



FALL 2020
BCOM 320 SYLLABUS
School of Management & Marketing

WESTERN ILLINOIS UNIVERSITY

Michelle Howe, Instructor

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WIU COLLEGE OF BUSINESS AND TECHNOLOGY

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The International Association for Management Education

**BCOM 320 COURSE SYLLABUS**

Section 1 - (55571) - 9:00-9:50 a.m., Mondays in Stipes 331 Wednesdays & Fridays on Zoom
<https://wiu.zoom.us/j/95838978156?pwd=WEwrNWtwZGM2anBhNkVtL0FxYXlxQT09>

Section 2 – (55572) -10:00-10:50 a.m., Wednesdays in Stipes 331 Mondays & Fridays on Zoom
<https://wiu.zoom.us/j/95582942968?pwd=Qk9PVFJSY1BCLzhJNzIFbS9qZmpzdz09>

FACULTY INFORMATION AND COURSE DELIVERY

Mrs. Michelle Howe, Instructor
 School of Management & Marketing
Office: 418J Stipes (Mailbox in ST 414)
Phone: 309-298-1535

Hours: MW: 12:30-1:45 PM
 F: 11:00 AM-12:30 PM
 Other hours available by appointment.
E-mail: MC-Howe@wiu.edu

*Due to COVID-19, I will be in my **office or available virtually** during my office hours. We will use **Google Hangouts** for virtual meetings. If we need to meet face-to-face, we will meet in a conference room or open area.*

COURSE DESCRIPTION: Business Communications (BCOM 320). (3 credits) Practical application of effective written and oral business communication concepts. *Writing in the Disciplines (WID) course.*

WID Statement for non-BGS students: This course has been designated to meet the Writing Instruction in the Disciplines (WID) graduation requirement. WID courses provide instruction in the processes and formats for the writing content and style needed to be an effective professional in a student's chosen field.

WID Statement for BGS students: This course has been designated to meet the Writing Instruction in the Disciplines (WID) graduation requirement for degree-seeking students in the BGS program. Online BGS writing courses provide instruction in the processes and formats for the writing content and style needed to be an effective professional in a student's chosen field.

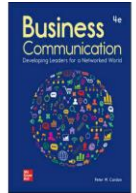
COURSE DELIVERY & ATTENDANCE: This is a hybrid course. We will meet once per week in the classroom. The other two meetings will occur synchronously on Zoom.

Attendance will be taken each class but is not part of your grade. Attending class is important to learning the course material. If you are going to miss class for any reason, please use the OARS reporting system.

TEXTBOOKS AND COURSE MATERIALS

REQUIRED: You must purchase an access code which will grant you access to the e-textbook and tests, all on Connect. --\$90 fee

Peter W. Cardon, *Business Communication-Connect Plus*, 4th Edition, McGraw-Hill, 2020. ISBN: 9781264302420



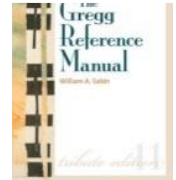
OPTIONAL: William A. Sabin, *The Gregg Reference Manual*, 11th Edition, Glencoe Division, McGraw-Hill, 2010. ISBN: 9780073397108

Required Software & Technology:

PC and Mac users – Word, Excel, and PowerPoint (versions 2010 or later)

Adobe Acrobat Reader

Webcam with microphone



PURPOSES AND OBJECTIVES

After completing this course, students should be able to do the following:

1. Utilize communication techniques to adapt messages in culturally diverse work environments.
2. Analyze business situations and write effective correspondence using acceptable mechanics and formats.
3. Recognize various types of business presentations and deliver a polished presentation using visual aids.
4. Prepare for job interviews by writing a résumé, writing a letter of application, and discussing proper techniques and current trends in the job market.

