



BUSI 2304.002IN
Business Report Writing & Correspondence
Spring 2022
Online

Instructor Information:

Deane Schneider, Dr.B.A.
Assistant Professor of Business
dschneider@com.edu
409-933-8901 (Office)

Student Hours & Location:

TVB 1317 or by email appointment, hosted via Blackboard Collaborate.

Monday	<u>3:00pm - 5:30pm</u>
Tuesday	<u>9am - 10:30am</u>
Wednesday	<u>3:00pm - 5:30pm</u>
Thursday	<u>9am - 10:30am</u>
Friday	by appointment only

Required Textbook:

Essentials of Business Communication
Publisher: Cengage Learning
11th Edition by Mary Ellen Guffey - 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.
6. This course requires **Discussion Board** participation in Blackboard each week. Please refer to the DB rubric attached to the task in Bb. Point values assigned are outlined on the Schedule of Activities.

Determination of Course Grade/ Detailed Grading Formula:

- (9%) Chapter Quizzes (14) at 25 points
- (3%) Final Exam (1) at 100 points
- (40%) Discussion Boards (15) at 100 points
- (14%) Aplia Assignments (14) at varied points (see MindTap)
- (34%) Writing Workshops (13) at 100 points
- **Total Possible Points 3780**

The final grade will be based on the following scale:

A = 90% of the total points-----	>= 3382
B = 80% of the total points -----	3004-3381
C = 70% of the total points -----	2626-3003
D = 60% of the total points-----	2248-2625
F = 59% or less -----	<=2247

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. 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.

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 must be through COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means. Blackboard Collaborate, office phone, and face-to-face meetings are other means of communication. *Please allow me 24 hours to reply to COM email communications.*

Blackboard Collaborate is NOT private. If you need to discuss something of a private/personal nature, please reach out through COM email, my office phone, or stop by my office.

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:

Student Learner Outcome	Maps to Core Objectives	Assessed via this Assignment
Identify and define basic terminology in business.	Communication Skills (written only)	Chapter 6 Writing Assignment
Demonstrate effective business writing and communication skills.	Critical Thinking Skills	Chapter 8 Writing Assignment

Examine effective business communications techniques with case studies and assignments.	Personal Responsibility	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 may receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

[10 Types of Plagiarism - YouTube](https://www.youtube.com/watch?v=EF5eFeJMplA) https://www.youtube.com/watch?v=EF5eFeJMplA

[How to Avoid Plagiarism in 5 Easy Steps - YouTube](https://www.youtube.com/watch?v=WV2-cmi19sg) https://www.youtube.com/watch?v=WV2-cmi19sg

[What is Self Plagiarism - Research Prospect](https://www.researchprospect.com/what-is-self-plagiarism/#:~:text=%20Types%20of%20Self%20Plagiarism%20%201%20Republishing.,from%20their%20previous%20work%20as%20they...%20More%20) https://www.researchprospect.com/what-is-self-plagiarism/#:~:text=%20Types%20of%20Self%20Plagiarism%20%201%20Republishing.,from%20their%20previous%20work%20as%20they...%20More%20

Student Concerns:


If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact the Department Chair, David Knopp, at 409-933-8259

or dknopp@com.edu.

Technology Outage:

Occasionally the college may experience emergency technology outages. Should this occur during a Quiz/Exam, you will need to notify the instructor that you will need the Quiz/Exam to be reset. In the case of this or a personal technology issue, students are expected to contact the instructor as soon as reasonably possible. Students are responsible for completing all other course work such that due dates can be met.

