

BUS 168

TECHNOLOGY AND COMMUNICATION

Winter 2023, version 2

Time: MW 1:00-2:20PM **Place:** LJCSE 169

1 Instructor information

Name: Dr. Brian Beadle
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Office location: Mead 132
Office hours: MTWR 11:00AM-12:00PM and by appointment, in person or via Zoom
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2 Course information

Course description: This project-based course introduces students to contemporary business issues surrounding communication and technology. Students build a basic technical vocabulary to better understand current computing technology, as well as to develop computer literacy skills to adapt to emerging technologies in the global marketplace. Students enhance reading, writing, computing, professional communication, and reasoning skills and apply them to the business environment.

This is a three credit course that meets for two, 80-minute class periods each week during the 15-week semester.

Prerequisites: None

Readings: This course will refer to one open source textbook, the link for which is provided below (highlighted in orange). Additional readings may be assigned, and lecture slides will be posted to eLearning 1-2 days after class.

- Guffey, Mary Ellen & Loewy, Dana. (2016). [Essentials of Business Communication, 10e.](#) *Cengage Learning*. ISBN: 978-1-285-85891-3.
- Additional readings may be assigned throughout the semester.
- Lecture slides.

Learning objectives:

- Acquire the skills necessary to navigate and communicate effectively in the global business environment
- Develop a solid understanding of fundamental technical concepts and terminology
- Enhance overall communication capabilities by integrating reading, writing, professional communication, and reasoning skills

Course expectations

- Complete assigned readings before class
- Turn in assignments on time
- Actively and respectfully participate in class

Grading Policy: Students will be assessed primarily by seven pop quizzes and/or short assignments (two of which will be dropped), two written assignments, and a final presentation:

- Quizzes/short assignments: There will be seven in total on various topics, each worth four points. The lowest two quiz scores will be dropped.
- Assignment #1: You will write a resume and cover letter for a generic job posting. I will create 4-5 generic job advertisements for you to design the cover letter to.
- Assignment #2: You will create a written (business) proposal on a topic of your choice. I will create some example scenarios for proposals that you are welcome to use for the assignment, or you are free to choose another topic of interest.
- Assignment #3 (final exam): You will create a presentation that is an extension of your proposal.

The following table presents the grading criteria for the quizzes and written work.

Format	Topic(s)	Points
Quizzes/short assignments	Various topics	4 pts each $\times 5 = 20$
Assignment #1	Resume and cover letter	20
Assignment #2	Written proposal	25
Assignment #3	Proposal presentation	35

The final grade is an aggregation of the quizzes and presentations. Letter grades are given using the following scale:

Grade	Points	Grade	Points
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	0–59

Policy on use of artificial intelligence (AI): Please refer to the following restrictions on the use of academic work produced by AI (e.g. ChatGPT) for this course:

- **No Direct AI submissions:** Students are prohibited from submitting assignments that are solely generated by AI. This includes using AI to create entire essays, reports, or presentations without significant human input. Doing so constitutes a violation of Northland’s academic integrity policy (see Section 3).
- **Guided AI Assistance:** Students may use AI for assistance and guidance in generating ideas, refining language, or addressing specific questions. However, the primary content and intellectual contributions of the assignment must be the student’s own work.
- **Transparency and Citation:** If AI is used for any part of an assignment, students must clearly disclose this within their work. Any AI-generated content must be properly cited, and students should include a brief explanation of how AI was used in the writing process. Please see the following as an example for citing a ChatGPT conversation:

ChatGPT. (2023, September 1). [Title of the ChatGPT conversation]. Retrieved from <https://chat.openai.com>

3 General policies

Academic integrity policy: The Northland College faculty value academic integrity as a guiding principle for the fair and respectful intellectual inquiry and communication that are central to the academic program of the college. When faculty and students participate in these scholarly activities, they are expected to act with honesty and integrity by acknowledging when they have incorporated the work of others. The faculty serve as mentors and coaches to guide students in understanding these scholarly conventions. Students are expected to learn and follow these conventions and to remain accountable for their work.

