

ENG 332 Communication for Business and Management

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Office Hours: I am available for virtual or in-person appointments; please contact me by email to set up an appointment time.

“A survey of 224 recent business graduates ranked communication as the most important area of knowledge both for securing employment after graduation and for advancement and promotion once on the job.”

Quoted in Contemporary Business Communications,
Scott Ober, 4th edition.

“You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.”

Lee Iacocca, former CEO of Ford and famous reviver
of the Chrysler brand

Welcome

Welcome to **Communication for Business and Management**. I am looking forward to working with you this semester. This course provides an environment for you to explore and expand your business communication skills, so I will strive to learn more about you and your occupational interests. **Please utilize this syllabus as we navigate through the course together.**

Meeting with Your Instructor

I'd be happy to meet with you to discuss the course, our assignments, or your progress in more detail. As an online instructor, I do not hold weekly office hours. Instead, I welcome you to email me so that we can set up a meeting that fits both our schedules.

Our First Forum

Please read the syllabus thoroughly to ensure that you understand course expectations. You will need to learn more about our course in order to complete your first forum response.

Texts/Required Readings

There are no required textbooks for this course. Any reading requirements will be posted through the course website.

Policies & Procedures

Expectations

I will be

- dedicated to teaching and to providing a quality online academic experience;
- considerate of individual abilities and circumstances; and
- committed to fostering a fun, safe, and challenging online educational environment.

Students will be

- interested in learning and developing writing skills;
- considerate of the members of the class by responding respectfully at all times;
- open to the often unexpected challenges presented in online environment; and
- actively participating in forums.

Participation & Professionalism

Without personal contact in class, we must rely on forums to establish a presence in the class and discuss ideas. I expect you to actively participate in the course forums.

- **Points:** P&P points are earned through forum participation. Missing or only partially completing forums will prevent you from earning possible points. Ensure that you stay up to date with the course calendar so that you do not miss these assignments.
- **Grade:** Your final P&P grade will average together all course participation assignments. See the **Grades** section for more information about final grades.

Draft Review

I am willing to review your assignments before their due date. If you would like one of your assignments reviewed, you must submit the draft in Moodle least 4 days before the due date. I will review it and return it to you at least 24 hours before the final due date.

Late Assignments

The penalty for missing a deadline is 10 points/day, including weekends. After 5 days, the grade becomes a 50 if you submit it and a 0 if you don't.

- **Emergencies:** If a *documentable* emergency prevents your submitting an assignment on time, let me know ASAP, in writing.
- **Final Projects** must be submitted on the due date—**no exceptions**.

See the **Grades** section for more information about final grades.

Learning Outcomes & Course Goals

Each course in the writing and speaking category of the General Education Requirements will provide instruction and guidance that help students to

1. communicate effectively in specific writing or speaking situations, which may include various academic, professional, or civic situations;
2. understand and respond appropriately to the critical elements that shape communication situations, such as audience, purpose, and genre;
3. critique their own writing or speaking and provide effective and useful feedback to enable other students to improve their writing or speaking; and
4. demonstrate critical and evaluative thinking skills in locating, analyzing, synthesizing, and using information in writing or speaking activities.

The following are the ten learning outcomes for ENG 332 as described by the Professional Writing

Committee and the English Department:

1. Students will be able to write documents that address purposes, audiences, and conventions of professional contexts: industrial, governmental, and applied research environments.
2. Students will be able to recognize and construct effective arguments for a variety of audiences and to adapt these to the formats and conventions of professional documents and genres.
3. Students will be able to apply principles of document design and incorporate visual elements in order to meet the needs of different professional audiences.
4. Students will be able to construct presentations appropriate for professional audiences and to apply the principles of effective oral communication.
5. Students will be able to communicate effectively using electronic media appropriate to their professional fields.
6. Students will be able to participate effectively in the writing process by planning, drafting, reviewing, revising, and critiquing professional documents.
7. Students will be able to collaborate effectively in teams to create, review, and revise documents.
8. Students will be able to analyze and justify the persuasive strategies and professional conventions they use in their own writing.
9. Students will be able to describe ethical implications of communication situations in professional contexts.
10. Students will be able to locate, analyze, and use information appropriate for selected professional documents and communication tasks.

Major Course Assignments

Assignment Descriptions	Required Skills
Unit Exercises 10% of grade During each topic, we will do a series of exercises. These exercises are designed to help you practice writing and to review course topics before major assignments are due. At the end of the semester, your total Unit Exercises grade will be an average of all the scores you received for all exercises.	Skills: professional communication, writing, and various other skills per the purpose of the exercise
Improve This Document Assignment 10% of grade To improve readability and professionalism, you'll redesign a poor document that is filled with unorganized text.	Skills: layout and design basics, document formatting basics
Resume/Cover Letter 10% of grade You will create a resume and cover letter tailored to a specific job posting (that you find). Even if you have created a resume/cover letter before, this is an important assignment; we'll focus on advanced application skills that will improve your marketability.	Skills: advanced layout and design, division of content, resume/application letter formatting, audience analysis basics
Grammar Test 10% of grade This online test will review the grammar rules we discuss in class. You	Skills: Advanced understanding of grammar

