

GRADING

Blackboard Participation – 15% of grade

Active participation in weekly *Blackboard discussion activities*.

Assignments – 60% of grade
Various assignments provide the opportunity to practice and apply the knowledge and skills acquired in class and through the course material.

Quizzes – 25% of grade
Assessments on the understanding of course material

GRADING SCALE

A	90.0% - 100%
B	80.0% - 89.9%
C	70.0% - 79.9%
D	60.0% - 69.9%
F	59.9% or below

REQUIRED E-BOOK

Speak, Write, Succeed: A Practical Guide to Business Communications and Career Readiness

Publisher: Kendall Hunt

ISBN: 9798765783122

INSTRUCTOR INFORMATION

Tamara Strom

Email: tamara.strom@wku.edu

Phone: (270) 883-2151

Office Hours: By appointment

Office: Grise Hall 213 or Virtual

COURSE INFORMATION

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

1. Demonstrate effective communication skills when listening, writing, speaking, and making presentations in business settings.
 - Produce clear and concise written business documents.
 - Employ proper speaking techniques for professional settings.
 - Associate and apply the use of visuals that enhances a message.
 - Analyze business communications for cultural, ethical, and legal implications.
 - Formulate and articulate ideas.
 - Adapt messages to the diverse needs of individuals, groups, and contexts.
2. Develop interpersonal communication skills required for social and business interaction.
 - Identify nonverbal communication that is effective and culturally appropriate.
 - Analyze barriers to effective interpersonal communication and choose appropriate strategies to overcome these issues.
 - Utilize emotional and social intelligence to contribute to a positive, high-functioning workplace.
 - Exercise active listening.
 - Identify, evaluate, and synthesize information in a collaborative environment.
 - Exhibit critical thinking by understanding a situation, knowing the audience, and effectively communicating recommendations.
 - Identify conflict and use tools to negotiate a resolution.
3. Build life-long skills to seek internships, jobs, and make career changes.
 - Articulate values, interests, strengths, and skills.
 - Utilize communication skills to effectively market themselves through written documents, online presence, and skillful interviews.
 - Complete a comprehensive interview portfolio.

COURSE OUTLINE

Modules	Assignments	Due Dates
Module 1 – Introduction to Business Communication Fundamentals Weeks 1	<ul style="list-style-type: none"> Read Modules 1 and 2 – Speak, Write, Succeed Week 1 Discussion Activity Journal Activity - Communication Styles Module 1 Quiz 	Dec 13, 2023 Dec 15, 2023 Dec 15, 2023
Module 2 – Effective Written Communication Weeks 1-2	<ul style="list-style-type: none"> Read Module 3 Week 2 Discussion Activity Practice 2.1 – Using plain language Practice 2.2 – Using positive and bias-free language Interview Portfolio (Resume, Cover Letter, Reference Page) Module 2 Quiz 	Dec 20, 2023 Dec 20, 2023 Dec 20, 2023 Dec 22, 2023 Dec 22, 2023
Module 3 – Effective Verbal Communication Weeks 3	<ul style="list-style-type: none"> Read Module 4 Week 3 Discussion Activity Practice 3.1 – Tell Me About Yourself Practice 3.2 – Using the STAR method Module 3 Quiz 	Dec 27, 2023 Dec 29, 2023 Dec 29, 2023 Dec 29, 2023
Module 4 – Effective Nonverbal Communication Weeks 4	<ul style="list-style-type: none"> Read Module 5 Moving Messages Week 4 Discussion Activity Module 4 Quiz 	Jan 3, 2024 Jan 5, 2024 Jan 5, 2024
Module 5 – Effective Visual Communication Weeks 15	<ul style="list-style-type: none"> Week 5 Discussion Activity: Effective Infographic Design Assignment: Effective Website Design Module 5 Quiz 	Jan 10, 2024 Jan 12, 2024 Jan 12, 2024

This course outline is subject to change.

COURSE POLICIES

Required E-Book

Strom (2023). Speak, Write, Succeed: A Practical Guide to Business Communication and Career Readiness. Kendall Hunt.

The e-book for this course can be accessed through Blackboard and is being provided by the Big Red Backpack program.

To access the e-book, follow these instructions: 1. Login to Blackboard and select this course. 2. Down the left side, click on "Tools." 3. From the Tools icons on the right side, select "Course Materials." 4. You will see the icon for the e-book allowing you to access it.

Important: Opting-out of the Big Red Backpack will cause you to lose access to the e-book in Blackboard. This will happen a few days after the opt-out deadline passes for the term. If you decide to opt-out, please be prepared to purchase the e-book. To purchase it from The WKU Store, you can visit them in-store or purchase through their website at wku.bncollege.com. (Be sure to select the term labeled as "opt-out" on their website.) You can also purchase the e-book directly through www.khpcontent.com (click "Purchase" at the bottom right of the page.)

For more information regarding the Big Red Backpack program, please visit the university's landing page for the program: <https://www.wku.edu/bigredbackpack/>

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 Coursework 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. 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.

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](#).

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

- Clear communication of schedule, expectations, assignments, and timeline
- Weekly announcements, and
- Timely feedback and grading of assignments within one week of submission.