



**BUSI 2304.101HY**  
**Business Report Writing & Correspondence**  
**Fall 2022**  
**Mon 11am- 12:20pm**  
**STEM 117**

**Instructor Information:**

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

**Student Hours & Location:**

TVB 1317, TEAMS, Bongo virtual classroom tool, D2L chat or by email appointment

Monday	<u>9am – 10am</u> <b>AND</b> <u>2:00pm - 5:30pm</u>
Tuesday	<b>by appointment only</b>
Wednesday	<u>2:30pm - 5:30pm</u>
Thursday	<b>by appointment only</b>
Friday	<b>by appointment only</b>

**Required Textbook:**

The course is inclusive of the digital textbook, which is made available in Cengage and through the Cengage link inside BrightSpace D2L. No access code is required for this course. Textbooks may be new, used, or rented and can be purchased from multiple sources. This textbook is available through VitalSource.

**Essentials of Business Communication 11e**  
**Mary Ellen Guffey, Dana Loewy**  
**Cengage Learning**  
**ISBN: 978-1-337-38649-4**

## **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:**

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.

### **Quizzes**

There are **14 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 BrightSpace.

### **Writing Workshops**

There are **13 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.

### **Aplia Assignments**

The course includes **14 Aplia Assignments** in MindTap. Each assignment offers one attempt only. Point values vary. Please refer to the Schedule of Activities.

### **Discussion Boards**

This course requires **6 Discussion Boards** through participation in BrightSpace. Please refer to the DB rubric attached to the task in BrightSpace. An initial posting plus two responses to peers on their postings is required.

### **Elevator Pitch Video Presentation**

The course includes one **Elevator Pitch Video Presentation** posted in BrightSpace. The assignment is an attempt to introduce yourself to a potential job or networking connection. Record a 30-second elevator pitch that shares your expertise and credentials quickly and effectively with people who don't know you. The video will be posted through the Assignment area.

### **Exam**

This course has one comprehensive **Final Exam**, which will be administered in BrightSpace D2L during the final week of class. The exam will allow one attempt with auto-submission

at deadline.

**Rubrics are associated with discussion board and elevator pitch assignments.** Please refer to the grading rubric for additional guidance on expectations.

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

- (7.5%) Final Exam- 150 points
- (7.5%) Elevator Pitch Video Presentation- 150 points
- (15%) 6 Discussion Boards (50 points each)- 300 points
- (17.5%) 14 Chapter Quizzes (25 points each)- 350 points
- (26.5%) 14 Aplia Assignments (varied points)- 530 points
- (26%) 13 Writing Workshops (40 points each)- 520 points

**Total Possible Points- 2000**

The final grade will be based on the following scale:

A = 90% of the total points-----	>= 1800
B = 80% of the total points -----	1600-1799
C = 70% of the total points -----	1400-1599
D = 60% of the total points-----	1200-1399
F = 59% or less -----	<=1199

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 (D2L 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.***

**Extra Credit/Bonus Points:** 80 bonus points (4% of final grade) are available for scheduling and completing a meeting (online or face-to-face) with Career Services for a **resume review OR mock interview.** Bonus points will be added in the gradebook **once the student forwards the confirmation email** to the instructor, received from Career Services, confirming

that a worthwhile and successful resume review or mock interview has taken place. Students may schedule more than one appointment, but the bonus points will only be applied once. ***Resume writing/reviews and mock interviews are important aspects of career planning. Students should always have resumes up to date.***

Appointments with Career Services can be scheduled by emailing: [CareerServices@com.edu](mailto:CareerServices@com.edu) **Emails can be sent any time after Week 2 (Sept 2nd) BUT PRIOR to the end of Week 12 (Nov 13th) to ensure an appointment.** Emails sent AFTER Nov 13th are NOT guaranteed an appointment before the semester ends.

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 a classroom course is based on actual, physical classroom attendance which will be taken each class period. Students will receive credit for attending the class each week if present in the classroom. The last date of attendance will be the last date the student attended class in the physical classroom. Attendance will be tracked in the gradebook.

Attendance in an 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 BrightSpace D2L and Cengage 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.

## **Communicating with your instructor:**

All electronic communication with the instructor must be through D2L or COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means (no external email). The virtual classroom tool, D2L chat, office phone, and face-to-face meetings are other means of communication. ***Please allow me 24 hours to reply to COM email communications.***

## **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 Core Objective**.
2. Demonstrate effective business writing and communication skills. This course level outcome maps to the **Communication Skills, Critical Thinking Skills, and Personal Responsibility Core Objectives**.
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, Critical Thinking Skills, Social Responsibility, as well as Empirical and Quantitative Skills Core Objectives**.

