

BUSN: 230 Business Communication
Fall 2022

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Office Hours: Tuesdays and Thursdays 11:30a.m. – 12:30p.m. (via Microsoft Teams), or by appointment.

Course Description: Students will obtain the knowledge and ability to use writing and oral communication skills in a professional environment to effectively persuade others and to mobilize action among various organizational stakeholders.

Course Goals and Objectives: At the completion of this course, the student will be able to demonstrate effective business communication skills, including:

- Identify the key terms and major concepts relevant to business and professional communication.
- Create a career plan to enhance individual career and/or educational marketability.
- Use effective interviewing skills and techniques.
- Integrate communication and research skills to create audience-centered professional presentations.
- Produce effective business and professional writing samples.

Prerequisites: 3300:111, 3300:112, and 7600:105 or 7600:106.

Required Text: Please note that the required text is an open educational resource (OER) and, thus, students do not have to purchase any materials for this course.

- *Business Communication for Success*. (2015). University of Minnesota Libraries Publishing Edition. Creative Commons License. Available for download at: <https://open.lib.umn.edu/businesscommunication/>
- Additional readings will be available through Brightspace.

General University Expectations, Guidelines, and Resources

Academic Honesty Statement: It is the responsibility of the student to know of the prohibited actions such as cheating, fabrication, plagiarism, academic, and personal misconduct, and thus, to avoid them. All students are held to the standards outlined in the code of conduct. Please reference the entire code for a complete listing (<https://www.uakron.edu/studentconduct>). Any violation may result in serious academic penalty, ranging from receiving a warning, to failing the assignment, to failing the course, to expulsion from the University.

Office of Accessibility: Every attempt will be made to accommodate qualified students with disabilities (e.g. mental health, learning, chronic health, hearing, vision, neurological, etc.). Students who may need an accommodation based on the impact of a disability should contact the Office of Accessibility at 330-972-7928. The office is located in Simmons Hall, Room 105. It is the responsibility of the student to inform the instructor of his or her needs.

Stop Sexual Assault & Harassment: The University of Akron is committed to providing an environment free of all forms of discrimination, including sexual violence and sexual harassment. This includes instances of attempted and/or completed sexual assault, domestic and dating violence, gender-based stalking, and sexual harassment. Additional information, resources, support and the University of Akron protocols for responding to sexual violence are available at www.uakron.edu/Title-IX.

Resources for Students: The University of Akron has many resources to help students realize a worthwhile and successful academic experience. Examples include the Bierce Writing Commons, Counseling Center, and Career Services, to name a few. See <https://www.uakron.edu/tutoring/> and <https://www.uakron.edu/campus-life/> for more information.

Official Communication Statement: Email is the *official means of communication* with students at The University of Akron. Failure to receive or read official University communications does not absolve you from knowing and complying with the content of the official communication. Further, the Instructor will not be expected to use or respond to non-UA email addresses. Your UA email will be used for general announcements, individual messages, and class cancellations.

Dropping/Withdrawing from the Class: If a situation arises for which you feel you must withdraw from this class, please refer to the University's Withdrawal Policy website (<https://www.uakron.edu/registrar/dates/falldropwd.dot>). The website lists final dates for dropping a course or withdrawing from a course along with impacts and associated policies to consider.

COVID-19 Policies:

University COVID-19 Policy: The COVID-19 pandemic is still present and serious. Before entering class, you should have completed your daily health assessment. You should not come to class if you fail your health check or feel ill. At that time, I also ask you notify me that you will be absent. While you are in class on campus, you are required to: sit in your designated seat, always cough or sneeze into your elbow or tissue and adhere to other public safety protocols and directives for your specific classroom/lab/studio. Students who do not follow these health and safety requirements will be instructed to leave class immediately. Students who violate this protocol will need to leave the classroom and MAY be marked absent. Repeated violations of these health-saving protocols may lead to sanctions under the Student Code of Conduct up to and including suspension or expulsion. Current guidelines can be found at: <https://www.uakron.edu/return-to-campus/>.

COVID-19-Related Absences and Missed Classes: If you are diagnosed with COVID-19, feeling ill/exhibiting symptoms of COVID-19 (e.g., coughing, fever, sore throat), and/or in isolation/quarantine due to COVID-19, your absence is excused and will not result in a grade penalty. Please notify the instructor via email on the day of the absence about your situation to have your absence count as excused. If you need to miss class due to COVID-19 or COVID-19 symptoms, please check Brightspace for the material covered in class. Since this class is designated as a face-to-face, students will not be permitted to attend remotely unless the University changes the course delivery. If you need to miss class for an extended period of time and would like a recording of the material covered in class, please notify the instructor and a video link of the recorded lecture can be provided.

