

## **MGT 361:700 ONLINE**

### **Business Communication**

ASSISTANT PROFESSOR: Dr. Aquesha Daniels

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Email is the best way to reach me once all other resources have been exhausted; include **MGT 361 Online** in the subject line.

### **I. TEXT & TECHNOLOGY**

Thill & Bovee, **Excellence in Business Communication**. 12<sup>th</sup> Ed. Day One Access. Pearson. **(Required)**.

This course participates in The WKU Store's Day One Access program. This program is designed to provide immediate access to required materials for all students at prices cheaper than any other option. Required materials will be delivered to you automatically by enrolling in this course unless you choose to opt-out. By participating in this program, The WKU Store will bill your Student Billing account, and you will see a charge appear under this Term along with Tuition and Fees ("Account Summary by Term" under the Student Services tab) labelled as "The WKU Store Purchases" after the Add/Drop period. For more information on this program or to opt-out of participation, go to The WKU Store's website ([www.wkustore.com](http://www.wkustore.com)) and click the Day One Access link under the Course Materials header.

If you opt-out, you will be responsible for purchasing the required textbook along with MyBCommLab access on your own. Participants in this program can also purchase a reduced-cost loose-leaf copy of the book from the WKU Store for \$50. The total cost for the E-book and the loose-leaf copy is about \$130.

### **II. COURSE OBJECTIVES (LEARNING OUTCOMES)**

Our emphasis is on communication fundamentals essential for business, including, but not limited, electronic communications in the business environment, research tools for business, reports, presentations, resumes, correspondences, and pre-career development.

In particular, the course learning outcomes are the following:

1. You will adapt the concepts of the basic communication model to written messages and oral presentations through careful audience analysis and

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message planning.

2. You will choose words, write sentences, and develop paragraphs for good news, bad news, and persuasive messages that are clear, concise, complete, and accurate.
3. You will be able to incorporate technology effectively in gathering, organizing, writing, and presenting written and oral messages.
4. You will be able to effectively gather, interpret, and organize both secondary and primary information needed to support written and oral reports.
5. You will be able to evaluate and produce visuals to communicate messages quickly and accurately.
6. You will prepare a professional career portfolio.

### III. ONLINE DELIVERY SYSTEM (COURSE PLATFORM)

The online component of this course is delivered in Blackboard learning management system in conjunction with Pearson MyBCommLab (associated with text mentioned above). MyBCommLab can be accessed through the course link on our Blackboard site once loaded. Registration instructions will also be posted.

### IV. TECHNOLOGY REQUIREMENTS

Computer access and use is a necessity of this course as all work will be computer based. You will need to have access to a computer with internet access. If you need access to a computer, you can use the on campus computer lab to access computer applications and the web. Please use the following checklist to determine your computer readiness. You should own or have access to:

- ☐ Computer with personal access to the Internet (e.g., computer with a modem or cable modem connection) and an AMD or Pentium processor and High Speed Internet connection.
- ☐ Ethernet cable for wired connection (for taking
- ☐ quizzes/exams)
- ☐ Word processing software
- ☐ An e-mail account
- ☐ A YouTube account
- ☐ \*Video microphone or some type of voice/video recording device

### V. COURSE POLICIES

Active participation is a requirement in any course, or rather; a main ingredient if a student wishes to succeed. This course requires self-discipline as your grade will rely heavily on readings, and completion of all coursework. All due dates will be posted on the course outline located on our Blackboard course site. **Lastly, absolutely no late work will be accepted for any reason except for those listed below.**

If you miss an assignment or quiz for the following reasons, you may be excused accordingly: 1) student's inpatient hospitalization; 2) death in the immediate family; 3) military and/or jury duty; and/or 4) required trips related to official school business or employment. **Verification of such must be provided immediately upon return or the absence will not be excused.** NOTE: If you stop engaging in the course via our online tools and do not complete the remainder of the work after the withdrawal date, you could receive a grade of an "FN." **A grade of "Incomplete" will not be given.**

## VI. STANDARD FOR WRITTEN WORK IS "BUSINESS PROFESSIONAL"

Standards for written work are intended to prepare the student to operate effectively in a *professional business environment*. Consistent with this goal, all work will be evaluated to this general standard. You are expected to write as if you are at work and not in an internet chat room. Be sure that your writing, spelling, punctuation and other work product is up to this standard.