COURSE CONTENT

1. Communication Foundations
 - a. Establishing Credibility
 - b. Intercultural Communication
2. The Writing Process
 - a. Creating Effective Business Messages
 - b. Improving Readability with Style and Design
 - c. Proper Grammar, Punctuation, and Spelling
3. Employment Communication
 - a. The Job Search, Résumés, and Cover Letters
 - b. Interviewing and Following Up
4. Workplace Communication
 - a. Positive Messages
 - b. Negative Messages
 - c. Persuasive and Sales Messages

5. Reports, Proposals, and Presentations
 - a. Report and Research Basics
 - b. Business Presentations
-

CLASSROOM EXPECTATIONS

1. We must wear a facial covering and maintain social distance to attend in-person classes. If you forget your facial covering, you will be sent to obtain one prior to entering the classroom.
 2. We will remain in our designated seating and teaching areas during class. You may leave class at any time, just be mindful of maintaining social distance.
 3. When we dismiss for class, please remain seating while the instructor dismisses each row.
 4. We will be respectful to everyone in the classroom. This includes putting your phone on silent, no texting or phone calls, and paying attention to those speaking in class.
 5. We will (both the instructor and you) respond to each other's emails within 24 hours during the week and within 48 hours during the weekend.
 6. You will take notes during class and write down questions/concerns you have about the material. If you miss class for any reason, get lecture notes from a peer.
 7. Mute your microphone while on Zoom calls unless you are speaking to the class.
 8. Be mindful of your background during Zoom calls.
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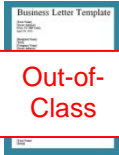
TESTING POLICIES

If you have an excused absence (field trip, athletic event, interview, funeral, etc.) on a test date, **please communicate with the instructor prior to the test date.** After coordinating with the instructor, you must complete the test on the make-up test date, time, and place. **A “second” make-up test date will not be granted.**

If you start an online test after the start time, you will not be allotted more time to finish your test.

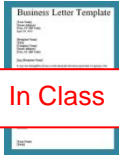
ASSIGNMENT DESCRIPTIONS

Below is a list of assignments given throughout the course.



1. Communication Assignments Drafts and Final Submissions

It is rare in the business world for someone to write the perfect message the first time. Therefore, you will complete and submit a draft prior to submitting your final assignment. The drafts will be discussed with possible peer or instructor edits. Some communication assignments will not require a draft.



2. Online Writing Test

One writing test will be given during the term. This is to practice your writing skills in a timed 50-minute session.



3. Analytical Report/Presentation

An analytical report and presentation will be assigned which allows you to use your skills to present recommendations to your “boss.” You will work in virtual groups for this month-long assignment.



4. Exams

Two exams, one covering grammar and punctuation rules and one covering all the course concepts, will be taken online. Both exams are multiple-choice, with only one correct response.



5. Connect – Chapter Readings & Chapter Review Questions

Connect is your online course module. Each week, you will have at least one chapter to complete. For this course, we do not use the LearnSmart feature on Connect. You will log onto Connect and simply read the eBook chapter. In addition to completing the reading, you will respond to a set of chapter review questions, located on Connect, and submit them to WesternOnline.



6. Class Activities

To develop our writing skills, we will frequently complete worksheets, activities, and hands-on writing assignments. You will be asked to print these off prior to class to prevent the spread of germs.

7. Additional Assignments/Bonus Point Opportunities

Additional work as well as bonus point activities may be assigned throughout the semester. These will be announced in class and may affect the total points you can earn in the class.

ASSIGNMENT EVALUATION AND SUBMISSION POLICY

Your work is measured against a business writing standard and should be free of errors. Written errors reflect poorly on businesses and business writers; therefore, deductions are assessed as outlined on the grading sheets located on WesternOnline. The instructor typically gets items graded within one week of submission; however, that is not a guarantee due to the time-consuming nature of grading writing assignments.

You will receive typed feedback through WesternOnline. To access this feedback, you will go to the Grades feature on WesternOnline.

All assignments are due in the **Assessments/Assignments folder on Western Online** by **8:00 a.m. CST (Central Standard Time) on each due date**. This requirement is for your protection. Since Western Online time and date stamps each submission, there is **no question** if or when your assignment was submitted.

