



**BUSI 2304.02112**  
**Business Report Writing & Correspondence**  
**Fall 2024**  
**2<sup>nd</sup> 8-Weeks**  
**Online**

**Instructor Information:**

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

**Student Hours & Location:**

ICB 313-16, TEAMS, Bongo virtual classroom tool, D2L chat, or by email appointment

Monday 7am - 9:30am AND 11am - 12:30pm

Tuesday **by appointment only**

Wednesday 7am - 9:30am AND 11am - 12:30pm

Thursday **by appointment only**

Friday **by appointment only**

**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.

Hardcopy textbooks may be new, used, or rented and can be purchased from multiple sources. This textbook is available through VitalSource.

**BCOM 10, 2020**

**Carol M. Lehman, Debbie D. DuFrene, Robyn Walker**  
**Cengage Learning**  
**ISBN: 978-0-357-02658-8**

**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 BrightSpace)**. You have no time limit on these quizzes, and you are allowed three attempts. Your highest score will be automatically accepted as your grade for that quiz.

#### Aplia Assignments

The course includes **14 Aplia Assignments (in Cengage)**. You will have three attempts, with the highest saved. Point values vary. Please refer to the Schedule of Activities.

#### Persuasive Request Assignment

A **persuasive request** letter will be written using the AIDA model. The letter will contain the 7 standard letter parts, be in block format, no longer than 1 page in length, contain appropriate margins, spacing, font style, and size for a business letter.

#### Yellowdig Engagement

**Yellowdig (in BrightSpace)** replaces traditional discussion boards by offering a social media type environment. Best of all, every student doesn't need to start a conversation in Yellowdig, they can just continue or add-on to it- participation and engagement are the focus.

Students will reflect on course concepts, make connections, and think critically resulting in deeper learning. Topics may be open a few weeks or all semester long. Each week, students can earn up to a maximum number of Yellowdig points and must achieve a specific total by the end of the semester.

Students may earn Yellowdig points in multiple ways:

- Meet posting criteria such as starting or continuing a conversation.
- Adding specific content such as a video.
- Receiving comments from other students.
- Receiving comments or accolades from instructor.

Points are earned automatically, but the instructor has the ability to take away points if postings are deemed inappropriate, irrelevant, or nonsensical.

#### 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 **Cengage** and is ~50 questions in length. The exam is timed, and you are allowed only one attempt. **The test will automatically close at the time shown in the schedule of activities. It is your responsibility to monitor your time while taking the test.**

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

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

Persuasive Request Letter (10%).....100 points  
Elevator Pitch Video Presentation (10%).....100 points

Final Exam (10%).....	100 points
Yellowdig Engagement (12.6 %).....	126 points
14 Chapter Quizzes (14%) (10 points each).....	140 points
14 Aplia Assignments (43.4%) (varied points).....	434 points
<b>Total Possible Points.....</b>	<b>1000 points</b>

The final grade will be based on the following scale:

- A = 90+% of the total points.....>= 900
- B = 80% - 89% of the total points.....800-899
- C = 70% - 79% of the total points.....700-799
- D = 60% - 69% of the total points.....600-699
- F = less than 60% of the total points.....<=599

### Late Work, Make-Up, and Extra-Credit Policy:

Missed work immediately receives a "0". Students are responsible for contacting the instructor about making it up. Make-up work will be determined on a case-by-case basis in a manner that the instructor deems fair and equitable to the entire class. Late work normally receives a 20% penalty.

- **If accepted**, the final day for auto-graded late work will be the day prior to the last day of class.
- **If accepted**, the final day for manually graded late work will be the Sunday prior to the last day of class.
- The **Elevator Pitch Video Presentation will NOT be accepted late under any circumstances.**

***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:

- **40 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) or calling (409)933-1211. **Scheduling may be attempted any time after the first day of class BUT PRIOR to the end of Week 4 to ensure an appointment.** Emails sent AFTER Week 4 are NOT guaranteed an appointment before the semester ends.

Students may choose to access Focus 2 Career (<https://careerservices.com.edu/> then click Focus2) as a third option for the 40 bonus points. **Complete the "5 Valid and Reliable Assessments" and email me a screenshot of the "combined" results.**

**Any bonus points, make-up work, or other accommodations beyond those offered by COM are at the sole discretion of the instructor.**

### Graded Assignments/Feedback/Gradebook:

**The following expectations apply to all Business/Accounting department courses regardless of modality.**

Auto graded exams and quizzes should be available for immediate review by the students. **Manually graded assignments (projects) will typically be graded and returned within one week from the due date.** Feedback, if any, will be listed within the attached rubric. Accepted late work will be returned in a timely manner as instructor’s availability allows.

**Students should monitor their overall grade within the D2L gradebook for current point totals.**

**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. Students will receive credit for 'attending' the class each week based upon the timely submission of an assignment. An assignment may be a Yellowdig 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 the faculty 24 hours to reply to COM email communications. Student emails sent after 5pm on Friday should expect a reply by 12pm on Monday.***

**General Education Core Objectives:**

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

**Communication Skills-** effective development, interpretation and expression of ideas through written, oral and visual communication.

