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## IS 301 – Business Communication – Fall 2021

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**Instructor:** Marissa Young, MBA

**Class Days/Class Times:**

**Section (22) 4295**

Tuesday – 4:00pm – 6:00pm

Zoom Link: <https://csulb.zoom.us/j/82954441705>

**Office Hours**

Tues 12:15pm – 2:15pm

Zoom Link: <https://csulb.zoom.us/j/2826634890>

Email: [marissa.young@csulb.edu](mailto:marissa.young@csulb.edu)

### Course Description

Welcome to IS 301, Business Communications! IS 301, Business Communication, is a 3-unit course that highlights analysis of the principles of collecting, organizing, analyzing, and presenting business information. Throughout the semester, students will produce written and oral communications involving problem solving in the business management process.

### Course Goals/Student Learning Objectives

1	Contribute to the solutions of business problems through collecting, evaluating, organizing, analyzing, and presenting information using proper style and form.
2	Conduct research using a broad range of sources, synthesizing and judging the quality of collected information.
3	Collaborate effectively in a team environment to produce written documents and deliver oral presentations.
4	Plan, prepare, and present a variety of oral and written messages required in a typical business organization.
5	Integrate communication technologies into business messaging.
6	Achieve competency in language usage essentials incorporating effective business communication requirements for correctness, conciseness, coherence, and clarity.

### Required Texts and Readings

1	<b>Business Communication (BC):</b> Developing Leaders for a Networked World (4e) with CONNECT Plus. Author: Peter W. Cardon. Publisher: McGraw-Hill E-textbook: Day-1 Digital Access
2	<b>CONNECT:</b> You will be required to have the e-textbook content and CONNECT. Connect houses assignments representing a large percentage of your grade. <b>Connect Support:</b> <i>If</i>

	you need any Technical Support (forgotten password, wrong code, etc) please contact McGraw-Hill Education Customer Experience Group at <b>(800) 331-5094</b> . (Please be sure to get your case number for future reference if you call the CXG line.) <b>FAQs:</b> <a href="http://www.connectstudentsuccess.com/">http://www.connectstudentsuccess.com/</a>
<b>3</b>	Course pack: <i>Business Essentials and Applied Communication (BEACH) Grammar and Essential Mechanics (GEM) Handbook</i> , McElroy and Brown. Purchase in campus bookstore or click here to purchase digital copy <a href="#">GEM Handbook Purchase</a>
<b>4</b>	CSULB e-mail account and BeachBoard access.
<b>5</b>	Flash drive to store assignments (recommended)

## Other Readings

Weekly written and video resources will be available on Beach Board (no charge).

## Tentative Course Schedule

We ek	Day	Date	Topics & Readings	Assignments
1	Tues	8/24	<b>Chapter 1</b> Introduction to Course Syllabus Review	SmartBook: Chapter 1
2	Tues	8/31	<b>Chapter 2</b>	<b>GEM A EXAM</b> SmartBook: Chapter 2 Study GEM Book
3	Tues	9/7	<b>Chapter 3</b>	<b>DUE: Professional Email</b> SmartBook: Chapter 3 Study GEM Book
4	Tues	9/14	<b>Chapter 4</b>	<b>DUE: Resume &amp; Cover Letter</b> SmartBook: Chapter 4 Study GEM Book
5	Tues	9/21	<b>Chapter 5</b>	SmartBook: Chapter 5 Study GEM Book
6	Tues	9/28	<b>Chapter 6</b>	SmartBook: Chapter 6 Study GEM Book <b>GEM B EXAM</b>
7	Tues	10/5	<b>Database Workshop w/Librarian</b> (Mandatory)	SmartBook: Chapter 7 Study GEM Book
8	Tues	10/12	<b>Chapter 8</b>	SmartBook: Chapter 8 Study GEM Book
9	Tues	10/19	<b>Chapter 9</b> <b>Team Presentations</b>	<b>DUE: TEAM EXECUTIVE SUMMARY</b> SmartBook: Chapter 9 Study GEM Book
10	Tues	10/26	<b>Chapter 10</b>	SmartBook: Chapter 10 Study GEM Book <b>GEM C Exam</b>

