



## **BUSI 2304-101CL**

### **Business Report Writing & Correspondence**

**Fall 2021**

**Tuesday/Thursday 1:30pm-2:50pm; TVB 1412**

#### **Instructor Information:**

**Name** Deane Schneider, DBA

Assistant Professor of Business

**Email** [dschneider@com.edu](mailto:dschneider@com.edu)

**Phone** 409-933-8901 (Office)

#### **Student Hours & Location:**

TVB 1317 or by email appointment, or regularly scheduled below via Blackboard Collaborate.

Monday	<b>by appointment only</b>
Tuesday	<u>12pm-1pm</u> and <u>3:30pm-5:30pm</u> and <u>7:30pm-8:30pm</u>
Wednesday	<b>by appointment only</b>
Thursday	<u>12pm-1pm</u> and <u>3:30pm-5:30pm</u> and <u>7:30pm-8:30pm</u>
Friday	<b>by appointment only</b>

#### **Required Textbook:**

Essentials of Business Communication

Publisher: Cengage Learning

11th Edition by Mary Ellen Guffey - [www.meguffey.com](http://www.meguffey.com)

Textbooks can be purchased from multiple sources. **A MindTap access code is required.** Students have the option of only purchasing the access code because an eBook copy of each chapter is in the MindTap portion of the course. The COM bookstore offers the option of purchasing a loose- leaf copy of the text and an access code, or just the access code. Other options are available from other sources, but you must have the access code to complete the course.

## **Textbook Purchasing Statement:**

A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

## **Course Description:**

This course provides theory and applications for technical reports and correspondence in business.

## **Course Requirements:**

1. There are **Six Modules** that comprise this course which align with the units in the textbook. Please see the Schedule of Activities outlining the modules and which chapters are covered.
2. This course has one **Final Exam**, which will be administered in Blackboard during the final week of class. The exam will allow one attempt with auto-submission at deadline.
3. There are **Chapter Quizzes** in MindTap, which cover each of the chapters in the textbook, open until the due date. You will have three attempts, with the highest saved. All Chapter Quizzes will be administered through Cengage MindTap, linked through Bb. Please refer to the Schedule of Activities for point values.
4. There are **Writing Workshops** required in several modules - some have more than one. Please see the Schedule of Activities for details. These are administered in MindTap with the highest of two attempts saved.
5. The course includes **Aplia Assignments** in MindTap. Each assignment offers one attempt only. Point values vary. Please refer to the Schedule of Activities.

## **Determination of Course Grade/ Detailed Grading Formula:**

- (15%) Chapter Quizzes (14) at 25 points
- (5%) Final Exam (1) at 100 points
- (23%) Aplia Assignments (14) at varied points (see MindTap)
- (57%) Writing Workshops (13) at 100 points
- **Total Possible Points 2280**

The final grade will be based on the following scale:

A = 90% of the total points-----	>= 2040
B = 80% of the total points -----	1812-2039
C = 70% of the total points -----	1584-1811
D = 60% of the total points-----	1356-1583
F = 59% or less -----	<=1355

Any extra credit points, should they be assigned, will be added to your total possible points.

### **Late Work & Extra Credit/Bonus Policies:**

To the extent possible (given limitations by publisher and linking sites), late work will be accepted with a 20% penalty applied. Group Projects and Discussion Boards will NOT be accepted late under any circumstances. Late work that requires manual grading (Bb assignments with a rubric, generally) will be accepted up until the Sunday prior to the last day of class. Late work that is auto-graded will be accepted up until the day prior to the last day of class.

If you have a personal or emergency situation, please contact me as soon as practical (in advance when possible) and I will do my best to work with you in a fair and equitable manner. Supporting documentation may be requested.

Any bonus points, make-up work, or other accommodations beyond those offered by COM are at the sole discretion of the instructor. Generally, bonus points are offered for attendance and the submission of a course evaluation.

### **Attendance Policy:**

Attendance in this Internet-driven course is based on the timely submission of weekly assignments. Attendance will be taken each week as determined by the reporting functions in Blackboard and MindTap. Students will receive credit for 'attending' the class each week based upon the timely submission of an assignment. An assignment may be a discussion board post, a quiz, a test, a project, or any other assigned task within the week as noted on the Schedule of Activities. The last date of attendance will be the last date an assignment was submitted. Attendance will be tracked in the gradebook and may be applied as bonus points at the end of the term.

## Communicating with your instructor:

All electronic communication with the instructor will be through Blackboard or COM email. I prefer COM email over Bb course messages, since course messages does not alert me in any way. Please use COM email for a prompt reply.