General Course Expectations, Policies, and Procedures

Attendance and Tardiness: Attendance is taken at the beginning of each class. Due to the nature of this course, attendance is crucial. You are expected to attend class regularly and be on time. The attendance policy is as follows:

- **You are allowed three (3) unexcused absences during the semester before you are penalized.**
- **Tardiness and/or leaving class early are counted as *half* an unexcused absence.**
- **For each unexcused absence after the first three, your final course grade will be reduced by 1% (5 points).**
- **If you are diagnosed with COVID-19, feeling ill/exhibiting symptoms of COVID-19 (e.g., coughing, fever, sore throat), and/or in isolation/quarantine due to COVID-19, your absence is excused and will not result in a grade penalty. Please notify the instructor via email on the day of the absence about your situation to have your absence count as excused.**
- **Medical, legal, military, or religious absences are excused. Please notify the instructor via email with documentation on the nature of your absence to have your absence count as excused.**

Late Assignments and Make-up Quizzes: By definition, late assignments are below average and are unfair to those who are prepared. As a general rule, if you do not submit an assignment on the scheduled day and time, **you will receive a zero** for a grade on that assignment. Excused absences are those that are approved by the University and deemed acceptable by the instructor (e.g., medical, legal, military, religious) and are the only reason a late assignment is accepted. You **MUST** inform the instructor prior to the due date of the assignment, if possible, to be permitted to make-up the assignment. If you come to the instructor late and it was possible for you to talk to the instructor beforehand, you will receive a zero.

Brightspace Policy: Students' regular use of Brightspace is a *requirement* for this course. You cannot successfully pass this course without accessing, using, and fully reading and comprehending the Brightspace platform. Course content, assignment due dates, grades, and other important course information will regularly be updated on the Brightspace platform.

Assignment Submissions: Students are required to submit all written assignments in .doc/.docx/PDF format (*all other formats (e.g., .rtf, .pages) will receive a zero*) by 11:59 p.m. on the due date listed on the syllabus to Brightspace, unless otherwise instructed. Assignments emailed directly to the instructor will receive a zero.

Contacting the Instructor: If you have questions about the course or would like to set-up an appointment to meet with the instructor outside of posted office hours the best way to contact the instructor is via email at alm133@uakron.edu. The instructor will answer email during **regular business hours (Monday-Friday 8:00AM – 5:00PM)**. Please allow 24 hours for email responses. Emails sent during non-business hours (e.g., evenings, weekends) will be answered the next business day (e.g., an email sent at 7:00PM on Friday may not be answered until Monday).

CoB Tutoring Resource: Students looking for additional assistance outside of the classroom are advised to consider working with a peer tutor through Knack. The University of Akron CoB has partnered with Knack to provide students with access to verified peer tutors who have previously aced this course. To view available tutors, visit uakron.joinknack.com and sign in with your student account.

Classroom Civility: Students are expected to be respectful of their peers and the instructor. Each person in the classroom has had different experiences and, thus, offers a unique perspective. Being open to listening to different perspectives is a valuable experience for all individuals. Students are expected to demonstrate respect in all course communication (e.g., online discussions, emails).

Disclaimer: The information provided in this syllabus constitutes a list of basic class policies and procedures. The instructor reserves the right to modify this information when deemed necessary for any reason. You will be notified if/when any changes occur.

Assignments, Examinations, and Grading Policies

Assignments and Examinations: The following list provides brief descriptions of all course requirements:

- **Content Quizzes:** This course will have content quizzes administered via Brightspace throughout the semester. Each quiz is worth 10 points. **[150 points]**
- **Business Letter:** Students will write a business letter detailing what career they would like to explore over the course of the semester through rigorous research, why they have chosen that career, and how they feel the concepts in this course will help them prepare for a life in their chosen profession. **[25 points]**
- **Mock Interviews:** Students will take part in a mock interview by video conferencing with a classmate. Following the interview, students will complete a reflection on the experience. **[25 points]**
- **Sales Pitch Practice Assignment:** Students will to practice their Sales Pitch and complete a reflection of their practice experience. **[25 points]**
- **Sales Pitch Presentation:** Students will deliver a “sales pitch” presentation to persuade peers and the instructor to consider purchasing an item, making an investment, etc. **[75 points]**
- **Elevator Pitch Assignment:** Your personal brand, or how you want people to see you professionally, is critical in today's workplace. This assignment will require you to write a short statement and record a short elevator pitch. **[50 points]**
- **Career Plan:** Students will complete a report detailing their chosen career (e.g., qualifications, salary, daily life). As part of this report, students will locate and interview an individual who *currently* works as a professional in their chosen career (e.g., if the student is interested in pursuing a career as an accountant, they will interview an accountant). Students will provide a current version of their résumé using the techniques outlined in the course. **[100 points]**

- **EDGE Business Communication Badge:** Students will complete four College of Business EDGE professional development program experiences to receive credit for the assignment and earn points toward the EDGE program. **[40 points]**
- **Business Communication Pre-Test/Post-Test:** Students will complete the pre-test/post-test assignments for the class. **[10 points]**

Grading Criteria: Your grade in this course is a function of the following:

