

BUAD 201: Business Writing Syllabus

Titan Teacher

Office: SGMH 0000 / 714.278.XXXX

Office Hours: MTW 10-11am

E-Mail: iteacher@fullerton.edu

Department Phone: (714) 278-2223

Logon for Fullerton's Portal: <http://my.fullerton.edu>

Prerequisites: English 101 or equivalent (with a grade of C or better).

Common Body of Knowledge Content Coverage: This course provides a basic understanding of business communication. This three-unit course is designed to 1) familiarize students with the techniques, strategies, and forms of writing used in the professional world; 2) teach students to use precise and persuasive language to achieve their business goals; and 3) prepare students for communication in the workplace and in their other business classes.

Documents need to conform to high standards of academic excellence and professionalism in the workplace. They will be judged according to whether they are university-caliber and workplace-acceptable.

The instructor may suggest a self-study program to students having difficulties with grammar and mechanics. In some cases, the instructor may advise that students hire a tutor.

Required Texts: Mary Ellen Guffey & Dana Loewy. Business Communication: Process & Product. 7th edition. Cengage, 2010.

Participation/Contribution Scoring: This class is a discussion forum and workshop. Your participation in class discussions and group activities like peer-edited workshops is **extremely** important (10% of your course grade). Borderline grades will be raised or lowered depending on the amount of your **active** contributions to the class.

Attendance: This course will conform to the CSUF withdrawal policies. You get two absences, no questions asked. Each additional absence will cost 15 points from your participation score. You will lose 5 points for each tardy of five minutes or more. If you are unable to attend class for any reason, please email me immediately. If you must be out hand in your assignment early or e-mail the document to me **before 2:00pm on the day it is due**. It is your responsibility to get notes from a classmate and master any missed material **on your own**. Keep in mind that even one missed assignment will lower your grade substantially. I do not give make up exams. **NO LATE PAPERS WILL BE ACCEPTED!**

Assessment Activities: The main purpose of the degree program at the Mihaylo College of Business & Economics (MCBE) at Cal State Fullerton is to provide you with the knowledge and skills that prepare you for a successful career in business. In order to assist us in achieving this goal, we will use a number of assessment tools to track your progress throughout the MCBE curriculum. Please expect to participate in MCBE assessment activities in several of your courses while at the MCBE. As you do so, you will assist us in identifying our program's strengths and weaknesses as well as areas for potential improvement. In other words, you are making an important investment in the value of your degree.

Career Center: Students are asked to register for the services of the CSUF Career Center as part of our unit on career development. For information about these services, please see www.fullerton.edu/career

Access for Disabled Students: The University is committed to supporting all students and providing reasonable accommodations when it is possible and appropriate to do so. Students with temporary or permanent disabilities may receive assistance and support services through the Disabled Student Service Office, UH 101, 714-278-3117, www.fullerton.edu/disabledservices. This office reviews documentation and determines the necessary specific accommodations for students with disabilities. Students with a disability are entitled to reasonable accommodation after they have identified themselves as a student with a disability. Those students must request specific accommodations and provide documentation in support of

their request. The student will be given a form which then must be given to me. This form will advise me of the reasonable accommodation that is to be provided.

Emergency Procedures: Familiarize yourself with CSUF emergency procedures and add emergency contact information to your phone! http://www.fullerton.edu/emergencypreparedness/ep_students.html

Academic Dishonesty: Plagiarism is the failure to cite the source of your information or language; in other words, it means presenting someone else’s work as your own. Any incident of academic dishonesty, including plagiarism, cheating, or submitting falsified work, will result in an F (0%) on the assignment, possibly for the entire course, and likely additional university-level disciplinary action. If you wish to quote or paraphrase someone you must use the APA documentation format.

For more information on CSUF’s policies on academic dishonesty, please see the Student Guide to Avoiding Plagiarism <http://www.fullerton.edu/deanofstudents>

Ethics: Analyzing multiple business perspectives when approaching different communication situations, students will understand that ethical responses and strategies in one situation may present ethical dilemmas in another situation. Students learn to devise solutions to ethical dilemmas, use arguments of fact, policy and worth, and confront ethics in daily business operations. Challenges include delivering negative news messages within and outside of an organization and using persuasive messages responsibly.

Professional Demeanor: Part of receiving a university education from the Mihaylo College of Business and Economics is learning the functional content of your chosen field. Another objective is learning to act like a member of that professional field. Professional demeanor is not just an important part of your learning process; it also affects the quality of the learning experience for all class members. How you individually act affects not only how others perceive you, but can also result in a variety of positive or negative consequences. Professional demeanor will be evaluated as part of your in-class behavior.

- Students are expected to arrive for class and be in their seats by the scheduled beginning of class.
- Students are expected to attend class. It is your responsibility to obtain information about missed material/assignments, etc. from classmates.
- Do not read the newspaper or other materials during class.
- Do not bring meals or snacks into the classroom.
- Smart phones, beepers, laptop volume controls, pagers, personal digital assistants, should be set to mute or off before coming to class.
- Restrict laptop use to note taking or class-related web sites. Random browsing, playing computer games, exchanging e-mail and Internet messaging are discouraged. **If engaged in unauthorized communication or entertainment, you may be asked to leave class.**

Assignments:	Points:
Letters and Memos (good-news, bad-news, and persuasive messages); approx. 5-6 total (in class)	300=30%
Career Package (résumé and cover letter)	100=10%
Information competency: Library/electronic database research + Short memo report or Power-Point presentation (company news items) with APA list of References; teams (2-3) or individuals	100=10%
Portfolio of your best work	50= 5%
Participation (in class and as reflected in quality of homework/exercises and Web site use)	100=10%
Miscellaneous points (Quizzes and Executive Summaries, in class)	100=10%
Final Exam (short business scenario, in class)	250=25%

Grading Standard:

Pass:

A (100-93) (1000-930) Your boss loves your work and your career advancement is assured.