11	Tues	11/2	<b>Chapter 11</b>	SmartBook: Chapter 11 Study GEM Book
12	Tues	11/9	<b>Chapter 12</b>	SmartBook: Chapter 12 <b>DUE: Individual Analytical Report (SWOT)</b>
13	Tues	11/16	<b>Chapter 13 &amp; 14 Individual Presentations</b>	SmartBook: Chapter 13 SmartBook: Chapter 14
14	Tues	11/23	<b>Fall Break - NO CLASS</b>	
15	Tues	11/30	<b>Chapter 15/16</b>	SmartBook: Chapter 15 SmartBook: Chapter 16
16	Tues	12/7	<b>FINAL</b>	

**Readings and Assignments will also be listed on Beach Board.**

**The following overall definitions will be applied to all grades assigned in this course:**

A = Performance of the student is at the highest level, showing excellence in meeting course requirements and exhibiting an unusual degree of intellectual initiative.

B = Performance of the student is at a high level, showing consistent and effective achievement in meeting course requirements.

C = Performance of the student is at an adequate level, meeting the basic requirements of the course.

D = Performance of the student is less than adequate, meeting only the minimum course requirements.

F = Performance of the student is such that minimal course requirements have not been met.

Communication is the *skill most sought* after by employers, according to the National Association of Colleges and Employers (NACE) survey. In fact, communication-related abilities – communication, teamwork, and interpersonal skills – make up three of the top eight in the employer's rank of importance of skills/qualities in NACE's survey. The CBA recognizes that students benefit when they master skills and knowledge bases that clearly and demonstrably benefit them personally and professionally, thereby increasing the relevance and value of their education. To this end, IS301 Business Communication is a core course and currently the only course in the CBA where you will learn these skills directly. For these reasons, the final grading scale for all sections of IS 301 is the eight-point scale as noted in this syllabus.

## Grading Policy

<b>Class Point and % Distribution</b>	<b>Points</b>	<b>Weight</b>
<b>Quizzes and Exams - Points</b>	<b>250</b>	<b>25%</b>
GEM Diagnostic Exams	200	20%
GEM A EXAM	50	5%
GEM B EXAM	100	10%
GEM C EXAM	100	10%
<b>Individual Assignments - Points</b>	<b>325</b>	<b>32.5%</b>
Database Workshop Assignment (attendance required)	25	2.5%
Professional Email	50	5%
Resume & Cover Letter	50	5%
Digital Employment Profile	50	5%
Individual Analytical Report: SWOT & Presentation	150	15%
<b>Team Project - Points</b>	<b>165</b>	<b>16.5%</b>
Team Executive Summary & Presentation	165	16.5%
<b>Digital Learning - Points</b>	<b>160</b>	<b>16%</b>
SmartBook – 16 Chapter Quizzes @ 10 points each	160	16%
<b>Final</b>	<b>100</b>	<b>10%</b>
Final Exam	100	10%
<b>TOTAL POINTS</b>	<b>1000</b>	<b>100%</b>

Final course grades will be determined using the following course wide scale:

<b>Grade*</b>	<b>Points</b>	<b>Percentage</b>
A	920 – 1000 points	92 – 100%
B	830 – 919 points	83 – 91%
C	740 – 829 points	74 – 82%
D	650 – 739 points	65 – 73%
F	649 points and below	Below 65%

\*No grading is based on a curve

# Assignments

## **Database Workshop Assignment**

Mandatory Librarian Visit

## **Professional Email**

You are the Accounting Director for Tesla Motors. Your department is implementing new accounting software (called *Easy Street*) that will affect all 200 locations around the United States. The purpose of the changeover is to improve efficiency, increase security, and provide more transparency within the Accounting Dept. Each accountant will need to install the software within 48 hours of receiving the new product. Failure to do so will result in the product password expiring and require resending of the product. Once installed, accountants will have to restart all computers on the premises. Technical issues may arise during the two-day software rollout starting February 1, 2022.