Academic misconduct includes, but is not limited to: cheating, plagiarism, fabricating information, assisting others in acts of academic misconduct, and actions indicating a general disregard of institutional policies regarding scholarly activities. Depending on the severity and number of offenses, the penalties for academic misconduct range from a warning up to expulsion. For a complete explanation of definitions, consequences, and procedures for academic misconduct, please see the Northland website [here](#).

Sexual and Gender-Based Misconduct, Title IX Statement: In accordance with Title IX and other local, state, and federal laws, Northland College is committed to providing an environment free of all forms of discrimination, including sex and gender-based discrimination. This includes, but is not limited to sexual violence, sexual harassment, dating violence, and stalking. If you or someone you know has been affected or is currently being affected by these types of behaviors that are limiting their ability to participate in this course or any other Northland College sponsored program or activity, please know that there are options, and resources are available. I am not a confidential resource. As a faculty member, I am considered a mandatory reporter and am required to report incidents of sex and gender-based discrimination and sexual misconduct to the [Title IX coordinator](#), as we want to ensure that you are connected with the campus support resources offered by the College. You can also make a report by contacting the Title IX coordinator directly. To learn more, please visit the Northland College [Title IX page](#).

College Accommodations Statement: Northland College is committed to creating an inclusive learning environment that meets the needs of its diverse student body. If you anticipate or experience any barriers to learning in this course, please contact me to discuss your concerns and possible solutions. If you have a disability, or think you may have a disability, I encourage you to meet with the College’s Academic Accommodations & Success Specialist, who may be reached at djonesilsley@northland.edu or 715-682-1280. The Accommodations Specialist can help you determine if you should request official accommodations for this course and guide you through the process.

The Academic Accommodations & Success Specialist ensures that support for students with disabilities is compliant with the Americans with Disabilities Act of 1990, with the amendments of 2008, with sections 504 and 508 of the Rehabilitation Act of 1973, and with other applicable laws. You may find additional information about the College’s accommodations services on My Northland via [this link](#).

Tutoring and Academic Coaching Services Statement: Peer tutoring is available in the Center for Science and the Environment (CSE). The Tutoring and Writing Center is located on the CSE 2nd floor, near the top of the stairs. See My Northland for the current tutoring schedule or email tutoring@northland.edu to make an appointment with a tutor. Professional, academic coaches can connect you with campus resources and help with motivation, time management, study skills, reading comprehension, and communicating with professors. To make an appointment with an academic coach, email djonesilsely@northland.edu.

4 Tentative course schedule

The following table provides an overview of the planned schedule for the semester.

Please note that I will be on a research trip for the two weeks prior to spring break, as reflected in the schedule.

For a list of other important dates (e.g. deadlines for registering/dropping, holidays, etc.), please find Northland’s academic calendar [here](#).

Week	Day	Date	Topic
1	W	01.10	Course introduction
2	M W	01.15 01.17	Unit 1: Business communication in the digital age
3	M W	01.22 01.24	Unit 2: Business writing process in the digital age
4	M W	01.29 01.31	Unit 3: Workplace communication
5	M W	02.05 02.07	Unit 4: Business reports
6	M W	02.12 02.14	Unit 6: Employment and communication
7-8	M	02.19	Guest lecture: Garret on Powerpoint design
	W	02.21	Guest lecture: Julie Winter on resume design (Business) proposal due Sunday, Feb 25 @ 11:30pm!
	M	02.26	No in-person class
	W	02.28	No in-person class Resume due Friday, March 1 @ 11:30pm!
Spring break			
9	M W	03.11 03.13	Unit 5: Professionalism, Teamwork, Meetings, and Speaking Skill
10	M W	03.18 03.20	Powerpoint workshop
11	M W	03.25 03.27	Business technologies workshop
13	M W	04.01 04.03	Open/review Presentations
14	M W	04.08 04.10	Presentations No class: Honors Day
15	M W	04.15 04.17	Presentations