## Student Learner Outcomes:

Upon successful completion of this course, students will:

1. Identify major terminology in business communication. This course level outcome maps to the **Communication Skills General Education Core Objective**.
2. Demonstrate effective business writing and communication skills. This course level outcome maps to the **Personal Responsibility and Teamwork Skills General Education Core Objective**.
3. Examine effective business communications techniques within case studies and assignments as examples of working within the business environment. This course level outcome maps to the **Personal Responsibility and Teamwork Skills General Education Core Objective**.

## General Education Core Objectives:

Students successfully completing this course will demonstrate competency in the following Core Objectives:

1. **Critical Thinking Skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication Skills (COM)** - effective development, interpretation and expression of ideas through written, oral and visual communication.
3. **Personal Responsibility (PR)** - ability to connect choices, actions and consequences to ethical decision-making.

## Table Mapping SLO's, Core Objectives and Assignments:

<b>Student Learner Outcome</b>	<b>Maps to Core Objectives</b>	<b>Assessed via this Assignment</b>
Identify and define basic terminology in business.	<b>Communication Skills (written only)</b>	Chapter 6 Writing Assignment
Demonstrate effective business writing and communication skills.	<b>Critical Thinking Skills</b>	Chapter 8 Writing Assignment
Examine effective business communications techniques with case studies and assignments.	<b>Personal Responsibility</b>	Chapter 11 Writing Assignment

## **Academic Dishonesty:**

Any incident of academic dishonesty will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a **grade of zero** on that exam and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the online Student Handbook. <http://www.com.edu/student-services/student-handbook.php> Students are expected to be familiar with and abide by the Student Code of Conduct. Any violations of the Code of Conduct will result in a referral to the Dean of Students and may result in dismissal from this class.

Plagiarism is using someone else's words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else's words without giving proper citation, copying directly from a website and pasting it into your paper, using someone else's words without quotation marks. Any assignment containing any plagiarized material will receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

## **Student Concerns:**

If you have a problem in this class, please discuss the issue with me first. If I cannot resolve the problem with you, your next step would be to contact the Interim Department Chair, David Knopp at 409-933-8339 or [dknopp@com.edu](mailto:dknopp@com.edu).


Three Prior to Me: The Business and Computer Technologies faculty encourages students to problem-solve, work as a team as well as utilize available resources. To develop these skills, we will employ the "Three Prior to Me" process. This means that before you contact the instructor with a course-related question, you must have attempted to find the information in three other places. For instance, if you are unsure about the meaning of a term used in the course, you would attempt to locate this information in three places prior to asking the instructor. Hence, you might do a Google search for the term, ask a classmate, and refer to your textbook.

Instructors will question you regarding what research methods you utilized to locate information on your own. This process is not meant to be a barrier to you, but instead to provide the following benefits:

- preparation for the workforce
- increased research skills
- instructors will have more time to provide feedback and interact with students

If you have a question that **ONLY** the instructor would know the answer to (grade-related, assessments, etc.), then of course you would go to the instructor directly. This process will require practice and patience from the student as well as the instructor.

