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# Course Syllabus

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# Syllabus Fall 2017

Instructor:Lori Drake

- [ldrake@weber.edu](mailto:ldrake@weber.edu)

Office Hours:

- Available through email

Use Canvas for grading and course information; however, the grade book 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 31 - Week 1

- Introduction to the Course
- Chapter 1 - Managing with Communication; Chapter 1 Quiz
- *Intro Memo Assignment due on Sunday, September 3 at 11:59 pm*

### September 7- Week 2

- Chapter 2 - Planning and Outlining Messages; Chapter 2 Quiz due before class
- Chapter 3 - Composing Business Messages; Chapter 3 Quiz due before class
- Grammar Pretest on NoRedInk - Instructions will be given in class. Due on Sunday, **September 10 at 11:59 pm**

### September 14 - Week 3

- Chapter 4 - Enhancing Messages Visually; Chapter 4 Quiz due before class
- *Exam 1 - Chapters 1, 2, 3, and 4 (Available in WSU Testing Centers, September 15 - September 21)*
- Routine Message Draft due on September 17th @ 11:59 pm
- NoRedInk - due by Sept 17@ 11:59 pm

### September 21 - Week 4

- Chapter 5 - Reviewing and Revising; Chapter 5 Quiz
- Chapter 8 - Solving Problems and Writing Proposals; Chapter 8 Quiz
- Formal Report Discussion
- Formal Report Recommendation Sentence Assignment; *due on Sunday, Sept 24 @11:59 pm*
- NoRedInk Assignment - Pronoun-Antecedent Agreement *due Sunday, Sept 24 @ 11:59 pm*

### September 28 - Week 5

- Chapter 9 - Conducting Business Research; Chapter 9 Quiz
- Persuasive Message draft due on Oct 1 @ 11:59 pm
- Persuasive Message *due on Oct 5 @ 5:30 pm*
- Proposal and Survey Assignment Discussion; *Proposal due Oct 5 @ 5:30 pm*

### October 5 - Week 6

- Chapter 10 - Writing Business Reports
- Survey Questions due on Sunday, **Oct 8 @11:59 pm**
- NoRedInk - Misplaced and Dangling Modifiers

### October 12 - Week 7

- Bad News Message Discussion; *Bad News Message Draft due on Oct 19 @ 5:30 pm*
- *Formal Report Formatting - You will be required to watch the video to properly format your formal report.*
- *Exam 2 - Chapters 5, 8, 9, and 10 (Available in WSU Testing Centers, Oct 13 - 19)*

### October 19 - Week 8

- Chapter 11 - Designing Visual Aids
- Chapter 12 - Giving Business Presentations
- Bad News Message Draft Review; *Final Bad News Message Sunday, Oct 22 @ 11:59 pm*
- *Sign up for GoReact*
- *Work on writing your formal report rough draft*

### October 26 - Week 9

- *Formal Report Rough Draft Review - You need to either have the writing center look over your rough draft and make suggestions or another person go through it and mark up the needed changes and submit their name and contact information, I will give you an extra ten points toward your final report grade. This needs to be completed by Nov 2 in order to receive the extra points.*
- **Formal Report due Nov 18 at midnight.**

### November 2 - Week 10

- *Take practice sentence basics exam on any computer*
- Hold a conference with your Slide Report group at the end of class and decide on your topic to be cleared by Lori.

### November 9 - Week 11

- **Exam 3 - Sentence Basics Exam (Available in WSU Testing Centers Nov 10 - 16)**
- Individual Formal Report Oral Presentations

### November 16 - Week 12

- Chapter 7 - Communicating for Employment; Chapter 7 Quiz
- Chapter 6 - Communicating with Social Media; Chapter 6 Quiz
- Resume, Cover Letter, and Interview Assignments are due on **Sunday, Nov 19** at 11:59 pm
- Individual Formal Report Oral Presentations

### November 30 - Week 14

- Work with your groups on slide reports which are due **Sunday, Dec 10** at 11:59 pm

### December 7 - Week 15

- **Exam 4 - Chapters 11, 12, 7 and 6 (Opens Dec 8 and closes Dec 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 Practice:* You will be given further instructions on these in class, but they will cover the following areas:

- 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.

### **Slide Report (15 percent)**

This assignment is another report in informal style which will be completed as a small group (see the slide report assignment for complete instructions.) No late submissions for this assignment will be allowed.

### **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.



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24 Previous	25 Previous	26 Previous	27 Previous	28 Previous	29 Previous	30 Previous
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Assignments are weighted by group:

Group	Weight
Assignments	0%
In Class Assignments	5%
Employment	5%
Exams	30%
Messages	10%
Formal Report	25%
Team Slide Report	10%
Reading Quizzes	5%
Grammar Quizzes	2%
Grammar Exam	8%
Total	100%