

SYLLABUS SPRING 2017
BASIC BUSINESS COMMUNICATIONS
BUS 214C-700-34263

Freda Mays

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Course: BUS 214C-700-34263

Text: Essentials of Business Communication, 10th Edition. Mary Ellen Guffey and Dana Loewy, Cengage Learning/South-Western, 2016, ISBN# 9781285858913.

Course Description: “A study of communication processes in business with an emphasis on correct language and grammar. Included is functional correspondence which leads to effective communication, such as letters, reports, and memos.” (WKU Undergraduate Catalog – 2016-2017)

Web Site: <https://blackboard.wku.edu>

Prerequisites:

BUS 214 is a three credit hour course. This course is a basic business communications course; therefore, there are no prerequisites. Topics which will be covered in this course are as follows: the communication environment; developing correspondence applications; employment communications; written report applications; oral and nonverbal communications; and English grammar.

Learning Outcomes:

- To gain experience in the use of digital tools for researching, reporting, and composing on the job.
- To prepare clear, concise, and well-organized e-mails, memos, letters, and reports.
- To demonstrate professionalism while developing effective listening, nonverbal, meeting, team, and cross-cultural skills.
- To create customized, professional resumes, cover letters, and other employment messages.
- To demonstrate polished grammar, punctuation, and usage skills necessary to create written business messages and oral presentations.
- To demonstrate interviewing techniques when applying for employment.
- To implement problem-solving and critical thinking skills in preparing business messages and presentations.

Grade Determination:*

- You are expected to participate in class discussions via the discussion board.
- Late assignments may have as much as 20 points deducted from the total points. Your assignments must be your **own** original work. Students who commit plagiarism or copy from another students will receive a zero for that work. Please visit WKU’s **The Student Handbook (WKU/Student Conduct/Student Affairs)** for more information on academic offenses.

- Completion of each lesson assignment (which is usually a written application of the selected chapter).
- Exams (two plus a final). Exams will be both objective and short answer. You may take the exams over the Internet.
- Two Projects
 - **Project One: Presentation** – a three to five minute presentation related to business. The presentation may be a video, tape recording, or a software presentation.
 - **Project Two: Job Search Project** – three parts: resume, application letter (cover letter) and follow-up letter

Rubric

Each chapter will be assigned points. Points will be deducted for errors in grammar, formatting, typographical errors, and message content.

Grading

- Chapter Assignments:
 - Unit 1 = 20 points
 - Unit 2 = 60 points
 - Unit 3 = 80 points
 - Unit 4 = 20 points
 - Unit 5 = 40 points
 - Unit 6 = 40 points
- **Total Points = 260 points**
- Cumulative Editing Quizzes possible points = $8 \times 10 = 80$ points
- Communication Workshops possible points = $10 \times 20 = 200$ points
- Discussion Board possible points = 40 points
- Exams possible points = 300 points
- Project One: Presentation possible points = 100 points
- Project Two: Job Search possible points = 300 points

Grading Scale (based on total points):

- **1280 points to 1180 points = A**
- **1179 points to 1079 points = B**
- **1078 points to 978 points = C**
- **977 points to 877 points = D**
- **Below 876 points = F**

“In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a Faculty Notification Letter (FNL) from The Student Accessibility Resource Center.”

“Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU’s Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and
Discrimination and Harassment Policy (#0.2040) at
https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and **MUST** report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.” (Rec. #2016-12-04 UNIVERSITY SENATE RECOMMENDATION TO THE PROVOST. The University Senate recommends that the Provost endorse the Title IX Syllabus statement and take appropriate action to implement it.)

TENTATIVE SCHEDULE – BUS 214C-700-34263 – SPRING 2017		
Week of	Assignment	Due Date
January 23	Unit 1: Business Communication in the Digital Age: Chapter 1 – Communicating in the Digital Age Workplace	January 29
January 30	Unit 2: The Business Writing Process in the Digital Age: Chapter 2 Planning Business Messages	February 5; Communication Workshop #1; Cumulative Editing Quiz #1
February 6	Chapter 3 – Organizing and Drafting Business Messages	February 12; Communication Workshop #2; Cumulative Editing Quiz #2
February 13	Chapter 4 – Revising Business Messages	February 19; Communication Work Shop #3; Cumulative Editing Quiz #3; Discussion Board #1
February 20	Unit 3: Workplace Communication: Chapter 5 – Short Workplace Messages and Digital Media	February 26; Communication Workshop #4; Cumulative Editing Quiz #4
February 27	Exam: Chapters 1-4	March 5
March 6	Chapter 6 – Positive Messages	March 12; Communication Workshop #5; Cumulative Editing Quiz #5; Discussion Board #2
March 13-17	Spring Break	
March 20	Chapter 7 – Negative Messages	March 26; Communication Workshop #6; Cumulative Editing Quiz #6

March 27	Chapter 8 – Persuasive Messages	April 2; Communication Workshop #7; Cumulative Editing Quiz #7
April 3	Unit 4: Business Reports: Chapter 9 – Informal Reports and Chapter 10 – Proposals and Formal Reports	April 9; Communication Workshop #8; Cumulative Editing Quiz #8; Discussion Board #3
April 10	Exam: Chapters 5-8	April 16
April 17	Unit 5: Professionalism, Teamwork, Meetings, and Speaking Skills: Chapter 11 – Professionalism at Work: Business Etiquette, Ethics, Teamwork and Meetings; and Chapter 12 – Business Presentations	April 23; Communication Workshops #9; Discussion Board #4
April 24	Unit 6: Employment Communication: Chapter 13 – The Job Search and Resume in the Digital Age; and Chapter 14 – Interviewing and Follow Up	April 30 Communication Workshop #10
May 1	Project One and Project Two Due by May 11	May 11
May 8	Final Exam May 12	May 12

Dates to Remember for the 2017 Spring Semester	
January 23	Day and evening classes begin.
January 30	Full semester classes – last day to add or drop a class without a grade; last day to change a class from audit to credit.
January 30	Deadline to apply for spring 2017 graduation.
February 12	Full semester: last day to receive any refund for 2017 spring semester.
March 10	Full semester classes – last day to drop a class with a “W,” last day to change a class from credit to audit.
March 13-17	Spring Break
March 20	Priority registration for 2017 summer term begins.
March 24	Sixty percent point of the full semester.
April 10	Priority registration for 2017 fall term begins.
April 14	Last day to remove an incomplete from 2016 fall semester or 2017 winter term.
April 21	Last day to apply for August 2017 graduation.
May 8-12	Final Examinations.
May 13	2017 Spring Commencement E.A. Diddle Arena: University College 9:30 a.m.