## **Resume & Cover Letter**

The purpose of this assignment is to give students the opportunity to begin communicating their professional experience in the form of a resume. Many students find themselves walking across the stage at graduation never having been required to submit a resume, and not knowing the format appropriate to such a document. In the interest of closing that gap, students are asked in this assignment to follow the template, provided below, to compose a working resume, which they will edit as necessary in the future.

Your experience, at this point in your career, will differ from that of your peers. The goal in this assignment is not to construct a complete resume (which many of you will not, at this stage, be able to do), but to begin a working document, which you will continuously update. At this stage, include all information that you have. Keeping a master resume will allow you to tailor each application resume to the specific job you're interested in.

## **Individual Analytical Report (SWOT)**

You're working for a company that you love, in a field that leverages your strengths and a role that challenges you to excel. In fact, you're being considered for a new higher-level position that offers more managerial responsibilities and more pay! In order to be a serious contender for the role, your manager wants to know that you understand the company's main competitive advantages because your job will require this knowledge. Your boss has requested a detailed SWOT analysis. You will now need to analyze the Strengths, Weaknesses, Opportunities and Threats of your company and report on them.

## **Team Project (Executive Proposal & Summary)**

You and your team recently developed a new product (or service) that you believe the world needs to experience. A group of investors reached out to you stating that they may be interested in fully funding your business.

You have a meeting scheduled and it will be important to write and present your

proposal in a way that gets their buy-in and influences their decision to invest in what your team proposes. This will require an Executive Summary. An Executive Summary is crucial for giving a concise summary of the work your team did, the requirements you met or problem you solved, and the key features and benefits to convince executive management to invest in your project.

### **SmartBook Quizzes:**

There are multiple choice quizzes on each chapter located in Connect that are worth ten points each. These quizzes are based on the corresponding chapter and are designed to improve reading comprehension as well as important concepts.

### **Final Exam:**

The Final Exam is worth 100 points each and is based on the material covered in the text and the *SmartBook Chapter Quizzes* during the semester. The exams are based on lecture material and reading assignments.





### **Digital Employment Profile (Extra Credit Only)**

Being able to clearly, concisely and persuasively communicate your value to people (employers, co-workers, partners, customers, etc.) is an important skill every professional should have, no matter his/her field or job role. Think of your bio as your professional narrative that highlights who you are, what you do, how you matter, and the value props you provide. There are many advantages to writing your business bio; it can communicate your worth on your LinkedIn profile, complement your resume, be included on a company website, elevate you as a thought leader or subject matter expert, promote your credibility, or convince press/media or conference organizers to book you as a contributor (writer, speaker, advisor).

## **GEM – Grammar and Essential Mechanics**

### **(GEM) Grammar Exams– No Make Ups**

In addition to the above exams, there are also **three required grammar exams**—called GEM exams—which evaluate your abilities regarding *Grammar and Essential Mechanics* (GEM), as discussed in the required text (GEM Handbook). The first Grammar Assessment (GEM A) is taken online and evaluates your language skills at the start of the semester.

- **Diagnostic GEM A: Pretest (taken and graded on Beach Board)** – 100 questions. Although no points will be awarded for this version of the test, the “score” you earn will give both of us a “baseline” assessment of your current English language skills. Students who do poorly (or who wish to polish their English language skills prior to completing Diagnostic Form B) will be referred to assistance resources stated above\*.
- **Diagnostic GEM B - 100 questions, *ninth week of class* – 100 possible points AND**  

- **Diagnostic GEM C - 100 questions, *twelfth week of class* – 100 possible points - 75 minutes** 

\*Note: Although the GEM A Diagnostic does not count toward your course grade, **you must take GEM A to be eligible to take GEM B and C**. The total of GEM B and C exams are worth 200 points (20% of total grade). GEM B and GEM C count toward your grade. **If you do not complete GEM A, you will receive a “0” on GEM B and C.**

### ***Award Certificates***

Certificate of Excellence = A score of 92 percent or higher on either GEM B or C

Certificate of Proficiency = A score of 80 to 91 percent on either GEM B or C

The GEM certificate level will be determined based on the highest GEM B or C Score: 80-91 on either GEM B or C=Certificate of Proficiency; 92-100 on either GEM B or C=Certificate of Excellence.

