

# NTM 3250 Business Communication TH

## Schedule/Syllabus—Spring 2015

Dr. Allyson Saunders —

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Office Hours:

- Monday, 9:00 a.m. to noon
- Tuesday, 1 pm to 2 pm
- Thursday, 1 pm to 2 pm

Use Canvas for grading and course information; however, the gradebook does not necessarily reflect your final grade. The following schedule is provided as a guide only and is subject to change. Use the assignment deadlines at the end of the syllabus to know what to complete.

	<b>Tuesday</b>	<b>Thursday</b>	<b>Exams</b>
January 13	Chapter 1 – Communicating in Business	Business Writing Basics (see Appendix of your text--work on grammar quizzes in Canvas)	
January 20	Chapter 2 – Planning and Outlining Messages	Grammar Pretest (Take in Chitester from any computer)	
January 27	Chapter 3 – Composing Written Messages Intro Memo	Chapter 4 – Enhancing Visual Appeal Routine Message	
February 3	Chapter 5 – Revising and Editing Text	Chapter 6 – Writing Business Correspondence Persuasive Message	Exam 1 – Chapters 1, 2, 3, and 4 Available in WSU Testing Centers (February 4-7)
February 10	Bad News Message	Chapter 7 – Preparing Employment Communication	
February 17	Job Interviews		Exam 2–Business Messages Available in WSU Testing Centers (February 18-21)
February 24	Chapter 8 – Writing Proposals and Solving Problems	Chapter 9 – Conducting and Documenting Business	

		Research	
March 3	Chapter 10 – Writing Business Reports	Chapter 11 – Designing Visual Aids	Exam 3 – Chapters 5, 6, 7, and 8 Available in WSU Testing Centers (March 4-7)
March 10	<b>Spring Break</b>	<b>Spring Break</b>	
March 17	Formal Report Proposal and Survey Due	<i>Chapter 12 – Giving Oral Presentations</i>	
March 24	Work on Formal Report		
March 31	<i>Oral Presentations for Formal Report - Sign up for time to present (I'll send a message for available times)</i>		
April 7	Formal Report due April 7 (20% late penalty enforced after deadline)		Exam 4 – Chapters 9, 10, 11, and 12 Available in WSU Testing Centers (April 8-11)
April 14	<i>Oral Presentations</i>		
April 21	<i>Oral Presentations</i>		
April 30	<i>Informal Report Due</i> Final Exam - Grammar Posttest Take in WSU Testing Center		

### Textbook

Baker, W. H. (2013) Writing & Speaking for Business (3rd ed.). Provo, UT: BYU Bookstore, ISBN: 978-1-61165-005-1.

### Course Description

(See University catalog) Application of oral and written communication, including diversity and international aspects of communication. Prerequisite: English 2010 or equivalent.

### Course Learning Outcomes

Upon completion of this course, students will (at the grading level provided below) be able to

1. Demonstrate their ability to use correct grammar.
2. Demonstrate their ability to use effective oral communication skills through
  - a. Participating in class and group discussion.
  - b. Presenting individual and group business reports in oral format.

3. Demonstrate their ability to produce appropriate written communications through
  - a. Letters, memos, and job search materials.
  - b. Formal and informal reports
  - c. In-class assignments
  - d. Editing and critiquing written documents
4. Identify and utilize diversity aspects of business communication.
5. Identify and utilize international aspects of business communication.

### **Grading**

The final grade for this course is based on the following scale:

- 93% - 100 % = A
- 90% - 92 % = A-
- 87% - 89% = B+
- 83% - 86% = B
- 80% - 82% = B-
- 77% - 79% = C+
- 73% - 76% = C
- 70% - 72% = C-
- 67% - 69% = D+
- 63% - 66% = D
- 60% - 62% = D-

### **Chapter Questions (5 percent)**

All 12 chapters in the text have a corresponding chapter quiz in Canvas. You have only one opportunity to do the quiz; however, you may use your textbook while you complete the quiz.

### **Exams (40 percent)**

You have three exams on the chapter content that are closed-book exams. Each exam consists of multiple choice questions that are randomly selected from a database of questions. Each exam also includes 1 short essay question (1 or 2 paragraphs) on each chapter. These exams will be taken in a Weber State Approved Testing Center. The three exams and corresponding chapters are listed below:

- Exam 1 (Chapters 1, 2, 3, and 4)
- Exam 3 (Chapters 5, 6, 7, and 8)
- Exam 4 (Chapters 9, 10, 11, and 12)

Exam 2 is a written exam based upon the message assignments you wrote: routine, persuasive, and bad news. You will be given a scenario that you will then have to write either a routine, persuasive, or bad

news letter using one of the styles listed in the text (block style letter, modified block style letter, or simplified letter.) You will have one hour to complete this written exam. This exam is open book and will be in the WSU Testing Centers.

### **Messages (10 percent)**

You will write several messages in routine, persuasive, and bad news style using letter, memorandum, and email styles.

### **Formal Report (15 percent)**

The major assignment for this course is the formal report that includes a written as well as an oral component. The complete description is in the formal report assignment in Canvas.

### **Informal Report (10 percent)**

This assignment is another report in informal style (see the informal report assignment for complete instructions.)

### **Employment (5 percent)**

You will compose a cover letter and resume.

### **Grammar and Punctuation Exam/Business Writing Basics (10 percent)**

This part includes the final exam, which is based upon the business writing basics in the appendix of your text (8 percent of the grade.) You will also complete quizzes that are included in the appendix:

- Sentence structure
- Punctuation
- Case
- Agreement
- Tense
- Numbers
- Capitalization
- Language
- Length

These quizzes may be taken multiple time, and your highest score will be used for your grade. Although these are only 2 percent of your grade, you will find them very helpful in knowing the grammar and punctuation rules you will need for your written assignments as well as the final grammar/punctuation exam.

You also have access to a Grammar pretest in Chitester that will let you know how well you already know the material. You may take the pretest multiple times to assist in your learning of the grammar/punctuation rules as well as preparing you for the final.

### **Chapter Exercises (5 percent)**

These are shorter exercises for some of the earlier chapters.

### **Notes**

All assignments are to be keyboarded in a professional manner and will be graded on content, organization, completeness, grammar, punctuation, and spelling. Use the following file formats: .docx, .doc, or .pdf. Assignments will be released as we progress through the semester.

The last day to withdraw from this class is **March 31, 2015**

Any student requiring accommodations or services due to a disability must contact Services for Students with Disabilities (SSD) in room 181 of the Student Service Center. SSD can also arrange to provide course materials (including this syllabus) in alternative formats if necessary.

No late work is accepted without prior approval from the instructor. Late work is subject to a 20% late penalty and must be completed within one week of deadline. No late tests may be taken after the deadline unless a student has extenuating circumstances such as a car accident or hospital emergency. Notification to the instructor must be made within 24 hours of scheduled test date. Late tests that have instructor approval are subject to a 20% late penalty and must be completed within one week of scheduled test date.

Students are expected to complete their own work. If you are caught cheating in this course, you will be subject to academic discipline including the imposition of University sanctions. A description of cheating and possible sanctions is found in the WSU Student Code available on the WSU home page, at the office of the Vice President for Student Services, and at the WSUSA Office.