## Course Outline/ Schedule of Activities:

BUSI 2304 Fall 2021							
Schedule of Activities (16 week course)							
Module	Dates	Required Reading	Tests/Quizzes (in Classroom)	Journals	Aplia Assignments	Writing Workshops	Due Date (Midnight)
Module 1	Week 1(Aug 24)			Journal			
	Week 1(Aug 26)			Journal	Practice Activity & Checkup		08/29/21
	Week 2(Aug 31)			Journal			
Module 2	Week 2(Sept 2)	Chapter 1	Chapter 1 Quiz	Journal	Chapter 1 Assignment		09/05/21
	Week 3(Sept 7)			Journal			
	Week 3(Sept 9)	Chapter 2	Chapter 2 Quiz	Journal	Chapter 2 Assignment		09/12/21
	Week 4(Sept 14)			Journal			
	Week 4(Sept 16)	Chapter 3	Chapter 3 Quiz	Journal	Chapter 3 Assignment		09/19/21
	Week 5(Sept 21)			Journal			
Module 3	Week 5(Sept 23)	Chapter 4	Chapter 4 Quiz	Journal	Chapter 4 Assignment		09/26/21
	Week 6(Sept 28)			Journal			
	Week 6(Sept 30)	Chapter 5	Chapter 5 Quiz	Journal	Chapter 5 Assignment	Chapter 5 w/w (1)	10/03/21
	Week 7(Oct 5)			Journal			
	Week 7(Oct 7)	Chapter 6	Chapter 6 Quiz	Journal	Chapter 6 Assignment	Chapter 6 w/w (2)	10/10/21
	Week 8(Oct 12)			Journal			
	Week 8(Oct 14)	Chapter 7	Chapter 7 Quiz	Journal	Chapter 7 Assignment	Chapter 7 w/w (2)	10/17/21
	Week 9(Oct 19)			Journal			
	Week 9(Oct 21)	Chapter 8	Chapter 8 Quiz	Journal	Chapter 8 Assignment	Chapter 8 w/w (2)	10/24/21
Module 4	Week 10(Oct 26)			Journal			
	Week 10(Oct 28)	Chapter 9	Chapter 9 Quiz	Journal	Chapter 9 Assignment	Chapter 9 w/w (1)	10/31/21
	Week 11(Nov 2)			Journal			
Module 5	Week 11(Nov 4)	Chapter 10	Chapter 10 Quiz	Journal	Chapter 10 Assignment	Chapter 10 w/w (1)	11/07/21
	Week 12(Nov 9)			Journal			
	Week 12(Nov 11)	Chapter 11	Chapter 11 Quiz	Journal	Chapter 11 Assignment	Chapter 11 w/w (1)	11/14/21
	Week 13(Nov 16)			Journal			
	Week 13(Nov 18)	Chapter 12	Chapter 12 Quiz	Journal	Chapter 12 Assignment	Chapter 12 w/w (1)	11/21/21
Module 6	Week 14(Nov 23)	Chapter 13	Chapter 13 Quiz	Journal	Chapter 13 Assignment	Chapter 13 w/w (1)	11/28/21
	Week 15(Nov 30)			Journal			
	Week 15(Dec 2)	Chapter 14	Chapter 14 Quiz	Journal	Chapter 14 Assignment	Chapter 14 w/w (1)	12/05/21
	Week 16(Dec 7)		Final Exam Review	Journal			
	Week 16(Dec 9)		Final Exam	Journal			12/09/21
Point Values				Important Notes			
Activity	Point Value	Activities	Total Points	Late Work is Accepted with 20% penalty (See Syllabus for Limitations)			
Chapter Quizzes	25	14	350	Chapter Quizzes (15%) - 3 attempts; highest saved			
Final Exam	100	1	100	Final Exam (5%) - open finals week - 1 attempt			
Aplia Assignments	varies (see MindTap)	14	530	Aplia Assignments (23%) - 1 attempt only			
Writing Workshops	100	13	1300	Writing Workshops (57%) - 2 attempts; highest saved			
<b>Total Possible Points</b>			<b>2280</b>	Any bonus points are at the discretion of the instructor.			

## **Journals:**

The journals are a completely confidential communication tool for students to discuss important issues with me personally and should be turned in each class. Journals offer the opportunity for me to get to know you personally and make improvements to the class without waiting for end of course surveys. A student may have a comment and/or question regarding that session, a personal issue, or other feedback. If there is a question relevant to the entire class, the answer will be shared at the next session. Otherwise, comments will be addressed to the student only. *Again, it is completely confidential and only seen by me.*

## **Institutional Policies and Guidelines**

**Grade Appeal Process:** Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook. <[https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf)>. *An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.*

[https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf)

**Academic Success & Support Services:** College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

**ADA Statement:** Any student with a documented disability needing academic accommodations is requested to contact Holly Bankston at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

**Counseling Statement:** Any student needing counseling services is requested to please contact Holly Bankston in the student success center at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). Counseling services are available on campus in the student center for free and students can also email [counseling@com.edu](mailto:counseling@com.edu) to set up their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

**Textbook Purchasing Statement:** A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

**Withdrawal Policy:** Students may withdraw from this course for any reason prior to the last eligible day for a “W” grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 1<sup>st</sup> 8-week session is October 6. The last date to withdraw from the 16-week session is November 19. The last date to withdraw for the 2<sup>nd</sup> 8-week session is December 2.

**F<sub>N</sub> Grading:** The F<sub>N</sub> grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F<sub>N</sub> grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the F<sub>N</sub> grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F<sub>N</sub> grade.

**Early Alert Program:** The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

**COVID-19 Statement:** All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland’s Coronavirus Information site at [www.com.edu/coronavirus](http://www.com.edu/coronavirus). In compliance with Governor Abbott's May 18 Executive Order, face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](http://com.edu/coronavirus) for future updates.

### **Technology Outage:**

Occasionally the College may experience emergency technology Outages. Should this occur during a Quiz, you will need to notify the instructor that you will need the Quiz to be reset. Students are responsible for completing all other course work such that due dates can be met. In case of an emergency technology outage that is campus-wide, students will have an opportunity to submit assignments if they were submitted within the newly designated due date that will be posted as an “Announcement.” In case of a personal technology issue or if you have questions about an assignment or need clarification of requirements, you are expected to contact the instructor as soon as reasonably possible.