will be provided with a comprehensive study guide to help you prepare for and complete this open-notes, online test. You can also take the test up to three times, and your best score will be saved as your final test grade.	and syntax
Informative Presentation 15% of grade After choosing an Internet-based technology (from a list of options), you'll create an online presentation explaining the tool to an audience of local business owners. The purpose is to be informative, not persuasive. You will be responsible for creating the visual (slides, video, or other) and auditory (script, narration, or other) aspects. If you do not have a computer or other device that can record audio, you'll need to borrow one from the NC State library or other resource center.	Skills: advanced layout and design, division of content, professional writing, presentation formatting, research, communication technology exploration.
Project Plan (20% of overall Group Proposal grade) Your group will submit a comprehensive project plan that outlines your objectives and milestones for the Group Proposal assignment. This plan WILL impact your final group proposal grade (shown below; counts for 20% of final grade).	Skills: collaboration, professional communication, project management
Group Proposal 15% of grade You and your TRIO group members will write a detailed proposal based on a topic of your choosing. I will provide a list of possible topics, but you may develop your own topic if you'd like. At this point, you should be writing, formatting, and organizing written content at a very professional level. While this is a group project, grades for the project will be based on individual contributions.	Skills: advanced layout and design, division of content, advanced professional writing, basic report formatting, advanced audience analysis, research, project management
Final Project 20% of grade To write this formal report, you will interview an individual in your future profession. It will be up to you to find someone to interview. In the interview, you'll discuss writing and communication at their workplace, investigating common practices and workplace communication standards. You'll also ask the interviewees to complete a brief survey (which I'll provide for you). After collecting that quantitative/qualitative data, you'll use basic layout and design skills to format and organize the formal report.	Skills: advanced layout and design, division of content, advanced professional writing, formal report formatting, advanced audience analysis, research,
Participation & Professionalism 10% of grade See "Participation & Professionalism" in the Policies & Procedures section of this syllabus for more information about Participation & Professionalism. Grade includes forum posts and other course communication.	Skills: collaboration, professional communication

Submitting Assignments:

All assignments will be submitted through Moodle.

- Assignments must be submitted **no later than the posted due date**.
- Adhering to assignment guidelines will positively impact your grade.
- Submitting late assignments will negatively impact your grade (see “Policies & Procedures”).
- For the university’s definition of excused absences, see [REG 02.20.3 - Attendance Regulations](#).

Grading

This class isn't just about the final grade; this class is about improving your writing, perfecting your communication skills, and building a foundation for professionalism that will benefit you long after this course ends. Still, grades are important. Please use this section as a guide to understanding your final grade in this course.

Need Help?

If you’re concerned about your grade during the semester, please consider some of these options:

- Email me to discuss concerns.
- Set up an in-person or virtual (through Skype or other media) appointment.
- Submit your assignments early for draft review. See the Draft Review section of the syllabus for more information.

You must do these things in a timely manner; if you wait until the last day of class to discuss your grade with me, we will not have time to change your course outcome.

Simply earn a fantastic grade in this course by working hard, all semester, one day at a time! Also, remember: I’m here to help and happy to help—I’m only an email away.

Final Grade

An office appointment the last day of the semester will NOT help your grade. The only way to change your final grade is to do well all semester long; there are no last-minute grade helpers.

“Points” System

Each assignment is worth a certain percentage of your grade (see “Assignments”).

- **Points:** There are 100 possible grade points total.
- **Rounding:** To be fair to current and past students, I do not round grades. An 89.9 grade is a B+. For more on the extra-credit assignment, see Moodle.
- **Letter Equivalency: Final grades** will be distributed according to the following scale:

Points	Grade	Points	Grade
100-98	A+	79-78	C+
97-94	A	77-74	C
93-90	A-	73-70	C-
89-88	B+	69-68	D+
87-84	B	67-64	D
83-80	B-	63-60	D-
		59 or Less	F

For information about NC State’s official grading policies, see [REG 02.50.3 - Grading](#).

Reminders:

- **Late Penalty:** Remember, the penalty for missing a deadline is 10 points/day, including weekends. View the Late Penalty section for more information.
- **Draft Review:** Remember, for help with assignments (and, help with improving your grade), you should consider submitting your assignment for draft review. I am willing to review your assignments before their due date if you submit them in time. See the Draft Review section of the syllabus for more information.

Academic Integrity

You must abide by NCSU's policy on academic integrity outlined in the Code of Student Conduct at: http://www.ncsu.edu/policies/student_services/student_discipline/POL11.35.1.php

I expect all students to abide by NC State's Honor Pledge: "I have either given nor received unauthorized aid on this assignment." Submitting any assignment indicates that you have abided by the Honor Pledge.

It is against the Code of Student Conduct to:

- submit as your own work an assignment - or any part of an assignment - someone else has written.
- use any portion of someone else's work - either published or unpublished - without clear, adequate citation and documentation.

Sanctions for violations could include: F on the assignment, F for the course, judicial board for consideration of suspension

Special Needs

“Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with Disability Services for Students at 1900 Student Health Center, Campus Box 7509, 515-7653.”

*For more information on NC State's policy on working with students with disabilities, please see [Academic Accommodations for Students with Disabilities Regulation \(REG02.20.1\)](#).

Please let me know immediately if you are having problems with any resources used in this course.