**BUSINESS/ENGLISH 301 SYLLABUS**
**ANDERSON UNIVERSITY – SOUTH CAROLINA**

## I. COURSE INFORMATION

BUS/ENG 301. Business Communications (3 credit hours): Introduction to business communications with emphasis on business writing and speaking. Includes extensive practice in different types of business writing and speaking, focusing on the more common types of communication such as letters, memos, interviews, and shorter reports. Prerequisite: English 102 or its equivalent.   (Junior or Senior standing.)

**About the Course**: This is a fully online course. The due dates for assignments, projects, and discussions will be posted in Canvas, so make sure to check in and participate in our course site several times a week.

## II. REQUIRED MATERIALS

**Textbook:** Open educational resources, including textbook, integrated into online course: see course site for more details

**Software:** None

**Additional Materials:** None

**Technology Expectations:** Students should have a reliable computer and Internet in order to access course materials and complete assignments. Since this course is web-based, there are some expectations as to technical skills, which include uploading, downloading, and general computer skills. Instructors may require additional software or hardware.

**Online Time Expectation:** In college classes, there is a general expectation that learners will need to spend two hours out of class for every hour in the classroom. Therefore, in an online 16-week class, you should expect to work on your course for a minimum of 9 hours each week. For an online 8-week class, you should expect to work on your course for a minimum of 18 hours each week.

**Learner Expectations:** In your online and blended courses, you are expected to be an active participant in the course. Even though you may not see your classmates and instructor, AU online and blended courses are designed to include discussion and other forms of collaboration and communication. You should be willing and ready to regularly communicate with classmates and instructors online. You will participate in weekly activities in your courses. You will need to log into your course and check your official Anderson University email account daily. Doing so will allow you to view announcements, participate in class activities, assignments, online discussions, and complete assessments. You are expected to complete all assignments, quizzes, tests, and any other activities by the due date.

Do *not* hesitate to ask questions. You are strongly encouraged to contact your instructor if you have course related questions regarding course concepts, assignments, and feedback provided to you. It is recommended that you contact your instructor using the LMS well in advance of the due date. Also, your instructors have set aside specific times to be available for phone conferences or chat sessions if you need additional course-related support. When you email questions one of your instructors refer to the course syllabus to view their policy on response time.

## III. COURSE PURPOSE, GOALS, AND OUTCOMES

**COURSE PURPOSE:**
BUS/ENG 301 is designed to enable you to develop effective communication skills necessary for success in your profession.

Employers consistently indicate that strong communication skills are among the most important and highly valued skills in the workplace. Course assignments require you to plan, develop, revise and complete common types of business communications such as letters, memos, electronic messages, interviews, reports, presentations, cover letters, and résumés. These assignments provide opportunities for you to develop and refine your skills in business communications.

**Course Goals:**

- You will be able to apply foundational elements of effective professional communications;
- You will be able to produce messages, documents, and presentations that are effective and appropriate for a variety of professional environments and purposes.

**IDEA Student Learning Outcomes:**

- Learning fundamental principles, generalizations, or theories
- Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course
- Developing skill in expressing oneself orally or in writing

## IV. CONTENT OUTLINE AND METHODS OF INSTRUCTION

There are four modules in this course. Each will allow you to explore an overview of the area of professional communication and produce documents and/or presentations related to it.

- Communicating in Routine Situations (Weeks 1-3)
    - Memos, Emails, and Letters
- Communicating for Change (Weeks 4-5)
    - Proposals and Presentations
- Communicating to the Get the Job (Week 6)
    - Cover Letters, Résumés, and Interviews

- Communicating across Cultures (Week 7-8)
    - Cross-Cultural Proposals and Presentations

## V. METHODS OF ASSESSING ACHIEVEMENT OF LEARNING OUTCOMES

**Written Assignments:** You will develop a minimum of seven graded writing assignments. These include a memo, business letter, electronic messages, a short report, a job application cover letter, and a résumé. *You'll receive more details and a rubric for each of these.* (45% of course grade)

**International Business Presentation + Written Proposal:** You will develop a presentation to present to an international audience about a new business venture along with a written proposal. *More details and a rubric will be provided on this assignment.* (20% of course grade)

**Discussion Forums:** The discussion forums will give us a chance to work through the instructional materials and its applications. Unless otherwise noted, you will be expected to post an initial response by Thursday at 11:59pm ET and two responses to peers by Sunday at 11:59pm ET. *A rubric is available in Canvas. Make sure to follow etiquette expectations as posted in syllabus, too.* (25% of course grade)

