

NET 3250 Business Communication Syllabus

Fall 2016

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Engineering Technology 110B

Office Hours:

- Tuesday, 10:30 am to 12:30 pm
- Thursday, 10:30 am to 11:30 pm
- Other hours by appointment

Use Canvas for grading and course information; however, the gradebook does not necessarily reflect your final grade. The following weekly schedule is provided as a guide only and is subject to change.

Schedule (subject to change)

August 30

- Introduction to the Course
- Chapter 1 - Managing with Communication
- Sentence Basics
- Grammar Pretest (Take in Canvas)

September 6

- Chapter 2 - Planning and Organizing Content
- Intro Memo
- Sentence Basics continued

September 13

- Chapter 3 - Composing Business Messages
- Routine Message
- Chapter 4 - Enhancing Messages Visually

September 20

- Chapter 5 - Reviewing and Revising

- Persuasive Message
- Formal Report Discussion
- Exam 1 - Chapters 1, 2, 3, and 4 (Available in WSU Testing Centers, September 21-24)

September 27

- Chapter 8 - Solving Problems and Writing Proposals
- Proposal Assignment
- Bad News Message

October 4

- Chapter 9 - Conducting Business Research
- Formal Report Format

October 11

- Chapter 10 - Writing Business Reports
- Chapter 11 - Designing Visual Aids

October 18

- Chapter 12 - Giving Business Presentations
- No formal class on October 20
- Exam 2 - Chapters 5, 8, 9, and 10 (Available in WSU Testing Centers, October 19-22)

October 25

- Formal Report Review - October 25
- No formal class on October 27
- Exam 3 - Sentence Basics Exam (Take in WSU Testing Center, October 26-29)

November 1

- Chapter 7 - Communicating for Employment
- Job Interviews
- Formal Reports Paper Due at beginning of class Thursday, November 3

November 8

- Formal Report Oral Presentations Start November 8

November 15

- Formal Report Oral Presentations
- Chapter 6 - Communicating with Social Media

November 22

- Slide Reports (Group Work)

November 29

- Slide Reports
- Slide Reports Oral Presentations

December 6

- Final Exam - Chapters 6, 7, 11, and 12 (Available in WSU Testing Centers, December 8-15)

Textbook

Baker, W. H. (2015) Writing & Speaking for Business (4th ed.). Provo, UT: BYU Bookstore, ISBN: 978-1-61165-021-1.

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 Quizzes/Sentence Basics Quizzes (5 percent)

Chapter Quizzes: 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. These quizzes must be completed on time; no late work is accepted.

Sentence Basics Quizzes: You will also complete quizzes that are included in the appendix:

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

The sentence basics quizzes may be taken multiple times, and your highest score will be used for 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 sentence basics exam.

Chapter Exams (30 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 as well as 1-2 essay questions (1 or 2 paragraphs) on each chapter. You may also have a longer essay question (no more than one page) depending upon the exam. 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, 8, 9, and 10)
- Exam 3 (Chapters 6, 7, 11, and 12)

Messages (10 percent)

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

Formal Report (25 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 (15 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.

Sentence Basics Exam (10 percent)

The Sentence Basics Exams is based upon the sentence basics section in the appendix of your text. You also have access to a pretest in Canvas 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 exam.

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

Assignments: All assignments are to be keyboarded 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.

Late Assignments: Late assignments will receive a 10 percent deduction for each day late up to a week. After one week, no late assignments will be accepted.

Late Exams: No late tests may be taken 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 the 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.

Withdrawal Date: The last day to withdraw from this class is **November 8, 2016**.

Accommodations: 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.

Course Fees: Course fees for this NTM 3250 are designed to cover equipment maintenance and replacement, software, consumable materials and supplies, and instructional resources.

Academic Integrity: NMT (program governing this course) policy dictates that any verifiable evidence of student academic cheating, as defined and determined by the instructor, will result in 1) an automatic failing grade for the class and 2) a report to the Dean of Students that will include the student's name and a description of the student's dishonest conduct.