



COURSE SYLLABUS

BA 374 WA Business Communication

Self-Paced Course - Web Based Format Option

Session begins on the 1st day of enrollment month and ends on the last day of the 6th month.

Instructor Information

Instructor Name: Dr. Stephanie Hoon

Contact Information: For questions, comments, or concerns please contact the
Self-Paced Degree Program office:

Telephone: 563-425-5200 or 1-800-553-4150

E-mail: selfpaced@uiu.edu

Address: Upper Iowa University, PO Box 1857, Fayette, IA 52142

Course Description

Semester Credits: 3 semester credits School of Business and Professional Studies

Catalog Course Description:

Application of writing skills specifically for business managers includes annual reports; routine, persuasive and special messages; proposals; and brochures. This course places written and oral business communication within the context of general communication processes and familiarizes learners with recent technological advances. Strategy for effective writing is emphasized by engaging in a variety of business writing tasks.

Prerequisites:

Credit Hours: As a requirement of HLC Accreditation, all UIU courses, regardless of meeting schedule or instructional mode, follow the Federal Credit Hour Definition. As such, each credit hour earned at UIU is equivalent to a minimum of 45 hours of student engagement.

For more information on how specific instructional modes meet this requirement, please see *UIU's Policy Guidelines for Instructional Time Expectations*: [UIU Policies](#).

Course Materials

It is the student's responsibility to make sure she/he has access to all required course materials by the start of the session.

Required Textbooks

Guffey, M.E. and Loewy, D. (2018). Business communication: Process and product. 9th ed. Cengage Learning. ISBN: 978-1-305-95796-1

American Psychological Association. (2020). ***Publication Manual of the American Psychological Association*** (7th ed.). Washington, DC: American Psychological Association. ISBN- 13: 978-1-4338-3217-8

Recommended Resources

UIU Writing Center

Phone- 563-425-5854

Email: writingcenter@uiu.edu

UIU Academic Success

Phone- 563-425-5264

Email: academicsuccess@uiu.edu

Ordering Textbooks

Purchase your textbook through the online university bookstore, [MBS Direct](#), or by phone at (800) 325-3252.

Course Objectives

1. Explain the communication process from the positions of “receiver” and “sender” in business contexts, including faxes and e-mail.
2. Apply reasoned, practical, and ethical communication principles when writing business messages.
3. Recognize the nuances of written and oral communication practices in a global context.
4. Demonstrate business communication skills in independent and collaborative situations.
5. Analyze various business communications employing communication theory.
6. Design and deliver an effective oral presentation on a business topic.

Program Student Learning Outcomes

Writing and Presenting Competencies: Use knowledge of design theories, principles, history, technical processes, tools, software, and materials to demonstrate understanding of the various levels at which design problems can be formulated and addressed.

Course Requirements and Grading Criteria

1. Review the **entire** course syllabus before beginning the course. Be sure you understand the course procedures and objectives. Procedures do change, so please review **ALL** requirements and policies even if this is not your first course including, but not limited to, administrative withdrawal. Your course status will be affected if policies are not followed.

2. Students who develop a regular time schedule and set goals for unit completion are most successful in completing courses within a specific timeframe.
3. The feedback you receive from the instructor of your work is **critical** to your success on subsequent lessons. These comments allow you to improve and modify the next units if necessary.
4. Assignments are submitted using uiuLearn. Please complete all assignments and modules in order.
5. If the information in your syllabus is not clear or if units are not graded within a reasonable period of time, please contact your instructor using uiuLearn's email tool, if that doesn't work contact the Self-Paced Program office. We would like the opportunity to address concerns, however, we may not know unless we hear from YOU!
6. ALWAYS keep a copy of your completed work when submitting it for grading.

Grading Criteria

Activity	Points
Short Answer Questions (35 points each)	70
Activities – 8 (Grammar/Mechanics Exercises) (25 points each)	200
Critical Thinking – 7 (Reflections) (25 points each)	175
Short Paper – 2 (60 points each)	120
Letter Assignments – 2 (65 points each)	130
Outline Assignment	105
Job Packet	200
Total	1000

Grading Scale

Letter Grade	Percent	Points
A	93-100%	930-1000
A-	90-92%	900-929
B+	87-89%	870-899
B	83-86%	830-869
B-	80-82%	800-819

Letter Grade	Percent	Points
C+	77-79%	770-799
C	73-76%	730-769
C-	70-72%	700-729
D+	67-69%	670-699
D	63-66%	630-669
D-	60-62%	600-629
F	0-59%	0-599

Grades and Feedback

This syllabus contains all assignments and forms necessary for completing your self-paced course. Submit your completed assignments through uiuLearn. They will be graded and posted to the gradebook.