**Reviews:** Each week contains a brief review check of the concepts presented in the readings from the textbook. (Questions won't be from supplemental resources.) There will be two attempts for each review using the average score. There is a time limit for each attempt. (10% of course grade)

## VI. STUDENT FEEDBACK AND GRADING POLICIES AND PROCEDURES

**Grading Scale:**          A = 90-100

                            B = 80-89

                            C = 70-79

                            D = 60-69

                            F = below 60

**Late Policy:** You are allowed to submit an assignment up to 48 hours after the due date with a 10% late penalty applied. Discussion forums are typically not allowed to be made up unless there are extenuating circumstances.

**Student Feedback:** Students can expect the instructor to respond to emails with 24 hours. Students can expect the instructor to grade an assignment, at times provide feedback comments, and update the Canvas gradebook within 7-10 days after the due date (depends upon scope and nature of the assignment as well as length of course). Students can access grades by logging into Canvas (located in the online course on the left control panel).

## VIII. COMPUTER AND INFORMATION TECHNOLOGY USAGE

**University Email:** All students are assigned and expected to maintain an e-mail address on the Anderson University e-mail system. Learners are expected to check their e-mail several times each week in an online course. Students are responsible for all material, assignments, and announcements sent by e-mail. Ignorance of course requirements, instructor statements and directions, and University announcements or policy statements sent through University e-mail is not an acceptable excuse

**Technical Support:** If you encounter technical support issues *outside of Canvas* (e.g., username and password are not working, email issues), you should immediately contact the IT Help Desk. In your communication with the IT Department, be sure to describe the nature of your problem with as much detail as possible so they can provide the best possible assistance. You are encouraged to first contact the IT Help Desk using the web-based support system listed below. If you are unable to login to the system, you can reach them via phone.

**AU Help Desk Website**: https://helpdesk.andersonuniversity.edu
**AU Help Desk Phone**: (864) 231-2859

**Canvas Support:** Canvas offers 24/7 Support on technical issues with the LMS. If you encounter an issue, click the Help button in the top right of the screen for these options:

1. Canvas Live Chat
2. Canvas Support Hotline: 1-888-965-3645
3. Report a Canvas Problem by using the Help button in the top right of the Canvas site.

**Course Related Support:** If you encounter problems in your online or blended course are beyond technical problems, contact the Center for Innovation and Digital Learning (CIDL). The CIDL manages online and blended learning at AU. The following issues are valid reasons to immediately contact the CIDL:

- An online exam or assignment is supposed to be open or made available and it is not (contact the instructor first)
- Instructor fails to respond to student questions more than 4 days.
- Instructor has not provided any grades or feedback 2+ weeks past the submission deadline.
- The instructor is not participating in the course at all.

**CIDL Website**: http://www.aucidl.com

**CIDL Phone**: (864) 231-2199

## COURSE POLICIES

**Etiquette Expectations:** See Netiquette Guidelines.

**Academic Dishonesty**: Students at Anderson University are expected to conduct themselves with integrity and to be honest and forthright in their academic endeavors. The University faculty's expectations define the following areas that would violate Academic Honesty: plagiarism, fabrication, cheating, and academic misconduct. The policy, process, and penalties, for academic dishonesty are described in the [University Catalog](). See a more detailed description of this issue in the [Student Handbook]().

**LEARNING FACILITIES AND RESOURCES AVAILABLE**

**[Thrift Library]()**

Monday through Thursday - 7:45 a.m. to midnight; Friday - 7:45 a.m.to 5:00 p.m; Saturday - 11:00 a.m.to 5:00 p.m; and Sunday - 3:00 p.m to midnight (Closed on all university holidays.)

**Computer Labs** located in Vandiver (first floor) and Bunton (Thrift Library basement)

**[The Writing Center]()**

Located in Thrift Library, the Writing Center offers drop-in and appointment-based tutoring for all your writing needs. Drop in hours are Monday through Thursday from 4:00-8:00 PM. Schedule an appointment for a 30-minute session, Monday-Friday, with a tutor by visiting [https://anderson.mywconline.com]().

The **[Center for Student Success]()** is located in Student Center, adjacent to post office, under the green awning. The Center provides support for academic assistance, tutoring services, as well as study skills seminars. Call 864-328-1420 to contact the Center.