### ***Preparation***

To prepare for the GEM B and C, you should<sup>[1]</sup><sub>[SEP]</sub>

- Complete GEM A and review the feedback sheet
- Study the GEM handbook and complete the practice sessions at the end of each section (answers on page GEM 39).<sup>[1]</sup><sub>[SEP]</sub>
- Complete the Grammar Reviews/Self Assessments at the end of each chapter, and compare your answers to the correct answers.
- Take the Practice Tests available on Beach Board under *Content>GEM*.<sup>[1]</sup><sub>[SEP]</sub>
- Complete the grammar and writing tutorials and quizzes on LearnSmart Connect

## **Assignment Quality Expectations**

### **General Format for Assignments – Use of online templates results in a “0”**

**Paper:** White 8-1/2” x 11”, 20#; single-side print

**Font:** Black ink, 12-point; Times New Roman

**Margins:** 1”, left justified, ragged right, no paragraph indentation

**Spacing:** single (body), double (between paragraphs)

**Citation Format:** See CSULB Library- [APA \(American Psychological Association\)](#) and [OWL at Purdue](#) for citation help

### **Oral Presentations**

There are two oral presentations: one is an individual presentation, and the other is a group project. For both presentations, students are expected to dress in appropriate business attire. Students will be assigned specific days for the individual and group presentations. Date changes are not permitted, except for CSULB permitted absences. Otherwise, any date changes will not be honored, so be prepared and plan accordingly.

### **Professionalism**

Business professionals are expected to maintain a high level of business etiquette and professionalism. As such, attention to appropriate business etiquette and professionalism is included in the course. You will be awarded zero to 20 points based on the overall level of professionalism that you demonstrate in this course. Included in the variables to be observed are your ethicality; punctuality; attendance; timely

completion of readings, homework, and assignments; respect toward instructor and others; willingness to take positive risks; quantity and quality of contributions to the success of your team and the course; attention to detail; positive attitude; civility; and keen sense of responsibility and accountability for your actions at all times. Engaging in behavior, both digital and non-digital, distracting to your or other's productivity in class is unprofessional and prohibited. Texting, IM'ing, chatting, gaming, micro-blogging, e-mailing, online activities, working on other assignments, unless approved by the instructor are some examples of unprofessional behavior.

## **Other Important Course Policies**

### **Communication Policy**

We will use BeachBoard to make announcements, communicate information, post assignments and corresponding due dates, and discuss course-related topics. Please note: It is the student's responsibility to check BeachBoard a minimum of three times per week, as it will contain important information about upcoming class assignments, activities, and other elements of the course. Students should also be sure to check their CSULB email accounts a minimum of three times per week to receive important communications about the course from the instructor or other enrolled students. There is a Student Lounge available on Beach Board where students can share information about the course. Questions for the Professor discussion board are also set up on Beach Board. You can ask the professor questions about the course on this board. For personal questions or conversations, please email the professor directly. The professor will respond within 48 hours.

### **Email**

Please put the class name and time in the subject line when emailing the instructor. In order to maintain students' privacy, **grades will not be discussed via email**. Grades may only be discussed in the instructor's virtual office.

Example:

Subject: IS 301: M/W @ 3:30PM – Individual Report Question
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Emails will be returned within 48-72 hours during normal sessions. During holidays this window may be longer. Please remember, email communication is essential to business communication. Be polite and considerate when sending emails to professors and peers. Correct etiquette will be discussed as a part of the course.

### **Virtual Office Hours**

Office hours will be held virtually on T/Th from 12:15pm – 2:15pm. The Zoom link is on Beach Board in the Virtual Office Hours folder. If you cannot make it to regularly scheduled office hours, you may request an appointment for an alternative time via email. Students without appointments will go to the Zoom Waiting Room to wait their turn to speak with the professor.



### **Late Work/Make-Up Policy**

Assignments are due on the specified due date or as indicated in written/digital directions. No late work will be accepted unless there is a valid excuse. Late assignments in any form will result in a loss of fifty percentage points (50%).