Turnitin

Turnitin is a tool for both teachers and students to ensure academic integrity by checking the originality of submitted papers to avoid issues of plagiarism and academic dishonesty. Students should be aware that Turnitin scans submitted work and compares it to ALL other sources on file.

Incompletes

Students will be allowed to request an extension and receive an 'I' (incomplete grade) at the end of their original six-month enrollment period if:

- A minimum of one assignment has been received for grading per guidelines **AND**
- All course units and exams are not completed and submitted **OR**
- A course withdrawal has not been initiated.

Note: The fee for a self-paced extension is \$99 per course. The request for an extension must be submitted no earlier than one month before the end of the course and no later than a week before the end of the course.

Incomplete grade details

- When the extension is granted and an incomplete grade is issued, the student will receive a four-month enrollment period to complete the course.
- Students do not have the option to withdraw from a course after the initial six-month enrollment period.
- An 'I' grade posted to the student's official record will be replaced with a final letter grade; however, the incomplete will remain on the official transcript as a notation.
- If the course is not completed by the end of the incomplete period, the instructor will assign a final grade (A-F) based on work completed in relation to the total course requirements.
- If credit is not earned by the end of the extension period, students can reenroll and repeat the entire course for credit.

Note: Students are not reported as enrolled during the incomplete period and are not eligible for student loan deferment.

Course Schedule

Unit 1

Unit 1 Topic	Foundations of Communication
Activities	Read Chapters 1 and 2 Complete the grammar/mechanics exercises on page 38-39 of your text. (LO4)
Critical Thinking	Write a 250 to 350 word reflection about what you learned this week from the readings and assignments. Discuss at least one "real-world" example and include one APA cited and referenced quote or paraphrase from your text to support your reflections. (LO5)
Assignments	Short Answer Question: Using Tuckman's theory of team development (p. 45-47) from your text, discuss a team you have been involved in and how they went through each team development phase. Remember that Tuckman said that if the team faces a roadblock in one phase, it may have to go back to a previous phase to get through the four phases. Document each phase that your team went through and provide examples. Discuss this in terms of the sender(s) and receiver(s). In addition to verbal communication, discuss any written documentation that occurred during the process. (LO1, 5)

Unit 2

Unit 2 Topic	Globalization, Culture, Diversity and Communication
Activities	Read: Chapter 3 Complete the grammar/mechanics exercises on page 120 of your text. (LO4)

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Critical Thinking	Write a 250 to 350 word reflection about what you learned this week from the readings and assignments. Discuss at least one “real-world” example and include one APA cited and referenced quote or paraphrase from your text to support your reflections. (LO5)
Assignments	Short Answer Question: Interview someone about a company where they currently worked or worked previously (or assess your own company or former company). Cover these questions: 1. What was the company’s culture? 2. How do you know that the above answer described the culture? 3. What was good about the culture? What was negative? 4. Did you “fit” into the culture expectations? Why or why not? (LO3)

Unit 3

Unit 3 Topic	Business Messages
Activities	Read: Chapters 4-6 Complete the grammar/mechanics exercises on page 180-183 of your text. (LO4)
Critical Thinking	Write a 250 to 350 word reflection about what you learned this week from the readings and assignments. Discuss at least one “real-world” example and include one APA cited and referenced quote or paraphrase from your text to support your reflections. (LO5)
Assignments	Short Paper: Write a short 2-3 page paper about how to write effectively when putting together a business message. Answer the following content: *What tips are critical when putting together a business communication? *What has been the best business communication you have seen and why was it effective? *How do you see business communication changing in the next decade? Two decades? Include a clear introduction with a thesis statement at the end of the introduction. Include at least three body paragraphs discussing the above content and end with a clear conclusion. (LO3)

Unit 4

Unit 4 Topic	Short and Positive Messages
Activities	Read: Chapters 7-8 Complete the grammar/mechanics exercises on page 248-249 of your text. (LO4)
Critical Thinking	Write a 250 to 350 word reflection about what you learned this week from the readings and assignments. Discuss at least one “real-world” example

Unit 4 Topic	Short and Positive Messages
	and include one APA cited and referenced quote or paraphrase from your text to support your reflections. (LO5)
Assignments	<p>Letter Assignment: Write two letters:</p> <ol style="list-style-type: none"> 1. Positive letter: write a thank you note to someone you need to thank for something. 2. Routine letter: write a request letter, requesting something (you decide). This can be a real or fictitious issue. <p>Submit both documents as one assignment. (LO3)</p>

