

## NTM 3250 Business Communication Wednesday Night Schedule/Syllabus – Fall 2015

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I will 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.

| Date         | Class Topic   | Exams   |
|--------------|---|---|
| August 26    | Introduction to the Course<br>Chapter 1 – Communication in Business<br>Business Writing Basics  | Grammar Pretest<br>(Take in Chitester from any computer)  |
| September 2  | Business Writing Basics<br>Chapter 2 – Planning and Outlining Messages  |   |
| September 9  | Chapter 3 – Compositing Written Messages<br>Intro Memo<br>Chapter 4 – Enhancing Visual Appeal<br>Routine Message  | Exam 1 – Chapters 1, 2, 3, and 4<br>Available in WSU Testing Centers<br>(September 10 – September 15) |
| September 16 | Chapter 5 – Revising and Editing Text<br>Revise Routine Message in class<br>Chapter 6 – Writing Business Correspondence<br>Persuasive Message   |   |
| September 23 | Bad News Message<br>Chapter 7 – Preparing Employment<br>Communication   |   |
| September 30 | Chapter 8 – Writing Proposals and Solving<br>problems<br>Final Revisions of Routine, Persuasive and<br>Bad News Messages Due<br>Job Interviews  | Exam 2 – Chapters 5, 6, 7, and 8<br>Available in WSU Testing Centers<br>(October 1 – October 6)       |
| October 7    | Exam 3 – Business Messages (in class)   | Exam 3 – Business Messages (in class)   |
| October 14   | Chapter 9 – Conducting and Documenting<br>Chapter 10 – Writing Business Reports<br>Proposal<br>Business Research<br>Survey  |   |
| October 21   | Chapter 11 – Designing Visual Aids<br>Chapter 12 – Giving Oral Presentations  | Exam 4 – Chapters 9, 10, 11, and 12<br>Available in WSU Testing Centers<br>(October 22-October 27)    |
| October 28   | Formal Report Discussion  |   |
| November 4   | Formal Report Peer Review in Class (must<br>have your formal report draft in paper format<br>– you just need introduction, purpose and<br>scope, procedures, conclusions and<br>recommendations sections) |   |
| November 11  | Individual Oral Presentations   |   |

|                 |   |  |
|-----------------|---|--|
| November 18     | Individual Oral Presentations<br>Start Group Report         |  |
| November 25     | No Formal Class- Thanksgiving Break                         |  |
| December 2      | Group Work – No Formal Class                                |  |
| December 9      | Group Presentations<br>Group Report Due                     |  |
| December 7 – 16 | Final Exam – Grammar Posttest<br>Take in WSU Testing Center |  |

### Textbook

Baker, W. H. (2013) Writing and Speaking for Business (3<sup>rd</sup> 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 consist 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 2 (Chapters 5, 6, 7, and 8)
- Exam 4 (Chapters 9, 10, 11, and 12)

Exam 3 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.

### **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 as well as do an exercise on interviewing for this section.

### **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 textbook (8 percent of your 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 times, 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.

### **In-Class Activities (5 percent)**

Since class participation is essential for learning, you receive credit for being in class and participating in these exercises. These exercises must be done in class; consequently, **no make-up assignments are allowed.**

### **Notes**

All assignments are to be typed in a professional manner and will be graded on content, organization, completeness, grammar, punctuation, and spelling. Assignments will be released as we progress through the semester.

The last day to withdraw from this class is **November 10, 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.