EXCEPTIONS: (1) If you discuss the anticipated problem with your instructor face-to-face (via Zoom) and reach agreement prior to the due date, or (2) If you present a written, university-approved excuse after the due date.

**I expect this year to be challenging for many students as you manage health, work, and other issues. Be proactive about reaching out to me directly via BeachBoard if you are falling behind or anticipate absences or missed work.**

### **Plagiarism/Academic Integrity Policy**

There is zero tolerance for cheating, plagiarism, or any other violation of academic integrity in this course. Work submitted is assumed to be original unless your source material is documented appropriately using proper citations. Using the ideas or words of another person, even a peer, or a web site, as if it were your own, is plagiarism. Any individual or group caught cheating on homework or any exam/quiz will be subjected to the full extent of academic actions allowed under University regulations. It is your responsibility to review the University policy on [Cheating and Plagiarism](#) that governs your participation in courses at CSULB.

Students agree that by taking this course papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. You may submit your paper in such a way that no identifying information about you is included. Another option is that you may request, in writing from your instructor, that your papers not be submitted to Turnitin.com. However, if you choose this option you will be required to provide documentation to substantiate that the papers are your original work and do not include any plagiarized material.

### **University Withdrawal Policy**

Class withdrawals during the final three weeks of instruction are not permitted except for a very serious and compelling reason such as accident or serious injury that is clearly beyond the student's control and the assignment of an Incomplete grade is not practical (see Grades - [CSULB Grading Homepage](#)). Application for withdrawal from CSULB or from a class must be officially filed by the student [online](#) whether the student has ever attended the class or not; otherwise, the student will receive a grade of "WU" (unauthorized withdrawal) in the course. View the CSULB guidelines on [Dropping and Withdrawal](#) for more detailed information.

## **Attendance and Participation Policy**

Students are expected to attend classes regularly. For more information on attendance and absences, please refer to the CSULB Attendance Policy - [CSULB Attendance Policy Homepage](#).

Attendance (joining the online class) and Participation (being alert and available if called on by the instructor- in contrast to being just online but unresponsive) are essential to your success in this class. In distance education courses you are required to attend and participate just as if you were in a face-to-face course. Your professor expects you to be dressed appropriately for class, sitting up, with your camera on unless other arrangements have been made in consultation with the professor.

Be prepared by reading the assigned material for class discussions and in-class activities. You must be present during class to complete in-class assignments and receive full credit. Failure to attend class without a university approved excused absence or previous consultation with the professor may negatively impact your grade.

Class attendance will be taken via Zoom Reports.

Any “tardies to class” not attributable to technology issues beyond two (2) in number can negatively impact your grade.

**\*In the event the instructor is not present at the class start time wait for at least 20 minutes to account for a possible instructor delay.** In the case the instructor is not present after 20 minutes, no electronic message has been received, and if no messenger has come to class with directions, this signals an automatic team meeting or work lab for the hour. Use this time to plan, research, practice, write or complete any assignments coming due. If your team agrees there is not a need for a meeting, or you are not in teams yet, work on individual assignments for IS 301 as needed. Check e mail and Beach Board News throughout the day for further instructions.

## **Additional Course Policies and Procedures**

- Electronic devices (including phones, tablets, MP3 players, headphones, etc.) not being used for official class connection or activities should be turned off and stowed away before you enter the Zoom classroom.
- *No electronic devices other than the computer used for connecting to ZOOM class will be allowed into the ZOOM classroom on days during which the Diagnostic Exam or course exams are administered.*  
See COB Policy on use of smart devices in the classroom.  
<http://web.csulb.edu/colleges/cba/documents/do/CBAGuidelines/CBA%20Guidelines%20for%20Use%20of%20Smart%20Devices%20in%20Classrooms%201%2014%2015.pdf>
- ***Recording or screen shots of students or instructor is prohibited unless express permission has been granted by the instructor and student(s) prior to the recording. Each recording requires separate permission.***

- Make sure to keep all graded exams and assignments until final grades have been posted at the end of the semester. Doing so will allow you to document the points you have earned in the event of a grade discrepancy.
- When coming in to office hours, be prepared with questions of your own; do not expect me to edit or “pre-grade” your drafts. I will take a look to give you an idea if you are on the right track and offer insight into areas of concern, but I will not predict your grade or edit your work.
- You must learn to access the Library Research 4s from campus or from your home computer.
- Keep a section of notes titled “Tips and Tools” for Success in IS 301 and record throughout semester.