Course Outline/ Schedule of Activities:

Business Report Writing/Correspondence							BUSI-2304 - Spring 2022
Schedule of Activities (16 week course)							
Module	Dates	Required Reading	Tests/Quizzes	Discussion Boards & Journals	Aplia Assignments	Writing Workshops	Due Date (Midnight)
Module 1	Week 1 (Jan 18-23)			Introduction DB			01/23/22
	Week 2 (Jan 24-30)	Chapter 1	Chapter 1 Quiz	Chapter 1 DB	Chapter 1 Assignment		01/30/22
Module 2	Week 3 (Jan 31-Feb 6)	Chapter 2	Chapter 2 Quiz	Chapter 2 DB	Chapter 2 Assignment		02/06/22
	Week 4 (Feb 7-13)	Chapter 3	Chapter 3 Quiz	Chapter 3 DB	Chapter 3 Assignment		02/13/22
	Week 5 (Feb 14-20)	Chapter 4	Chapter 4 Quiz	Chapter 4 DB	Chapter 4 Assignment		02/20/22
Module 3	Week 6 (Feb 21-27)	Chapter 5	Chapter 5 Quiz	Chapter 5 DB	Chapter 5 Assignment	Chapter 5 WW (1)	02/27/22
	Week 7 (Feb 28-Mar 6)	Chapter 6	Chapter 6 Quiz	Chapter 6 DB	Chapter 6 Assignment	Chapter 6 WW (2)	03/06/22
	Week 8 (Mar 7-13)	Chapter 7	Chapter 7 Quiz	Chapter 7 DB	Chapter 7 Assignment	Chapter 7 WW (2)	03/13/22
	Spring Break (Mar 14-20)						
Module 4	Week 9 (Mar 21-27)	Chapter 8	Chapter 8 Quiz	Chapter 8 DB	Chapter 8 Assignment	Chapter 8 WW (2)	03/27/22
	Week 10 (Mar 28-Apr 3)	Chapter 9	Chapter 9 Quiz	Chapter 9 DB	Chapter 9 Assignment	Chapter 9 WW (1)	04/03/22
Module 5	Week 11 (Apr 4-10)	Chapter 10	Chapter 10 Quiz	Chapter 10 DB	Chapter 10 Assignment	Chapter 10 WW (1)	04/10/22
	Week 12 (Apr 11-17)	Chapter 11	Chapter 11 Quiz	Chapter 11 DB	Chapter 11 Assignment	Chapter 11 WW (1)	04/17/22
Module 6	Week 13 (Apr 18-24)	Chapter 12	Chapter 12 Quiz	Chapter 12 DB	Chapter 12 Assignment	Chapter 12 WW (1)	04/24/22
	Week 14 (Apr 25-May 1)	Chapter 13	Chapter 13 Quiz	Chapter 13 DB	Chapter 13 Assignment	Chapter 13 WW (1)	05/01/22
	Week 15 (May 2-8)	Chapter 14	Chapter 14 Quiz	Chapter 14 DB	Chapter 14 Assignment	Chapter 14 WW (1)	05/08/22
	Week 16 (May 9-12)		Final Exam				05/12/22
Point Values				Important Notes			
Activity	Point Value	# of Activities	Total Points	Late Work is Accepted with 20% penalty (See Syllabus for Limitations)			
Chapter Quizzes	25	14	350	Chapter Quizzes (9%) - 3 attempts; highest saved			
Final Exam	100	1	100	Final Exam (3%) - open finals week - 1 attempt			
Discussion Boards	100	15	1500	Discussion Boards (40%) - 3 posts required (1 initial; 2 peer)			
Aplia Assignments	varies (see MindTap)	14	530	Aplia Assignments (14%) - 1 attempt only			
Writing Workshops	100	13	1300	Writing Workshops (34%) - 2 attempts; highest saved			
Total Possible Points			3780	Any bonus points are at the discretion of the instructor.			

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. *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

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. 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. Counseling services are available on campus in the student center for free and students can also email 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.

Last date to withdraw from Spring 2022 with a “W”:

1st 8-week session- March 2nd

16-week session- April 25th

2nd 8-week session- May 4th

Mini session- June 3rd

F_N Grading: The F_N grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F_N 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_N grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F_N 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. 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 for future updates.