

Syllabus

Spring 2017

Instructor: Dr. Allyson Saunders

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Office 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)

January 10

- Introduction to the Course
- Chapter 1 - Managing with Communication
- Sentence Basics - NoRedInk.com and classroom instruction
- Grammar Pretest (Take in Canvas)

January 17

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

January 24

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

January 31

- Exam 1 Review
- Chapter 5 - Reviewing and Revising
- Persuasive Message

February 7

- Exam 1 - Chapters 1, 2, 3, and 4 (Available in WSU Testing Centers, February 8-11)
- Chapter 8 - Solving Problems and Writing Proposals
- Bad News Message

February 14

- Chapter 9 - Conducting Business Research
- Chapter 10 - Writing Business Reports

February 21

- Slide Reports (Group Work)
- Formal Report Discussion
- Formal Report Proposal
- No Class February 23 (Instructor has accreditation visit)

February 28

- Slide Reports (Group Work)
- Exam 2 - Sentence Basics Exam (Take in WSU Testing Center, February 28-March 4)

March 14

- Exam 3 Review
- Exam 3 - Chapters 5, 8, 9, and 10 (Available in WSU Testing Centers, March 15-18)
- Formal Report Format
- Chapter 11 - Designing Visual Aids

March 21

- Chapter 12 - Giving Business Presentations

March 28

- Formal Report Review
- Formal Report Oral Presentations Start

April 4

- Formal Report Oral Presentations

April 11

- Chapter 7 - Communicating for Employment
- Job Interviews

April 18

- Chapter 6 - Communicating with Social Media

April 27

- Final Exam - Chapters 6, 7, 11, and 12 (Available in WSU Testing Centers, April 19-27)

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 (3 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. These quizzes must be completed on time; no late work is accepted.

Sentence Basics (2 percent)

Appendix A of your text contains the sentence basics rules you will use and master for this course. You will complete the following:

- Sentence Basics Pretest (Quiz in Canvas)
- Sentence Basics Practice (RedInk.com)

You will also complete some learning exercises on sentence basics at RedInk.com. These exercises will help prepare you for the Sentence Basics exam as well as assist you in your writing assignments.

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 3 (Chapters 5, 8, 9, and 10)
- Exam 4 (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 Slide 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.

Sentence Basics Exam (10 percent)

The Sentence Basics Exams is based upon the sentence basics section in the Appendix A of your text. The pretest will help prepare you for this exam as well as the Sentence Basics practice exercises in RedInk.com. You may also want to review the quiz questions in Appendix A as well as review through all the rules in the Appendix.

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 **March 28, 2017**.

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.