### 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**- effective development, interpretation and expression of ideas through written, oral and visual communication.
3. **Empirical and Quantitative Skills** - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.
4. **Personal Responsibility**- ability to connect choices, actions and consequences to ethical decision-making.
5. **Social Responsibility**- to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

### 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.	<b>Communication Skills</b>	Chapter 1 Quiz and Aplia Assignment
Demonstrate effective business writing and communication skills.	<b>Communication Skills</b> <b>Critical Thinking Skills</b> <b>Personal Responsibility</b>	Elevator Pitch Assignment; Chapter (12, 13, & 14) quizzes, Aplia assignments, & Writing Workshops

Examine effective business communications techniques with case studies and assignments.	<b>Personal Responsibility</b> <b>Critical Thinking Skills</b> <b>Social Responsibility</b> <b>Empirical and Quantitative Skills</b>	Chapter (6, 7, 8, 9, 10, & 11) quizzes, Aplia assignments, & Writing Workshops
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## 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, Andrew Gregory, at 409-933-

8339 or [agregory2@com.edu](mailto:agregory2@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 - Fall 2022	
Schedule of Activities (16 week course)							
Module	Dates	Required Reading	Quizzes/Exam	Discussion Boards	Assignments	Writing Workshops	Due Date (Midnight)
Module 1	Week 1 (Aug 22-28)	Chapter 1	Chapter 1 Quiz	Introduction DB	Chapter 1 Aplia		08/28/22
	Week 2 (Aug 29-Sept 4)	Chapter 2	Chapter 2 Quiz		Chapter 2 Aplia		09/04/22
Module 2	Week 3 (Sept 5-11)	Chapter 3	Chapter 3 Quiz		Chapter 3 Aplia		09/11/22
	Week 4 (Sept 12-18)	Chapter 4	Chapter 4 Quiz	Module 2 DB <i>(open Week 2)</i>	Chapter 4 Aplia		09/18/22
Module 3	Week 5 (Sept 19-25)	Chapter 5	Chapter 5 Quiz		Chapter 5 Aplia	Chapter 5 WW (1)	09/25/22
	Week 6 (Sept 26-Oct 2)	Chapter 6	Chapter 6 Quiz		Chapter 6 Aplia	Chapter 6 WW (2)	10/02/22
	Week 7 (Oct 3-9)	Chapter 7	Chapter 7 Quiz		Chapter 7 Aplia	Chapter 7 WW (2)	10/09/22
Module 4	Week 8 (Oct 10-16)	Chapter 8	Chapter 8 Quiz	Module 3 DB <i>(open Week 5)</i>	Chapter 8 Aplia	Chapter 8 WW (2)	10/16/22
	Week 9 (Oct 17-23)	Chapter 9	Chapter 9 Quiz		Chapter 9 Aplia	Chapter 9 WW (1)	10/23/22
	Week 10 (Oct 24-30)	Chapter 10	Chapter 10 Quiz	Module 4 DB <i>(open Week 9)</i>	Chapter 10 Aplia	Chapter 10 WW (1)	10/30/22
Module 5	Week 11 (Oct 31-Nov 6)	Chapter 11	Chapter 11 Quiz		Chapter 11 Aplia	Chapter 11 WW (1)	11/06/22
	Week 12 (Nov 7-13)	Chapter 12	Chapter 12 Quiz	Module 5 DB <i>(open Week 11)</i>	Chapter 12 Aplia	Chapter 12 WW (1)	11/13/22
Module 6	Week 13 (Nov 14-20)	Chapter 13	Chapter 13 Quiz		Chapter 13 Aplia	Chapter 13 WW (1)	11/20/22
	Week 14 (Nov 21-27)	Chapter 14	Chapter 14 Quiz		Chapter 14 Aplia	Chapter 14 WW (1)	11/27/22
	Week 15 (Nov 28-Dec 4)			Module 6 DB <i>(open Week 13)</i>	Elevator Pitch Video <i>(open Week 13)</i>		12/04/22
	Week 16 (Dec 5-8)		Final Exam- Hybrid (Mon, Dec 5th in class)				12/08/22
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 (17.5%) - 3 attempts; highest saved			
Final Exam	150	1	150	Final Exam (7.5%) - 1 attempt			
Elevator Pitch Video	150	1	150	Elevator Pitch Video Presentation (7.5%) - record a 30-second elevator pitch			
Discussion Boards	50	6	300	Discussion Boards (15%) - 3 posts required (1 initial; 2 peer)			
Aplia Assignments	varies (see MindTap)	14	530	Aplia Assignments (26.5%) - 1 attempt only			
Writing Workshops	40	13	520	Writing Workshops (26%) - 2 attempts; highest saved			
<b>Total Possible Points</b>			<b>2000</b>	<b>Any bonus points are at the discretion of the instructor.</b>			

## 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 Michelle Brezina at 409-933-8124 or [mvaldes1@com.edu](mailto:mvaldes1@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

**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 Fall 2022 with a "W":**

*1<sup>st</sup> 8-week session-* October 5<sup>th</sup>

*16-week session-* November 18<sup>th</sup>

*2<sup>nd</sup> 8-week session-* December 1<sup>st</sup>

**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.

**Resources to Help with Stress:**

If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at [deanofstudents@com.edu](mailto:deanofstudents@com.edu) or [communityresources@com.edu](mailto:communityresources@com.edu).