

# **MGT 261 Business Comm Fundamentals ONLINE**

COURSE SYLLABUS: Spring 2023

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Preferred Form of Communication: Email or Text  
Communication Response Time: within 24 hours

## **COURSE INFORMATION**

### Schedule

January 17, 2023 – May 4, 2023

### Course Description

Fundamentals of oral, written, and visual communication essential to prepare students for upper division coursework, internships, and careers in business disciplines. Focus on the creation of business documents and oral presentations, use of inclusive communication techniques and styles, interpretation of results for basic data analysis, appreciation of communication differences across cultures and backgrounds, and application of technology to facilitate communication.

### Course Learning Outcomes

The successful student will be able to:

1. Utilize the business writing process and strategies to create effective messages, including emails, memos, letters, reports, and proposals
2. Develop an effective job search strategy, create an effective cover message and resume, and prepare for an effective interview
3. Enhance credibility via workplace interactions
4. Design and deliver effective business presentations

Course Prerequisite(s): BA 170 or BA 175 or BA 220 (may be taken concurrently)

### Textbook Required

Business Communication: Through College & Career and Mimic Business Communication simulation by Stukent  
ISBN: 978-1-956963-43-4

Required Software and Technology

Communication through announcements along with course presentations and videos will be in Blackboard. There will also be class activities and assignments utilizing Stukent's courseware and simulation tool.

**GRADING**

Mimic Business Communication Simulation Rounds (45%)

*Throughout the semester, you will complete 10 rounds in the Mimic Business Communication simulation through Stukent.*

- Round 1: Secure References – identify ideal references, compose request emails
- Round 2: Analyze Job Descriptions – review and select job ads that best fit the qualifications, create a summary of qualifications
- Round 3: Create a Resume and Cover Message
- Round 4: Prepare for an Interview – prepare responses to behavioral interview questions
- Round 5: Interview – respond to interview questions and create a thank-you email
- Round 6: Prepare for a Job – create an elevator pitch and respond to interview questions (a probing question, a situational question, and a behavioral question)
- Round 7: Onboard – writing business messages (instant messaging, email, blog, social media posts)
- Round 8: Construct Informative Communications – Create an email invitation, create a meeting agenda, organize a multimedia presentation
- Round 9: Develop a Proposal – create an informal proposal
- Round 10: Construct Persuasive Communications – Construct a multimedia presentation, Improve the elevator pitch, and reflect on your experiences

Quizzes (40%)

*There will be eleven quizzes throughout the semester reviewing key course concepts. See Course Outline for details (chapters, dates).*

Weekly Participation/Attendance (15%)

*You will earn points for attending/participating in class discussions and activities in Blackboard*

**Grading Scale:** Final grades in this course will be based on the following scale:

- A = 90.0%-100%
- B = 80.0%-89.9%
- C = 70.0%-79.9%
- D = 60%-69%
- F = 59% or Below

## **COURSE POLICIES**

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### Late Submission of Course Work Policy

All coursework (including, but not limited to assignments, exams, and final project(s)) must be submitted no later than the due date unless prior arrangements are made with the instructor and a new due date is established. If a student submits an assignment after the due date without prior arrangements with the instructor, a late submission penalty of 10% will be deducted from the final assignment score.

Coursework will not be accepted after the last day of the term.

### ADA Accommodations

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, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto: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.

### Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) and [Discrimination and Harassment Policy](#) (#0.2040). 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 Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 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.

### COVID-19

All students are strongly encouraged to [get the COVID-19 vaccine](#). In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue.

The syllabus is subject to change.

This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. [www.wku.edu/healthyonthehill](http://www.wku.edu/healthyonthehill)

#### WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](http://www.wku.edu/counseling) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745-2548.

#### Big Red Backpack

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

#### Regular and Substantive Interaction

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the [Regular and Substantive Interaction in Online and Distance Learning webpage](http://www.wku.edu/regular-and-substantive-interaction).

In this course, regular and substantive interaction will take place in the following ways:

- Faculty participation in weekly discussion boards,
- Weekly announcements, and
- Timely and detailed feedback on assignments provided within one week of submission.