Unit 5

Unit 5 Topic	Negative, Persuasive, and Sales Messages
Activities	<p>Read: Chapter 9-10</p> <p>Complete the grammar/mechanics exercises on page 382-383 of your text. (LO4)</p>
Critical Thinking	Write a 250 to 350 word reflection about what you learned this week from the readings and assignments. Discuss at least one “real-world” example and include one APA cited and referenced quote or paraphrase from your text to support your reflections. (LO5)
Assignments	<p>Letter Assignment: Write two letters:</p> <ol style="list-style-type: none"> 1. Sales letter: write a sales letter trying to sell you favorite product to an audience. 2. Persuasive letter: write a persuasive letter about something you really would like to have implemented at your work or something you really believe in. <p>Submit both documents as one assignment. (LO3)</p>

Unit 6

Unit 6 Topic	Business Reports, Proposals, and Business Plans
Activities	<p>Read: Chapters 11-13</p> <p>Complete the grammar/mechanics exercises on page 433-434 of your text. (LO4)</p>
Critical Thinking	Write a 250 to 350 word reflection about what you learned this week from the readings and assignments. Discuss at least one “real-world” example and include one APA cited and referenced quote or paraphrase from your text to support your reflections. (LO5)
Assignments	<p>Short Paper: Create a short, informal progress report about where you are in this class. Include milestones, achievements, what still needs to be</p>

Unit 6 Topic	Business Reports, Proposals, and Business Plans
	completed, and how you expect to finish with success. Analyze strengths and weakness to date of what has been submitted and touch upon how you can improve future work from your analysis. (LO3)

Unit 7

Unit 7 Topic	Business Presentations
Activities	Read: Chapter 14 Complete the grammar/mechanics exercises on page 647-648 of your text. (LO4)
Critical Thinking	Write a 250 to 350 word reflection about what you learned this week from the readings and assignments. Discuss at least one “real-world” example and include one APA cited and referenced quote or paraphrase from your text to support your reflections. (LO5)
Assignments	Formal Sentence Outline Assignment: Create a formal sentence outline that outlines the most important concepts you have taken away from this course. Focus on a minimum of five topics. Create the outline as if you were going to present these topics to a group of peers. Outline major concepts, why they are important to you, and how you plan to utilize them in the “real world”. (LO6)

Unit 8

Unit 8 Topic	Employment Communication
Activities	Read: Chapters 15-16
Critical Thinking	Write a 250 to 350 word reflection about what you learned this week from the readings and assignments. Discuss at least one “real-world” example and include one APA cited and referenced quote or paraphrase from your text to support your reflections. (LO5)
Assignments	Submit a job packet. Your packet should, at the minimum, include the following: <ol style="list-style-type: none"> 1. Cover letter 2. Resume 3. An interview follow up message Additional materials may be included if you believe they will help to highlight your strengths and set you apart from your competition. (LO2)

Course Expectations

Professional Writing and Speaking Guidelines

Communications in class and online should follow the Student Conduct and Discipline, Respect for the University Environment, and Code of Student Responsibility in the [Student Handbook](#) (pg. 20 and 21). Respect the opinions of others using appropriate language and communications.

University Policies

Withdrawal (W)

If a student decides to withdraw from a course before the end of an enrollment period, the student's charges, financial aid, tuition assistance, and/or veteran benefits could be affected. All students should consult with the Business Office and Financial Aid Office to understand the financial impact of withdrawing prior to initiating the withdrawal process.

Tuition adjustments are independent from academic and financial aid deadlines. Upon receiving a request for withdrawal, using the number of lessons submitted as compared to the total due, a refund of tuition is made according to the following guideline.

On or before the first day of the enrollment period* 100%

After the first lesson through 10% of the enrollment period 90%

After the first 10% through the first 25% of the enrollment period 50%

After the first 25% of the enrollment period 0%

*Enrollment is measured by the number of assignments to be submitted during a six-month period of time, as determined by the University, during which semester credits are earned toward graduation. The refund/repayments shall be calculated using the percentages noted above as determined using the number of assignments completed and the number of assignments yet to be submitted.

For example, if a student submitted 2 of 17 assignments, they completed 11.76% of the class assignments. The student would be refunded 50% of the tuition cost.

