# Syllabus

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## Welcome to BYU Online!

This course is a highly structured learning experience that meets the universities general education requirements and will mirror the intensity of the on-campus course. This course differs from on-campus courses and other online courses in the following ways:

* Course Content – Aside from your textbook, all of the course content is contained online. You will also submit all your assignments and complete all your course quizzes online.
* Orientation Meeting – You are required to attend an initial class meeting. You can attend this meeting on-campus or online through Adobe Connect. At this meeting, you will meet your instructor, course TAs and other members of the class. You will also have the opportunity to ask any questions you have about the class and how it operates.
* Course TA – This course has a specific TA that you can contact with questions about the course or course content. The TA will also assist you in creating a course completion schedule and meet with you for the course checkpoints.
* Checkpoints – Throughout the course you will be required to meet with the course TA 3 times. This meeting will take place in Adobe Connect. These checkpoints will allow you to discuss your progress in the course and help you follow your course completion plan.
* Webinars – A webinar is a scheduled class session that you will attend through Adobe Connect. These webinars will allow for information sharing, special lectures, guest lectures and exam reviews. You will be able to interact with your instructor and other members of the class.
* Discussion Board – This course contains a monitored course discussion board. This discussion board will allow you to pose, respond to and evaluate various topics related to the course material.

As part of the pilot, we will be asking you to help assess the success and effectiveness of this course, the faculty member, the course delivery and the course support. Your participation in this assessment effort will be critical to future opportunities for online learning at BYU. Please be prepared to provide meaningful feedback about your experience.

## Course TA Information

Your TA for this course is Reese Haydon. Please contact your TA if you have any questions, run into difficulties with the course, and to schedule checkpoints.

* Remember, his name is Reese Haydon
* ta\_mcom320@byu.edu
* 801-422-2511

Remember, your TA is your first line of contact, and will be able to help you with any issues that come up. He is looking forward to getting to know you!

## Prerequisites

If you are a BYU student, you must have satisfied the First-Year Writing requirement, English 150, or equivalent before enrolling in this course. Freshman students are not permitted to take this course.

## Required Materials

Writing and Speaking for Business (WS4B), William Baker, BYU Academic Publishing. 2013.

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## BYU Course Outcomes

To write. Well. To do this, you will learn effective writing and communication principles and techniques for competent performance in professional organizations. Specifically, you should be able to do the following when you finish this course:

* Compose various commonly occurring business texts, achieving effectiveness in design, organization, content, and style.
* Demonstrate knowledge of generally accepted grammar standards (from Writing & Speaking for Business).
* Give effective oral presentations with appropriate visual support, achieving effectiveness in message, media, and messenger.
* Create effective business graphics and implement effective visual-design principles.

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## Enrichment Websites

The Internet has many sites that are useful for enriching your learning experience in this course. While you will not be tested on any of the information on these sites, I suggest that you take time to look at these and other sites periodically to see what is being said on the various topics discussed in this course.

* Harvard Business School – Articles about Leadership and Management: Communication
* *http://hbswk.hbs.edu/topics/communication.html*
* Inc. Magazine online – Better Communication with Employees and Peers
* *http://www.inc.com/guides/growth/23032.html*
* Journal of Business Communication (peer reviewed)
* *http://job.sagepub.com/*
* Business Communication Quarterly (peer reviewed)
* *http://bcq.sagepub.com/*

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## Course Organization

This course consists of 12 lessons, each centered on a key concept in business writing and communication and linked to one or more chapters in the textbook. Each lesson has an introduction, learning outcomes, and discussion material. Lessons will also include one or more of the following:

### Textbook reading

In many lessons you will need to read selections in the textbook before reading the other lesson materials. Some reading assignments will be new, some you will have read before in a previous assignment. Even if you have already read the assigned pages, re-read them in light of the new topic to gain additional important insights. I will point out what to look for as you read previously read text.

### Additional discussion material, examples, and learning activities

The lessons consist of “pages” that provide additional information about the topic, as well as thinking strategies and examples for specific types of writing.

### Self Check questions

These questions let you do two things:

* Assess your knowledge of concepts in a given lesson.
* Practice the concepts in a safe way as many times as you wish.

