self-checks must be completed). Note: To earn the full 10 points, you must go through the entire module and do all of the self-checks.
- Begin to work on 1st draft of assignments to post the following day.

#### **Tuesday**

- Post 1st draft of most module assignments & begin to work on peer reviews

- Look ahead to next module and begin to work through reading the study plan and self-check

### **Wednesday and Thursday**

- Complete peer reviews
- Complete Study Plans, Quizzes
- Draft 1st draft and post

### **Friday-Sunday**

- Complete peer reviews as assigned
- Review your drafts, incorporate feedback, check the assignment rubric, and make revisions.
- Make sure you submit all assignments in the required format.
- Make sure you have revised thoughtfully from your first draft - resubmissions of first drafts for final drafts will result in a zero. In other word, written communication can always be revised. Not sure how or what to revise then review: [Revising Written Work](#). Check that module throughout the semester to continue to improve.
- Submit Final Drafts
- Review Study Plan and Self Checks.
- Do the second quiz attempt of quizzes

**Note: Quizzes, Discussion Posts, and Assignments are due at 11:59 pm on the day they are due.**

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

All assignments will have a rubric attached. I will use the criteria in the rubrics to guide you in developing the quality of your work and the depth of your engagement in discussions, writing exercises, peer responses, and visual and oral presentations.

- **Before you begin an assignment, check out the rubric.** Which criteria will you focus on in developing your assignment?
- When you've completed a draft or are preparing your finished assignment, recheck the rubric. Reflect on the progress of your work and make adjustments as needed.

The Business 310 Writing Rubric is an essential guide for us to use in assessing the effectiveness of your work. [Course Writing Rubric is Linked Here and Posted in Canvas](#)

**We think, mistakenly, that success is the result of the amount of time we put in at work, instead of the quality of time we put in. ~ Ariana Huffington**

## Grade Weights

- **15% - Study Plans & Participation Activities**
- **15% - Quizzes**
- **25% - Discussions & Drafts**
- **45% - Final Submission of Writing Assignments**

## Participation

Your success in this course is linked to your engagement with the work and your willingness to share ideas. Engaging in class discussions 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.

- If you have difficulty with online access, please let me know within the first two weeks of the semester.
- I will provide make-up coursework with advance arrangements unless circumstances make it impossible to provide advance notice.

## 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](#)

## Assignment Formats

[Please adhere to the APA style format linked here.](#) 12pt., Times New Roman, 1" margins, single-spaced. Use heading titles for new sections. No Running Header Required. [Sample Paper is linked here.](#)

## Expectations

This is an advanced college-level course that is focused on training you for professional life. Therefore, I will focus on helping you develop critical thinking and specific business-related skills. I will not focus on correcting grammar and spelling issues. I expect you to craft polished, error-free, formal business documents in the correct formats. Instructions on formatting (memo, letter, report) are given in the modules and specified in assignments. I expect all work, including

Discussion Posts, to reflect advanced college-level writing skills and formatting. You will use APA format for the research report.

- See the following modules for support:
  - [Revising Written Work](#)
  - [WRITING TUTOR SUPPORT | WRITING & MULTILITERACY CENTER](#)
  - [LOOK HERE FOR MORE WRITING SUPPORT!](#) (You'll find APA formatting guides here)

### **The "Big Three"**

1. **FORMAT YOUR WORK.** Use bullet points, bolded text, titles, and paragraph breaks. I will not accept work that is not formatted.
2. **NO GRAMMAR AND SPELLING ERRORS!** I will not accept or give feedback on submissions with more than two spelling or grammar errors. You will have to revise and resubmit your work to redeem your points. A late penalty will apply.
3. **NO LATE WORK ACCEPTED.** Due to the design of this course (peer feedback and fast pace), I will not accept late work.