## **Student Resources**

### **Technical Assistance**

If you need technical assistance at any time during the course or need to report a problem with BeachBoard or Zoom, please contact the [Technology Help Desk](mailto:helpdesk@csulb.edu) , [helpdesk@csulb.edu](mailto:helpdesk@csulb.edu), or phone (562) 985-4959.

### **Accommodations**

Online courses are required to meet ADA accessibility guidelines. The Bob Murphy Access Center (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations: [Bob Murphy Access Center](#). Any student requesting academic accommodations based on a disability is strongly encouraged to register with BMAC each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: [bmac@csulb.edu](mailto:bmac@csulb.edu).

### **Mode of Delivery and Technical Requirements**

This course is conducted entirely through Alternative Modes of Instruction, using both synchronous online and asynchronous learning. Students will access the course material and activities on [BeachBoard](#) and are required to participate in synchronous class meetings via [Zoom](#). All students must have access to a computer or other device with Internet functionality and webcam to access BeachBoard and Zoom, participate in class activities, and complete assignments. Students must also have access to Internet speed sufficient to interact in synchronous meetings.

Students who experience unexpected technical issues for a class session or assignment will be provided with the opportunity to make up missed work. Students who experience technical issues during a synchronous meeting or with an assignment should notify the instructor via email as soon as possible.

To access this course on [BeachBoard](#) and [Zoom](#), students will need access to the Internet and a supported web browser (Safari, Google Chrome or Firefox). Log in to

[BeachBoard](#) with your CSULB Campus ID and BeachID password. Once logged in, you will see the course listed in the My Courses widget; click on the title to access the course. To access Zoom, first [install the latest version](#) of the Zoom app on your device. Use the link provided and/or sign in using your CSULB Campus ID and BeachID password via Single Sign On to create or join a Zoom session. If students need technical assistance during the course or would like to report a technical issue with BeachBoard or Zoom, they should contact the [Technology Help Desk](#).

The university is expected to provide an in-person computer lab in the University Student Union during 2020-21 and the opportunity to borrow laptops and/or wi-fi hotspots, if needed. For laptops, call 562-985-5587, Mo-Fri, 8 am – 5 pm. [A map of campus wi-fi coverage](#).

### **Additional Student Resources**

- [Student Center](#)
- [The Learning Center \(Academic Coaching\)](#)
- [University Writing Center](#)
- [Bob Murphy Access Center \(BMAC\), formerly known as Disabled Student Services \(OSD\)](#)
- [University Library](#)
- [Academic Advising Services](#)
- [Office of the Dean of Students](#)
- [Counseling and Psychological Services \(CAPS\)](#)
- [Student Health Services](#)

### **Student Support Services**

The Division of Student Affairs has prepared a helpful guide, [COVID-19 Resources for Students](#). A full list of student support services is also available on the [Programs and Services](#) website. All units and programs are offering services, primarily in a virtual format; visit individual websites for up-to-date contact information.

For questions related to your program of study, schedule planning and tutoring, please contact the [COB Center for Student Success](#).

Any student who is facing academic or personal challenges due to difficulty in affording groceries/food and/or lacking a safe and stable living environment is urged to contact the [CSULB Student Emergency Intervention & Wellness Program](#). Additional resources are available via [Basic Needs Program](#). The students can also email [supportingstudents@csulb.edu](mailto:supportingstudents@csulb.edu), call (562)985-2038, or if comfortable, reach out to the instructor as they may be able to identify additional resources. For mental health assistance, please check out [CSULB Counseling and Psychological Services \(CAPS\)](#).