## VII. ACADEMIC DISHONESTY

- Cheating will not be tolerated in this course. If you are caught cheating or being dishonest regarding assigned work, you could receive an automatic "F" for the course, or a zero on the assignment (which is at the sole discretion of the professor). Additionally, you will be reported to the appropriate officials.
- Next, anytime you use the idea(s) of another, you must show the source at the end of the section that uses those ideas. If you fail to do so, it constitutes presenting the work of another as your own, and that is a violation of the academic dishonesty policy. If you use the words of another in exactly the wording the original author used it ("verbatim"); you must put the words in "quotes" to show you are using the words of another. For example, if you quote someone, as an example, you should write "Never try to teach a pig to sing, because all you do is waste your time and annoy the pig." Matt Pike, in *Forward Observer*, Oct 19, 2008. The format of the quote reference is not as important as the fact that you say in SOME format that these are copied words, not your words. Plagiarism, no matter intentional or accidental, will result in a grade of "F" in the course. If in doubt, cite the source to be safe.
- The WKU Plagiarism definition is as follows: "To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own. Once must give any author credit for source material borrowed from him/her. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism."
- Overall, all assignments must be entirely in your own words and do not copy and paste any material without giving proper credit.

## VIII. ACCOMODATIONS

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course should contact the Office for Student Disabilities Services in Downing University Center, A-200. They can be reached at 270-745-5004. Please do not request an accommodation directly from the professor without a letter of accommodation from the Office for Student Disability Services.

## IX. TITLE IX/DISCRIMINATION & HARASSMENT

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](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.

## X. RESOURCES

The Learning Center (TLC) offers academic assistance with your WKU courses should you need it. The Learning Center (located in the Downing Student Union, 2141) provides free supplemental education programs for all currently enrolled WKU students. The Learning Center at Downing Student Union offers certified, one-on-one tutoring in over 200 subjects and eight academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and a computer lab to complete academic coursework. Please call TLC at (270) 745-5065 for more information or to schedule a tutoring appointment at [www.wku.edu/tlc](http://www.wku.edu/tlc).

## XI. CLASS STRUCTURE

This class will be broken into weeks. Each week we will cover 1-2 chapters. It is imperative to read each chapter as assigned and review all additional materials provided to facilitate the learning process. Power points and other resources (if available) will be provided to supplement your reading.

With that, there are five components to this class: 1) MyBCommLab Assignments and Simulations, 2) MyBCommLab Quizzes, 3) Blackboard Collaborate Sessions, 4) Career Portfolio Assignments, and 5) a Final Exam.

## **XII. ALLOCATION OF POINTS**

- MyBCommLab Assignment and Simulations = 180 points (10 points each)
- Quizzes=150 points (30 points per quiz)
- Blackboard Collaborate Sessions = 25 points
  - Must attend and participate in at least one (1) session
- Career Portfolio Assignments = 150 points (30 points per assignment)
- Proctored Final Exam = 195 points (65 questions @ 3 points each)
  - Exam will be proctored and administered by WKU Distance Learning Center. You must register for exam with WKU DL Center.
- **Total Possible Class Points = 700 points**

## **\*CONVERTING POINTS**

Points are converted to percentages and graded on the following basis:

| Letter | Percentage |
|--------|------------|
| A      | 90 & above |
| B      | 89-80      |
| C      | 79-70      |
| D      | 69-60      |
| F      | 59 & below |

## **\*\*IMPORTANT DATES**

8/27 Mon-Classes Begin

9/3 Mon-LABOR DAY (University closed)

10/11-10/12 Thurs-Fri-FALL BREAK (No classes; offices open)

11/21-11/23 Wed-Fri-THANKSGIVING BREAK (University closed)

12/10-Mon-Final Exam Period Begins

12/14-Fri-Final Exam Period Ends

**Note:** More details and a course outline with due dates will be available on our Blackboard course site once loaded. Make sure to check it out.

**THIS SYLLABUS MAY BE REVISED AT THE DISCRETION OF INSTRUCTOR**

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