Some lessons contain only one set of self-check questions; other lessons may contain more. You will receive feedback for each question correctly or incorrectly answered. You may retake a self-check. Use these questions to help you determine how well you know the content of the lesson. Many of them will appear in the exams, with some minor changes in wording.

IMPORTANT: The self-check questions are graded and the points count toward your final grade. Remember, though, you can take the self-checks as many times as you wish, with the best score being the one that’s recorded.

### Speedback Questions

Each lesson has one Speedback quiz. These quizzes are computer graded and automatically submitted upon completion. The content and structure are similar to those in the Self Check section. The Speedback quizzes focus on the reading material in both the textbook and the online information. Please complete the Speedbacks in the order given.

### Exams

This course has two exams: (1) a grammar and writing basic exam and (2) a final exam. The grammar exam consists of 75 multiple choice questions. The final exam consists of 90 multiple choice questions. Both exams are closed book and closed note and there is no time limit.

### Writing Assignments

As you can imagine, the writing assignments comprise the bulk of your graded work. Writing assignments consist of two types: (1) Short memos, letters, and emails (between one and two pages) and (2) major papers (between three and seven pages).

Both types are graded according to an evaluation rubric called DOCS. Please see the online panel “Evaluation of Written Assignments” in this Introduction for a detailed explanation of DOCS.

You will submit both types of writing assignments electronically through your course. To make sure that I can open and read your paper, please save it as an .PDF file or a Word .doc or docx file. Also helpful is if you include your name in the file name.

Each assignment will include the details of what is due and all of the “how” information, such as length and format and at what point you should submit it. IMPORTANT: Pay close attention to these instructions, including any formatting details.

### Submitting Your Assignments and Portfolio

It’s very important that you submit all of the assignments for an assignment or the portfolio at the same time. Here’s how to submit your completed portfolio assignments:

1. Click the Assignments Submission for the appropriate lesson or the Portfolio Assignments Submission link in your course.
2. Click Open.
3. Attach all of the relevant assignments by clicking the Choose File button, then locating the file you wish to submit.
4. To attach additional files, click Add Attachment and use the Choose File button to locate and upload the next file. Make sure you attach every file you need to include in the portfolio assignment.
5. When you are finished, click Submit.
6. You will be asked if you are sure you want to submit this assignment. Click Yes.
7. You will receive a message that tells you that you have successfully submitted your assignment. Click OK.

Remember: Do not submit any assignment until you have completed all of the assignments for the assignments or the portfolio!

### Blogs

As part of this course you will have blog assignments. Your TA will give you more information on how to complete these assignments.

### LinkedIn Assignments

As part of this course you will be given LinkedIn assignments. Your TA will give you more information on how to complete these assignments.

### Presentations

Part of the course requirements is to give an oral presentation using a slideshow tool such as PowerPoint. You will give this presentation individually toward the end of the semester. Details about what information to present are included in the assignment panel for Lesson 12.

### Final Written Case

The Final Written Case will not be available until Thursday, Dec. 5 at 8:00 a.m. You will have till Thursday, Dec. 12 at 11:59 p.m. to complete this assignment.

This assignment will give you a real-world business issue. You will be asked to come up with a solution for the issue and will require you to utilize many of the skills you have learned throughout the course.

### Course Policies and Procedures

The lessons in this course build upon one another. That is, the skills and knowledge you gain in one lesson can be—and should be—applied to the assignments in the next lesson along with new learning and skills. Feedback from one lesson serves two purposes: (1) To point out strengths and weaknesses about specific assignments, and (2) to give suggestions of ways to improve in subsequent assignments. Consequently, please wait to submit a lesson until after you have received my feedback for a previous lesson. For example, if you have submitted lesson 9, wait to receive my feedback before completing and submitting lesson 10.

Exceptions: You may proceed to Lesson 3 and the grammar exam (mid-course exam) without waiting for feedback on lesson 2. You may also proceed to Speedback lessons without waiting for feedback on their preceding lessons.

Each lesson provides critical learning activities including reading assignments in the textbook and homework where you apply what you have read. Many lessons also contain a set of self check questions which is an ungraded quiz that lets you assess how well you have learned the lesson content. Use the results to help you determine what you might need to study a little bit more.

