



BUSI 2304-001IN
Business Report Writing & Correspondence
Fall 2021
Online

Instructor Information:

Name Deane Schneider, DBA
Assistant Professor of Business

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

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 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 Department Chair, David Knopp at 409-933-8259 or 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.

Journals:

The journals are a completely confidential communication tool for students to discuss important issues with me personally and should be turned in each week. 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.*

Course Outline/ Schedule of Activities:

BUSI 2304 Fall 2021 Schedule of Activities (16 week course)							Due Date (Midnight)
Module	Dates	Required Reading	Tests/Quizzes	Discussion Boards & Journals	Aplia Assignments	Writing Workshops	
Module 1	Week 1 (Aug 23-29)			Introduction DB & Journal			08/29/21
	Week 2 (Aug 30-Sept 5)	Chapter 1	Chapter 1 Quiz	Chapter 1 DB & Journal	Chapter 1 Assignment		09/05/21
Module 2	Week 3 (Sept 6-10)	Chapter 2	Chapter 2 Quiz	Chapter 2 DB & Journal	Chapter 2 Assignment		09/12/21
	Week 4 (Sept 13-19)	Chapter 3	Chapter 3 Quiz	Chapter 3 DB & Journal	Chapter 3 Assignment		09/19/21
	Week 5 (Sept 20-26)	Chapter 4	Chapter 4 Quiz	Chapter 4 DB & Journal	Chapter 4 Assignment		09/26/21
Module 3	Week 6 (Sept 27-Oct 3)	Chapter 5	Chapter 5 Quiz	Chapter 5 DB & Journal	Chapter 5 Assignment	Chapter 5 WW (1)	10/03/21
	Week 7 (Oct 4-10)	Chapter 6	Chapter 6 Quiz	Chapter 6 DB & Journal	Chapter 6 Assignment	Chapter 6 WW (2)	10/10/21
	Week 8 (Oct 11-17)	Chapter 7	Chapter 7 Quiz	Chapter 7 DB & Journal	Chapter 7 Assignment	Chapter 7 WW (2)	10/17/21
	Week 9 (Oct 18-24)	Chapter 8	Chapter 8 Quiz	Chapter 8 DB & Journal	Chapter 8 Assignment	Chapter 8 WW (2)	10/24/21
Module 4	Week 10 (Oct 25-31)	Chapter 9	Chapter 9 Quiz	Chapter 9 DB & Journal	Chapter 9 Assignment	Chapter 9 WW (1)	10/31/21
	Week 11 (Nov 1-7)	Chapter 10	Chapter 10 Quiz	Chapter 10 DB & Journal	Chapter 10 Assignment	Chapter 10 WW (1)	11/07/21
Module 5	Week 12 (Nov 8-14)	Chapter 11	Chapter 11 Quiz	Chapter 11 DB & Journal	Chapter 11 Assignment	Chapter 11 WW (1)	11/14/21
	Week 13 (Nov 15-21)	Chapter 12	Chapter 12 Quiz	Chapter 12 DB & Journal	Chapter 12 Assignment	Chapter 12 WW (1)	11/21/21
Module 6	Week 14 (Nov 22-28)	Chapter 13	Chapter 13 Quiz	Chapter 13 DB & Journal	Chapter 13 Assignment	Chapter 13 WW (1)	11/28/21
	Week 15 (Nov 29-Dec 3)	Chapter 14	Chapter 14 Quiz	Chapter 14 DB & Journal	Chapter 14 Assignment	Chapter 14 WW (1)	12/05/21
	Week 16 (Dec 8-9)		Final Exam	Journal			12/09/21
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			
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. The last date to withdraw from the 1st 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 2nd 8-week session is December 2.

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.

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.