

**Western Kentucky University
BUS 214C – Business Communication
Instructor, Rita Meredith, MA
School of Professional Studies**

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COURSE INFORMATION

Course Topics: We will cover a variety of applied topics including: the role of communication in the professional workplace, constructing effective documents, working with people from different cultures, constructing appropriate messages, developing reports, and putting these skills into practice.

Course Objectives: Students who complete this course will:

- Understand the role of communication in a professional workplace.
- Be able to create appropriate documents that have good visual appeal
- Be able to structure messages to meet different situations
- Understand how to communicate with people from different cultures
- Be able to participate in meetings, give presentations, etc.

Course Website: <https://blackboard.wku.edu/>

I am a big proponent of on-line education and use a Learning Management System (LMS) to supplement my course. This site will be a repository for all class resources, communication channel, grade book, etc. Please check it regularly. You should be accessing the class site every week, and ideally every few days. Successful students are regularly interacting with the class.

Course Pre-Requisites: BUS 214C does not have any particular pre-requisites. We will be studying the communication process in organizations and not focusing on spelling and grammar. 2 BUS 214C **Credit Hours:** 3 Credit Hours

Please note that this is a full-semester course. As such, each module will include several chapters of work. It's important that students plan for and make time for this **Text (required):** Business Communication: A Problem Solving Approach (McGraw-Hill)

Authors: Rentz and Lentz

Use the link provided on the class website. This is the "Connect" version and is needed for this class. There are other derivative titles on sites like Amazon (most are more expensive and will not work for this class).

(Ebook Connect version is fine for most students – I'd advise against the hard copy unless you really need it. Be sure to get Connect access.)

GRADING

Students earn their grade in class through their performance on a variety of deliverables and assessments. These include:

Chapter Quizzes (15 Chapters)

Reading (Learn Smart) (15 Chapters)

Module Exercises (60 Total)

(Click and Drag, Case Analyses, Video Cases, etc.)

Final Grade Percentage Scale: A= 90+; B=89.9-80; C=79.9-70; D= 69.9-60; F=59.9 and below

COMMUNICATE WITH THE PROFESSOR

As this course focuses on communication, let's discuss how best to communicate in this class. Given the distributed nature of our class the best way to communicate with me is via email. I receive lots of email messages every day and yours is important. **To ensure that I receive it PLEASE observe the following: Start the Subject Line with the ClassID – followed by a brief description.** For example:

"Subject: **BUS214C** – *Question about homework deadline*"

Note the Subject line format!!

I use filters on my email client that look for the BUS214C and will route messages to the class folder. This helps me find your email quickly!

Here's how I manage my email:

- I typically check my official email each workday morning at 9 a.m. (central). Any mail from students received prior to this time will be processed first. Students are always my top priority. Look for my responses to you around this time each day.
- Mail that you send after 9 a.m. will be received and answered the *next business day* at 9 a.m. I may get to it later the same day, but don't plan on it. If an emergency pops up, please call my office.
- I rarely check my email over the weekends. In the rare case I do, I will only respond to bona-fide emergencies.

Email should be used for routine class matters that are not of a personal or sensitive nature. Email with such content will not be replied to (not that I am being unresponsive, but as a signal that a different channel should be used). For more sensitive topics, please call by telephone. My number appears at the top of this document.

The telephone number shown is answered during normal business hours when WKU is open. This rings through to my office and someone will try to assist you. Please note that I am often in meetings, class, advising students, or otherwise pre-disposed. Anticipate that a note will be taken and I will respond to you when I can.

CLASS SCHEDULE

One of the most valuable skills you can learn as a student is Time Management. Students who can plan their work do better overall and enjoy more success. 4 BUS 214C A separate calendar is provided to assist you in planning for and anticipating class activities, assignments, and due dates. Please print and post copies conspicuously. I'd also recommend that you put important

dates on your phones or other calendars that you use. Planning ahead helps prevent last-minute rushes.

ALL DEADLINES follow **Central Time Zone**. If you live in another part of the country, please anticipate this.

TECHNOLOGY REQUIREMENTS

Today we are fortunate to have modern computers to aid us with class assignments. The technology allows us create documents that we never could have produced by hand or on a typewriter. We will do ALL of our class assignments on a computer and you will learn lots of valuable and relevant skills along the way. All students in this course must have access to a computer of modern manufacture (I3, I5, I7 processor) – PC or MAC. Broadband Internet Service.

BACKUP DATA AND COMPUTER ACCESS

In spite of our best efforts sometimes things go wrong when we least expect. Given the tight time frame for this course it's important to plan for problems and always have a "Plan B" at our disposal. Two suggestions that will help with this:

- 1) Back up your data often. Backing up means having a duplicate copy of your work. It can be as simple as saving copies to a USB key that you keep away from your computer. Some students use cloud based backup tools such as DropBox, Google Drive, or similar.
- 2) Have a backup computer identified that you can use if your own computer/internet access is disrupted. Possibilities include computers at a local library, an internet café, taking your laptop to a McDonalds, Starbucks or other establishment that offers free internet, etc. Spend some time now planning for this. If you have a backup plan you won't get caught when the technology hiccups.

WKU Information

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>

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. Western Kentucky University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability, age, religion, veteran status, or marital status in admission to career and technical education programs and/or activities, or employment practices in accordance with Title VI and VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Revised 1992, and the Americans with Disabilities Act (ADA) of 1990.*