Please be mindful to:

* Complete all online and textbook assignments. Exam questions will be drawn from both sources.
* Spell and grammar check your work.
* Submit your assignments through the course.
* Write your name on each assignment. Carefully follow the specific instructions for each assignment.
* Complete your own work and be evaluated based upon that work. Avoid academic dishonesty and misconduct in all its forms, including but not limited to plagiarism, fabrication, cheating and other academic misconduct.

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## Grading and Assessment

Assessment of your learning will be based mostly on actual writing assignments. The remainder of your grade will come from Self-Checks, Speedback quizzes, and exams.

Written assignments will be evaluated according to DOCS. Please see the online panel “Evaluation of Written Assignments” in this Introduction for a detailed explanation of DOCS.

Note: you must complete all course assignments by Dec. 12 at 11:59 p.m. You also must turn in all your assignments before you request the final exam from your TA.

## Requesting Your Exam

When you are ready to take your exam, contact your TA, Reese Haydon. He will make the arrangements for you to take your exam.

## Course Assignments

| **Lesson** | **Submitted/Graded Item** | **Percentage of Final Grade** |
| --- | --- | --- |
| 1: The Value of Good Writing and Planning Business Messages | * WS4B Chapter 1 Activities 1, 3 and 9 * WS4B Chapter 2 Activities 1, 2, 4 and 7 * Outline Activity 2 WS4B Chapter 2 * Communication and EQ in Meetings Activity * Personal Information Sheet * Audience Analysis Worksheet | 2% |
| 2: Composing Messages and Applying Visual Design | * WS4B Chapter 3 Activities 1, 2, 3 and 7 * Fallacy Worksheet * WS4B Chapter 4 activities 1, 2, and 3 * Gray Page Memo Assignment | 2% |
| Speedback One | Speedback for Lessons 1 and 2 | 1% |
| 3: Grammar |  |  |
| Grammar Exam |  | 10% |
| 4: Revising Messages | * Portfolio Part 1 (Submitted in Lesson 6) * WS4B Chapter 5 Activities 1, 2, 4 and 5 * Revising Messages Worksheet |  |
| 5: Writing Business Correspondence | * Portfolio Part 2 (Submitted in Lesson 6) * Share It Exercise * Self-Analysis Email * WS4B Chapter 6 Activity #3 |  |
| Speeback Two | Covers Lessons 4 and 5 | 1% |
| 6: Portfolio Submission | Lessons 4 and 5 | 3% |
| 7: Persuasive Messages | * Exercise Program Campaign * Share-it Exercise One * Share-it Exercise Two * Persuasive Letter | 8% |
| 8: Bad News Messages | * Ineffective Bad Message Assignment * Bad News Email | 8% |
| Speedback Three | Covers Lessons 7 and 8 | 1% |
| 9: Preparing Employment Communication | * WS4B Chapter 7 Activity 2 * WS4B Chapter 7 Activity 3 * WS4B Chapter 7 Activity 4 - include brief memo | 8% |
| Speedback Four | Covers Lessons 9 | 1% |
| 10: Conducting Research and Problem Solving | * Article Evaluation Memo * Business Article Proposal Template * Final Business Article | 11% |
| 11: Writing Short Reports | Comparison Report | 7% |
| 12: Giving Oral Presentations | * Profect proposal letter * PowerPoint Slides * Final Written Report * Handout | 8% |
| Speedback Five | Covers Lesson 12 | 1% |
| Speedback Six | Covers Lesson 12 | 1% |
|  | LinkedIn Assignments | 11% |
|  | Final Written Case | 8% |
| Final Exam |  | 8% |

| **Grading Scale** | |
| --- | --- |
| **A** | 100-93% |
| **A−** | 92-90% |
| **B+** | 89-87% |
| **B** | 86-82% |
| **B−** | 81-80% |
| **C+** | 79-77% |
| **C** | 76-65% |
| **C−** | 64-60% |
| **D+** | 59-57% |
| **D** | 56-53% |
| **D−** | 52-50% |
| **E (fail)** | 49-0% |

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## Inappropriate Use of Course Content

All course materials (e.g., outlines, handouts, syllabi, exams, quizzes, media, lecture content, audio and video recordings, etc.) are proprietary. Students are prohibited from posting or selling any such course materials without the express written permission of BYU Independent Study. To do so is a violation of the Brigham Young University Honor Code.

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