- a. If you do not submit your assignment on Western Online by the deadline, you will earn a zero (0) for the assignment.
- b. Life happens. If you are experiencing some difficulties, please see Mrs. Howe about assignment extensions.
- c. **Emailing** your assignment to me **does not count as a Western Online** submission, unless WesternOnline technology is not working for you at that time.
- d. Some submissions are automatically run through the Turnitin ® plagiarism system. If your assignment is over 50% matched with other sources, you may be asked to rewrite and resubmit the assignment, OR earn a zero for the assignment, OR an Academic Integrity Incident report filed.
- e. **Assignments are subject to change with notice.**

If you are not in class on an assignment due date, your assignment is still due.

GRADES

Grades are earned, not assigned. The instructor will determine the appropriate subjective or objective evaluation for each component of the course. These evaluation rubrics are available on WesternOnline.

If, at any time, you are concerned about your grade, please contact the instructor within one week of receiving the graded assignment. Requests to review a submission or to adjust a score after this period will not be honored. When justifying a grade adjustment on an assignment, you must use the course textbooks, course materials, or a dictionary.

The instructor reserves the right to adjust test scores, homework scores, or final grades based on class performance (i.e. “curve” a test). The instructor does not promise that these adjustments will occur.

Remember: I cannot offer you extra assignments or extra credit that I did not offer the entire class.

Grading Scale:

Grade	Percentage	Grade	Percentage
A	93-100	C	73-76
A-	90-92	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	63-66
B-	80-82	D-	60-62
C+	77-79	F	59 and below

Your final grade will be determined by the points you earned on various assignments, bonus points, and attendance. **Please keep your completed/graded assignments and record your scores.**

ALL OF THE ABOVE STATED RULES AND POLICIES ARE SUBJECT TO CHANGE AND ON AN INDIVIDUAL BASIS AS DEEMED NECESSARY BY THE INSTRUCTOR.

NO SCORES ARE FINAL UNTIL POSTED TO YOUR OFFICIAL ACADEMIC RECORD IN THE REGISTRAR’S OFFICE.

POINTS DISTRIBUTION

Assignment		Points Earned	Points Possible
Assignment Drafts		30 points	
1	Résumé & References Draft		5
2	Cover Letter Draft		5
3	Routine Request Draft		5
4	Bad News Draft		5
5	Analytical Report Draft		10
Communication Assignments		270 points	
1	Résumé & References		20
2	Cover Letter		20
3	Big Interview		20
4	LinkedIn Assignment		20
5	Critique of Business Writing		45
6	Routine Request - Email		20
7	Bad News - Letter		20
8	Data Graphics		15
9	Analytical Report - Paper		60
10	Analytical Report - Presentation		30
In-Class Assignments		50 points	
Exams		200 points	
1	Grammar & Punctuation Exam		50
2	Writing Test		50
3	Comprehensive Exam		100
Connect Chapter Assignments		150 points	
	Comprehensive Writing Mechanics Review		20
	Chapter Review Questions		130
Extra Credit			
	Bonus points (+ or -)		
Total Points			700

UNIVERSITY POLICIES

Academic Integrity

<http://www.wiu.edu/policies/acintegrity.php>

Cheating or plagiarism of any kind may result in the following:

1. An **Academic Integrity Incident Report being** filed with the department chairperson, the Dean of the college, and the Registrar's office.
2. A reduced grade (zero) for the assignment and referral to the Student Judicial Program, or
3. A reduced grade (including "F") for the entire course and referral to the Student Judicial Program.

Note: The use of grades to address questions of academic dishonesty is at the **sole discretion** of the faculty member. A second violation of this policy will automatically result in formal judicial charges being brought against the student.