A- (90-92) (900-929)

B+ (87-89) (870-899)

B (83-86) (830-869) Your boss is pleased with your work and your career advancement is likely.

B- (80-82) (800-829)

C+ (77-79) (770-799)

C (73-76) (730-769) Everything is OK, but don't overestimate your value to the company.

Fail:

C- (70-72) (700-729)

D+ (67-69) (670-699)

D (63-66) (630-669) Your boss is watching for improvement; don't hang photos in your cubicle.

D- (60-62) (620-639)

F (below 60) (below 600) Clean out your desk.

Revision Policy: You may revise 100 point in class assignments that receive a C- or lower for up to ten additional points. You may do this twice during the course of the semester.

Some assignments may be evaluated ✓+ (above average), ✓ (average), ✓- (below average). **THESE GRADES INFLUENCE YOUR PARTICIPATION SCORE!**

Other Policies:

- Save all your papers until the end of the semester. Always back up computer files and keep hard copies of everything.
- Ask intelligent questions that arise from the coursework.
- At least 50% of course assignments will be completed in class.
- You must pass the final to pass the course.

Final Schedule:

Final Date/Time	Location
<<Date and time>>	<<Room number>>

YOU MUST PASS THE FINAL TO PASS THE COURSE!

NOTE: Schedule may be changed to benefit students. Please update this schedule accordingly.

Wk.	Subject	Chapter	In-Class Writing	Homework Due
1	Introduction to class, syllabus, <i>TITANium</i> , Fullerton Portal, Aplia			Buy textbook; read syllabus
	In-class writing bring disk or flash drive		Diagnostic #1	
2	Effective Business Communication; Ethics/culture clash (I)	1, skim 2		Aplia exercises for Chapter 1
	In-class writing response to Chap. 1	skim 4	Chapter 1 Response	
3	E-Mail Messages and Memos; Tech scenario (IV)	7, App. B		Aplia exercises for Chapter 7.
	In-class writing: (memo/e-mail) Ethics, technological, or diversity issue (I, IV, V)	App. A	Informative/direct message	Revised Diagnostic, attach original draft
4	Effective Business Messages: Revise, Proofread, Evaluate	6, skim 5		Aplia exercises for Chapter 6
	In-class writing: Scenario/article on social, political, or legal issue (III)		Executive summary	Read Handout on Exec. Summary
5	Positive Letters and Messages The direct request; positive, informative messages	8		Aplia exercises for Chapter 8
	In-class writing: Tech/policies (IV)		Informative/direct letter	
6	Bad-News and Negative Messages	10		Aplia exercises for Chapter 10
	Quiz 1: Chapters 1, 6, 7, 8; “you attitude,” direct openings			
7	Communicating Across Cultures (II, V); Team Work; Nonverbal Communication, Meetings, Listening	3, skim 2		Aplia exercises for Chapter 3
	In-class writing	review 10	Bad-news message	Start collecting “junk mail”
8	Revising Business Prose, Business Style flex.	5, rev. 6		Aplia exercises for Chapter 5
	Revision Exercises; flex.	review 5, 6		Pick up internship flyer
9	Persuasive and Sales Messages Ethical persuasion (I)	9		Aplia exercises for Chapter 9
	Flex/ In-class writing: persuasive messages I		Persuasive message	
	Continued next page!			

10	Employment Communication; Intro. Research, Portfolio Register with the Career Center: www.fullerton.edu/career	15		Aplia exercises for Chapter 15
	Quiz 2: Chapters 4, 5, 6, 9, 10 Flex/In-class writing II: persuasive message			start working on portfolio
11	Business Report Basics (Researching, Organizing, Composing) --Resumes--	11		Aplia exercises for Chapter. 11
	Flex., possibly in-class writing:		Bad-news message	Start research assignment
12	Peer Edit —1 st draft resume, cover letter 3 copies!	16, rev. 15		Aplia exercises for Chapter 16 Draft: Résumé/Cover Letter
	Résumés + Cover Letters; portfolio requirements In-class writing: executive summary		Executive summary	Social, legal, political, or environmental issue (III)
13	Library Research Session in <u>Pollak Library</u> Informal Business Reports	12		Aplia exercises for Chapter 12 Résumé and Cover Letter Ethical, social issues (I, III)
	Peer Edit —1 st draft of portfolio (unbound, 1 copy)			Portfolio documents, 1x
14	Business Presentations/Speaking Skills; Short Reports; documentation formats	14; App. C		Aplia exercises for Chapter 14
	Excel; PowerPoint slides; Quiz 3: Ch. 11, 12, 14, 15, 16	rev. 11, 12		Portfolio bound, final copy
15	Research Assignment, flex.;Oral Presentations	review 14		Short memo report (I, III)
	Oral Presentations, flex.			Upload report: <i>Turnitin.com</i>

Topics in red print with Roman numerals reflect AACSB standards that define current business education.