

# NTM 3250 Business Communication

## Online Schedule/Syllabus—Fall 2015

Instructor, Rolayne Day

[rolayneday@weber.edu](mailto:rolayneday@weber.edu) —

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 and when.**

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

### 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 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 for the final grammar/punctuation exam.

You also have access to a Grammar pretest in Chi Tester 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 **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.

Date	Details
Wed Sep 2, 2015	<a href="#">Chapter 1 Assignment</a> <a href="#">Chapter 1 Questions/Quiz</a>
Thu Sep 10, 2015	<a href="#">Business Writing Basics - Agreement and Reference Quiz</a> <a href="#">Business Writing Basics - Capitalization Quiz</a> <a href="#">Business Writing Basics - Case Quiz</a> <a href="#">Business Writing Basics - Language Quiz</a> <a href="#">Business Writing Basics - Length Quiz</a> <a href="#">Business Writing Basics - Numbers Quiz</a> <a href="#">Business Writing Basics - Punctuation Quiz</a> <a href="#">Business Writing Basics - Sentence Structure</a> <a href="#">Business Writing Basics - Tense Quiz</a>
Mon Sep 14, 2015	<a href="#">Chapter 2 Assignment: IC2-Planning</a> <a href="#">Chapter 2 Questions/Quiz</a>
Mon Sep 21, 2015	<a href="#">Chapter 3 Questions/Quiz</a> <a href="#">IC3-Intro Memo</a>
Wed Sep 23, 2015	<a href="#">Chapter 4 Questions/Quiz</a> <a href="#">IC4-Design</a>
Fri Sep 25, 2015	<a href="#">Exam 1</a>
Mon Sep 28, 2015	<a href="#">IC5-Revision</a> <a href="#">Chapter 5 Questions/Quiz</a>
Wed Sep 30, 2015	<a href="#">Chapter 6 Questions/Quiz</a> <a href="#">Routine Message Assignment</a>
Mon Oct 5, 2015	<a href="#">Formal Report Recommendation Sentence</a>
Wed Oct 7, 2015	<a href="#">Chapter 7 Questions/Quiz</a> <a href="#">Persuasive Message Assignment</a>

Date	Details
Wed Oct 14, 2015	Formal Report Proposal & Survey
Mon Oct 19, 2015	Bad News Message Assignment
Wed Oct 21, 2015	Cover Letter Resume
Mon Oct 26, 2015	Interview
Wed Oct 28, 2015	Chapter 8 Questions/Quiz
Fri Oct 30, 2015	Exam 2 - Writing
Mon Nov 2, 2015	Chapter 9 Questions/Quiz
Wed Nov 4, 2015	Chapter 10 Questions/Quiz
Fri Nov 6, 2015	Exam 3
Mon Nov 9, 2015	Chapter 11 Questions/Quiz
Wed Nov 11, 2015	Chapter 12 Questions/Quiz
Wed Nov 18, 2015	Exam 4
Mon Nov 23, 2015	Formal Report
Mon Dec 7, 2015	Informal Report
Fri Dec 11, 2015	Oral Presentation
Tue Dec 15, 2015	Oral Report Self-Evaluation
Wed Dec 16, 2015	Final Exam Grammar Posttest

## NTM 3250 ONLINE Class Calendar FALL 2015

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>AUGUST</b> 31 Class begins: READ Chapter 1: Communicating in Business	<b>SEPTEMBER</b> 1	2 <ul style="list-style-type: none"> <li>• Ch 1 Quiz Due</li> <li>• Personal Attributes Chart due</li> </ul>	3 <ul style="list-style-type: none"> <li>• Business Writing Basics (Textbook Appendix—work on grammar quizzes in Canvas</li> </ul>	4
7 Labor Day—NO CLASS	8	9	10 <ul style="list-style-type: none"> <li>• <b>ALL</b> Business Writing Basics Quizzes Due</li> </ul>	11
14 <ul style="list-style-type: none"> <li>• Ch 2 Quiz Due</li> <li>• IC2 Planning Due</li> </ul>	15	16 Formal Report assignment available on Canvas READ PRE- assignments and <b>get started.</b>	17 <ul style="list-style-type: none"> <li>• Grammar Pretest available (take in Chi Tester from any computer)</li> </ul>	18
21 <ul style="list-style-type: none"> <li>• Ch 3 Quiz Due</li> <li>• IC3 , Intro Memo Due</li> </ul>	22	23 <ul style="list-style-type: none"> <li>• Ch 4 Quiz Due</li> <li>• IC4, Design Due</li> </ul>	24	25 <b>Exam 1 Due</b>
28 <ul style="list-style-type: none"> <li>• Ch 5 Quiz Due</li> <li>• IC5 Revision Due</li> </ul>	29	30 <ul style="list-style-type: none"> <li>• Ch 6 Quiz Due</li> <li>• Routine Message Due</li> </ul>	<b>OCTOBER</b> 1	2
5 <ul style="list-style-type: none"> <li>• Formal Report Recommendation Sentence DUE</li> </ul>	6	7 <ul style="list-style-type: none"> <li>• Ch 7 Quiz Due</li> <li>• Persuasive Message Due</li> </ul>	8	9 <b>Exam 2 Due</b>
12	13	14 <ul style="list-style-type: none"> <li>• Formal Report Proposal and Survey Due</li> </ul>	15	16
19 <ul style="list-style-type: none"> <li>• Bad News Message Due</li> </ul>	20	21 <ul style="list-style-type: none"> <li>• Resume &amp; Cover Letter Due</li> </ul>	22	23 <b>FALL BREAK—NO CLASS</b>

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
26 • Job Interview Due	27	28 • Ch 8 Quiz Due	29	30
<b>NOVEMBER</b> 2 • Ch 9 Quiz Due	3	4 • Ch 10 Quiz Due	5	6 <b>Exam 3 DUE</b>
9 • Ch 11 Quiz Due	10	11 • Ch 12 Quiz Due	12	13
16	17	18 <b>Exam 4 DUE</b>	19	20
<b>NOVEMBER</b> 23 • <b>FORMAL REPORT DUE</b>	24	25	26 <b>THANKSGIVING HOLIDAY</b>	27 <b>THANKSGIVING HOLIDAY</b>
30	<b>DECEMBER</b> 1	2	3	4
Work on Oral Presentation				
7 • <b>Informal Report Due</b>	8	9	10	11 LAST DAY OF CLASS  <b>ORAL PRESENTATION DUE</b>
<b>FINALS</b> 14	<b>FINALS</b> 15 • Oral Report Self Evaluation Due	<b>FINALS</b> 16 • <b>FINAL EXAM—GRAMMAR POSTTEST DUE</b>	<b>FINALS</b> 17	