Americans with Disabilities Act (ADA)

Students with disabilities: In accordance with University values and disability law, students with disabilities may request academic accommodations where there are aspects of a course that result in barriers to inclusion or accurate assessment of achievement. To file an official request for disability-related accommodations, please contact the Disability Resource Center at 309-298-2512, disability@wiu.edu or in 143 Memorial Hall. Please notify the instructor as soon as possible to ensure that this course is accessible to you in a timely manner.

http://www.wiu.edu/student_services/disability_resource_center/

Disruptive Student

<http://www.wiu.edu/vpas/policies/disrupst.php>

Disruptive Student Behavior is defined as inappropriate student behavior that a reasonable faculty member would view as interfering with the ability of the instructor to teach and students to learn whether in a classroom or other learning environment (such as an online course, laboratory, site field experience, internships, instructor's office, computer lab, or other setting whether it is an on-campus or off-campus location), which disrupts the educational process. It is also considered disruptive behavior for a student to exhibit threatening, intimidating, or other inappropriate behavior toward the instructor or classmates outside of the learning environment. You can learn about the whole policy at <http://www.wiu.edu/vpas/policies/disrupst.php>.

Title IX

<http://www.wiu.edu/vpas/policies/titleIX.php>

University values, Title IX, and other federal and state laws prohibit sex discrimination, including sexual assault/misconduct, dating/domestic violence, and stalking. If you, or someone you know, has been the victim of any of these offenses, we encourage you to report this to the Title IX Coordinator at 309-298-1977 or anonymously online at:

http://www.wiu.edu/equal_opportunity_and_access/request_form/index.php. If you disclose an incident to a faculty member, the faculty member must notify the Title IX Coordinator. The complete Title IX policy is available at: <http://www.wiu.edu/vpas/policies/titleIX.php>.

WIU Student Rights and Responsibilities

<http://www.wiu.edu/provost/students.php>

Your rights and responsibilities regarding academic dishonesty, course syllabi, grade appeals, and absences may be found at the website above.

COVID-19 Guidelines

Policy on Face Coverings in the Classroom

All students and faculty are required to wear a face covering at all times in the classroom. Western Illinois University will provide two (2) cloth face coverings to all instructors and students, and replace them when necessary. Individuals may use a personally purchased alternative face covering as appropriate. Employees and students are responsible for laundering their reusable cloth face coverings. It is the responsibility of University units to ensure compliance from employees and students under their purview. Units can also refer to the Centers for Disease Control and Prevention (CDC) guidance on face coverings with regard to type and fit, wearing, and washing. Additionally, no food or drink will be allowed in the classroom. Please find a more detailed explanation of this policy at: http://www.wiu.edu/policies/covid_facecovering.php

Disciplinary Policy on Refusal to Wear a Face Covering

Exceptions to the policy require approval by WIU’s Disability Resources Center (DRC) located within the Student Development and Success Center (SDSC) and the Office of Equal Opportunity and Access.

If a student refuses to comply with the policy, and does not have appropriate approval from the DRC, instructors and University officials can request that the student leave the class or activity. If a student is found to be in repeated violation of this policy, instructors and University officials can sanction the student through the student conduct process for violating the WIU Code of Student Conduct code number 17: *“Failing to comply with the directions of or obstructing University officials or law enforcement officers acting in performance of their duties and/or failure to positively identify oneself to these persons when requested to do so.”*

BCOM FALL 2020 CLASS SCHEDULE (This schedule is subject to change with notice.)

	Date	Day	Discussion	Deadlines
AUG. Week 1	24	M	Course & Instructor Introduction	
	26	W	Chapter 1 – Establishing Credibility	Due: Syllabus Worksheet on Western Online (5 points)
	28	F	“Job or No Job” Video & QUIZ	
Week 2	31	M	Punctuation Review	Connect: Chapter 1 Review Questions