For students from Wisconsin, Maryland, Georgia, Oregon, or Arizona, state laws apply.

Students who withdraw from a course prior to submitting the first assignment, or who are administratively withdrawn for non-submission of assignments, will be charged an administrative fee of \$99.

Course withdrawal may impact financial aid eligibility. A financial aid counselor is available to discuss this decision.

Upper Iowa University is required to use a pro rata schedule to determine the amount of Title IV aid the student has earned at the time of withdrawal. If financial aid funds have been released to the student because of a credit balance on the student's account at Upper Iowa University, the student may be required to repay some or all of the amount released to the student. This policy is subject to federal regulations. Contact the Financial Aid Office for details.

Withdrawing from a course in progress may result in significant student account charges. Consult with the Business Office before withdrawing. For more information on financial aid implications, go to uiu.edu/financialaid.

Administrative Withdrawal (AW)

A grade of AW (administrative withdrawal) is recorded for any course from which a student is administratively withdrawn. **At least one complete assignment/unit must be received and verified by the instructor within the first 60 days of the enrollment period or the student**

will be administratively withdrawn from the course. Students who are administratively withdrawn for non-submission of assignments, will be charged an administrative fee of \$99. Non-Attendance (NA): Never attended grades are not applicable to the Self-Paced Degree Program.

Academic Accommodations

It is the policy of Upper Iowa University to ensure equal access to educational and co-curricular activities to students with disabilities as mandated by the Americans with Disabilities Act Amendments Act (ADAAA) and Section 504 of the Rehabilitation Act of 1973. A student seeking accommodations should contact the Director of Disability Services (DDS) as early in the session as possible. In order to receive accommodations, students must disclose their disability to the DDS by completing a *Voluntary Disclosure Form*, as well as providing appropriate documentation. The *Voluntary Disclosure Form* is available in the DDS office or online at [Disability Services](#). Students will be given a *Request for Accommodations Contract* during their initial appointment with the DDS. **This appointment will be in person for Fayette campus students and over the phone for center, online, and self-paced students.** It is the student's responsibility to provide the instructors with a copy of the *Request for Accommodations Contract* (for Center or online students, these contracts are emailed out to instructors by the DDS for the student). Additionally, students should work cooperatively with their instructors throughout the session to make sure that appropriate accommodations are being made. You can contact the DDS at (563) 425-5949, disabilityservices@uiu.edu, or stop by the office in the Student Center, Office of Student Life, Room 229.

Academic Misconduct Policy

Cheating, academic dishonesty, and plagiarism constitute a violation of the offender's own integrity, as well as the integrity of the entire University; they will not be tolerated. Violators will receive sanctions based on the level of academic misconduct.

Cheating includes, but is not limited to:

- The use of unauthorized books notes or other sources in the giving or securing of help in an examination or other course assignments.
- The copying of other students' work or allowing others to copy your work. The submission of work that is not your own or allowing others to submit your work as theirs.
- The submission of the same work for two or more classes without the approval of instructors involved.

Academic dishonesty includes, but is not limited to:

- Sharing academic materials knowing they will be used inappropriately.
- Accessing another person's work without permission.
- Providing false or incomplete information on an academic document.
- Changing student records without approval.
- Obtaining and using texts or other materials intended for instructor use only.

Plagiarism includes, but is not limited to:

- The presentation of another's published or unpublished work as one's own.

- Taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source.
- Using charts, graphs, statistics or tables without proper citation.

Levels of Academic Misconduct and Sanctions

The faculty member teaching the course has the primary responsibility for resolving allegations of academic dishonesty, though egregious violations will be resolved by the School administration, the Academic Misconduct Board, or some combination thereof. The final decision on the level of a violation rests with the Academic Misconduct Board. Options for resolving an alleged case of academic dishonesty range from dismissing the allegation with no negative sanction to being expelled from the university ([Academic Misconduct Policy: Table 1](#)). A negative sanction is defined as an action taken by the faculty member that affects the student's grade for the assignment or his or her cumulative grade for the course. Anytime academic misconduct is detected, the procedures outlined in [Academic Misconduct Policy: Table 1](#) should be followed. The incident will be maintained in a searchable database maintained by the Office of Academic Affairs.

Copyright Statement

In recognition of the Copyright Law of the United States (Title 17, United States Code), Upper Iowa University reminds both faculty members and learners that a willful infringement of the law may result in disciplinary action. The University library has available materials discussing the "fair use" concept, along with criteria and guidelines for reproduction and use of copyrighted materials.

This syllabus is subject to change.

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