Assignment	Points Possible	Grade	Percent	Points
Content Quizzes	150 points (30%)	A	93%-100%	465-500
Business Letter	25 points (5%)	A-	90% - 92.99%	450-464
Mock Interviews	25 points (5%)	B+	87% - 89.99%	435-449
Sales Pitch Practice	25 points (5%)	B	83% - 86.99%	415-434
Sales Pitch Presentation	75 points (15%)	B-	80% - 82.99%	400-414
Elevator Pitch Assignment	50 points (10%)	C+	77% - 79.99%	385-399
Career Plan	100 points (20%)	C	73% - 76.99%	365-384
EDGE Business Communication Badge	40 points (8%)	C-	70% - 72.99%	350-364
Business Communication Pre-/Post-Test	10 points (2%)	D+	67% - 69.99%	335-349
Total	500 points	D	60% - 66.99%	300-334
		F	Less than 60%	< 300

Tentative Schedule

*All assignments must be submitted to Brightspace at 11:59 p.m. on the due date, unless otherwise instructed.
Use the Brightspace calendar to keep up with due dates.*

Week	Date	Content	Readings	Assignments and Due Dates
1 August 22 – August 28	August 23	Introduction to the Course	Syllabus	Week 1 Assignments: <ul style="list-style-type: none"> • <i>Syllabus Quiz:</i> August 28 • <i>Pre-Test:</i> August 28 • <i>Quiz 1:</i> August 28
	August 25	Effective Business Communication	Chapter 1	
2 August 29 – September 4	August 30	Delivering Your Message	Chapter 2	Week 2 Assignment: <ul style="list-style-type: none"> • <i>Quiz 2:</i> September 4
	September 1	Understanding Your Audience	Chapter 3	
3 September 5 – September 11	September 6	Effective Business Writing and Writing Preparation	Chapter 4; Chapter 5	Week 3 Assignment: <ul style="list-style-type: none"> • <i>Quiz 3:</i> September 11
	September 8	Writing	Chapter 6	
4 September 12 – September 18	September 13	Revising; Feedback in the Writing Process	Chapter 7; Chapter 8	Week 4 Assignments: <ul style="list-style-type: none"> • <i>Quiz 4:</i> September 18 • <i>Business Letter:</i> September 18
	September 15	Business Writing in Action – Types of Business Writing	Chapter 9	
5 September 19 – September 25	September 20	Developing Business Presentations	Chapter 10	Week 5 Assignments: <ul style="list-style-type: none"> • <i>Quiz 5 Quiz:</i> September 25
	September 22	Organization and Outlines	Chapter 12	
6 September 26 – October 2	September 27	Presentations to Inform	Chapter 13	Week 6 Assignment: <ul style="list-style-type: none"> • <i>Quiz 6:</i> October 2
	September 29	Presentations to Persuade	Chapter 14	
7 October 3 – October 9	October 4	Nonverbal Presentation Delivery	Chapter 11	Week 7 Assignment: <ul style="list-style-type: none"> • <i>Quiz 7:</i> October 9
	October 6	Developing Quality Visual Aids	Chapter 11 (continued)	
8 October 10 – October 16	October 11	Data Visualization	Data Visualization Reading	Week 8 Assignments: <ul style="list-style-type: none"> • <i>Quiz 8:</i> October 16 • <i>Sales Pitch Practice:</i> October 16
	October 13	Business Presentations in Action	Chapter 15	
9 October 17 – October 23	October 18	Sales Pitch Presentations		
	October 20	Sales Pitch Presentations		
10 October 24 – October 30	October 25	Sales Pitch Presentations		
	October 27	Sales Pitch Presentations		
11 October 31 – November 6	November 1	Career Planning	Chapter 17	Week 11 Assignments: <ul style="list-style-type: none"> • <i>Quiz 9:</i> November 6

	November 3	Mock Interviews		<ul style="list-style-type: none"> • <i>Mock Interview Reflection Papers:</i> November 6
12 November 7 – November 13	November 8	Intrapersonal and Interpersonal Business Communication	Chapter 16	Week 12 Assignments: <ul style="list-style-type: none"> • <i>Quiz 10:</i> November 13 • <i>Quiz 11:</i> November 13
	November 10	Intercultural and International Business Communication	Chapter 18	
13 November 14 – November 20	November 15	Diversity, Equity, and Inclusion in Organizations	Chapter 18 (Part II)	Week 13 Assignment: <ul style="list-style-type: none"> • <i>Quiz 12:</i> November 20
	November 17	No Class – Instructor at Conference		
14 November 21 – November 27	November 22	Group Communication, Teamwork, and Leadership	Chapter 19	Week 14 Assignments: <ul style="list-style-type: none"> • <i>Quiz 13</i> November 23 (automatic extension through November 28) • <i>Elevator Pitch Presentation:</i> November 23 (automatic extension through November 28)
	November 24	No Class – Thanksgiving Holiday		
15 November 28 – December 4	November 29	Technology in Business	Chapter 20	Week 15 Assignments: <ul style="list-style-type: none"> • <i>EDGE Business Communication Badge:</i> November 30 • <i>Quiz 14</i> December 4
	December 1	Business Etiquette	Chapter 21	
16 December 5 – December 11	December 5	Submit Career Plan to Brightspace (No Official Class Meeting)		Final Assignments: <ul style="list-style-type: none"> • <i>Post-Test:</i> December 5 • <i>Career Plan:</i> December 5