SEPT.	2	W	Capitalization & Grammar Review	
	4	F	Global Communication – Guest Speaker: Ms. Beth Sebright – Caterpillar, Inc.	Due: Submit two questions to ask Ms. Sebright on WesternOnline (5 points)
Week 3	7	M	CAMPUS CLOSED: LABOR DAY	
	9	W	ONLINE EXAM: Grammar & Punctuation	Connect: Chapter 4 Review Questions & Comprehensive Writing Mechanics Assignment
	11	F	The Modern-Day Workplace: (Transitioning to Work, Virtual Meetings, and Emerging Careers)	
Week 4	14	M	Job & Internship Searching	Connect: Chapter 16 Review Questions Due: Sign up for Handshake Account
	16	W	Creating an Effective Résumé & Reference Page Assignment: Résumé with References & Job Description SCM DAY & Meet the Firms – Virtual Career Fairs	
	18	F	Résumé Peer Critiques	Due: Résumé with References Draft & Job Description
Week 5	21	M	Writing Cover Letters Assignment: Cover Letter	
	23	W	Cover Letter Peer Critiques	Due: Cover Letter Draft
	25	F	Individual Meetings with Ms. Howe – Resumes and Cover Letters	

Week 6	28	M	Interviewing: The Basics Assignment: Big Interview & Interviewing Practice	Connect: Chapter 5 Review Questions Due: Résumé & References Final
	30	W	Interviewing: STAR Method	
OCT.	2	F	Career Fair Preparation	Due: Interviewing Practice

Week 7	5	M	Salary Negotiations & Choosing the “Right” Job	Connect: Chapter 6 Review Questions Due: Cover Letter Final
	6	T	All Major Virtual Career Fair	
	7	W	The C’s of Communication	
	9	F	The C’s of Communication	Due: Big Interview
Week 8	12	M	Effective Business Writing – AIM Framework Assignment: Critique of Business Writing - Paper	Connect: Chapter 7 Review Questions
	14	W	Email Format & Bulleted Lists	
	16	F	LinkedIn Presentation Assignment: LinkedIn	
Week 9	19	M	Chapter 9 – Routine Messages Assignment: Routine Request Email	Connect: Chapter 9 Review Questions
	21	W	Routine Request Critiques	Due: Routine Request Draft
	23	F	LinkedIn Meetings with Ms. Howe	Due: LinkedIn @ 11:59 p.m.
Week 10	26	M	Chapter 10 – Persuasive Writing	Connect: Chapter 10 Review Questions

				Due: Routine Request Final
	28	W	Business Proposal Exercise	
	30	F	Letter Formatting	
Week 11 NOV.	2	M	Chapter 11 – Bad News Messages Assignment: Bad News - Letter	Connect: Chapter 11 Review Questions Due: Critique of Business Writing - Paper
	4	W	Bad News - Letter Critiques	Due: Bad News - Letter Draft
	6	F	Chapter 12: Analytical Reports & Final Class Project	Choose teams and research topics.
Week 12	9	M	Creating Effective Survey Questions Guest Speaker: Heather McIlvaine-Newsad	Connect: Chapter 12 Review Questions Due: Bad News - Letter Final
	11	W	Develop Survey Questions & Work Plans	
	13	F	ONLINE WRITING TEST	Due: Work Plans by 11:59 p.m.
Week 13	16	M	Creating Effective Data Graphics Assignment: Data Graphics	Connect: Chapter 13 Review Questions
	18	W	In-Class Surveys – Data Collection	Due: Surveys Emailed to Mrs. Howe by 8:00 a.m.
	20	F	ONLINE COMPREHENSIVE EXAM	Due: Data Graphics
Week 14			THANKSGIVING BREAK – NOV. 23-29	
Week 15	30	M	ZOOM CLASS: Tabulating Data & Creating the Graphics	Connect: Chapter 14 Review Questions
DEC.	2	W	ZOOM CLASS: Analytical Report Lab	

	4	F	ZOOM CLASS: Analytical Report Lab	Due: Analytical Report Draft by 11:59 p.m.
Week 16	7	M	ZOOM CLASS: Chapter 14 & 15 – Business Presentations	Connect: Chapter 15 Review Questions
	9	W	ZOOM CLASS: Analytical Report Lab	
	11	F	ZOOM CLASS: Presentation Lab	Due: Analytical Report Final
FINALS WEEK	Dec. 14-17		Final Presentations through ZOOM	All presentations must be submitted on WesternOnline by 8:00 a.m. on Monday, December 14.