**Critical Thinking Skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

**Empirical and Quantitative Skills** - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.

**Personal Responsibility-** ability to connect choices, actions and consequences to ethical decision-making.

**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.	<ul style="list-style-type: none"> <li>• <b>Personal Responsibility</b></li> </ul>	-Quizzes: 1 & 2 -Aplia Assignments: 1 & 2

Demonstrate effective business writing and communication skills.	<ul style="list-style-type: none"> <li>• <b>Communication Skills</b></li> <li>• <b>Critical Thinking Skills</b></li> <li>• <b>Personal Responsibility</b></li> </ul>	<ul style="list-style-type: none"> <li>-Elevator Pitch Assignment</li> <li>-Persuasive Request Letter</li> <li>-Yellowdig Engagement</li> </ul>
Examine effective business communications techniques within case studies and assignments as examples of working within the business environment.	<ul style="list-style-type: none"> <li>• <b>Critical Thinking Skills</b></li> <li>• <b>Empirical and Quantitative Skills</b></li> <li>• <b>Personal Responsibility</b></li> <li>• <b>Social Responsibility</b></li> </ul>	<ul style="list-style-type: none"> <li>-Aplia Assignments: 3-14</li> <li>-Final Exam</li> </ul>

### 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 Student Handbook. <https://www.com.edu/student-services/student-handbook.html> 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 Andrew Gregory, Department Chair, Business and Accounting 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 2024	
Schedule of Activities (2 <sup>nd</sup> 8-Week Course)							
Module	Class Dates	Required Reading	Quizzes/Exam	Yellowdig Engagement	Aplia (in Cengage)	Assignments	Due Date (Midnight)
<u>Module 1</u>	Week 1 (Oct 14-20)	Chapter 1-2	Ch 1-2 Quiz	<i>Weekly Engagement</i>	Ch 1-2		10/20/24
<u>Module 2</u>	Week 2 (Oct 21-27)	Chapter 3-4	Ch 3-4 Quiz	<i>Weekly Engagement</i>	Ch 3-4		10/27/24
<u>Module 3</u>	Week 3 (Oct 28-Nov 3)	Chapter 5-6	Ch 5-6 Quiz	<i>Weekly Engagement</i>	Ch 5-6		11/03/24
	Week 4 (Nov 4-10)	Chapter 7-8	Ch 7-8 Quiz	<i>Weekly Engagement</i>	Ch 7-8		11/10/24
<u>Module 4</u>	Week 5 (Nov 11-17)	Chapter 9-10	Ch 9-10 Quiz	<i>Weekly Engagement</i>	Ch 9-10	Persuasive Request <i>(opens Week 4)</i>	11/17/24
	Week 6 (Nov 18-24)	Chapter 11-12	Ch 11-12 Quiz	<i>Weekly Engagement</i>	Ch 11-12		11/24/24
<u>Module 5</u>	Week 7 (Nov 25-Dec 1)	Chapter 13-14	Ch 13-14 Quiz	<i>Weekly Engagement</i>	Ch 13-14	Elevator Pitch Video <i>(opens Week 6)</i>	12/01/24
<u>Module 6</u>	Week 8 (Dec 2-5)		<b>Final Exam</b>				12/05/24
Point Values				Important Notes			
Activity	Point Value	# of Activities	Total Points	Late Work, if accepted, normally receives 20% penalty (see syllabus for limitations)			
Chapter Quizzes	10	14	140	Chapter Quizzes (14%)- 3 attempts; highest saved			
Final Exam	100	1	100	Final Exam (10%)- on Aplia assignments; 1 attempt			
Elevator Pitch Video	100	1	100	Elevator Pitch Video Presentation (10%)- record a 30-second elevator pitch			
Yellowdig			126	Yellowdig Engagement (12.6%)- <i>weekly content engagement</i>			
Aplia	varies	14	434	Aplia Assignments (43.4%)- 3 attempts; highest saved			
Persuasive Request	100	1	100	Persuasive Request (10%)- write a persuasive letter			
<b>Total Possible Points</b>			<b>1000</b>	<b>Any bonus points are at the discretion of the instructor (see syllabus)</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://www.com.edu/student-services/docs/Student Handbook 2024-2025 v2.pdf](https://www.com.edu/student-services/docs/Student_Handbook_2024-2025_v2.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.*

**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:

Kimberly Lachney, Student Accessibility Services Coordinator

Phone: 409-933-8919

Email: [AccessibilityServices@com.edu](mailto:AccessibilityServices@com.edu)

Location: COM Doyle Family Administration Building, 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 2024 with a “W”:**

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

16-week session- November 15<sup>th</sup>

2<sup>nd</sup> 8-week session- November 26<sup>th</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).

**Nondiscrimination Statement:**

The College District prohibits discrimination, including harassment, against any individual on the basis of race, color, religion, national origin, age, veteran status, disability, sex, sexual orientation, gender (including gender identity and gender expression), or any other basis prohibited by law. Retaliation against anyone involved in the complaint process is a violation of College District policy.