

**Eastern Connecticut State University**  
**Department of Business Administration**  
**Course Syllabus**

Course Title:	<i>Business Report Writing and Microcomputer Applications</i>
Course Number:	BUS 365-E25
Semester/Year:	Spring 2010 online course
Credits:	Three (3)
Pre-Requisites:	BUS 205 or equivalent
Course Location:	WEBCT-Blackboard
Faculty:	Professor Tim Landry Email: landryt@easternct.edu Home Phone: 742-8041/Cell phone: 202-2387
Office Hours:	Available by appointment
Required Materials:	<i>Essentials of Business Communications</i> , 8 <sup>th</sup> Edition bundled with Webtutor Advanced on WebCT; by Mary Ellen Guffey; ISBN: <b>1439054606</b> available at ECSU Bookstore; Students obtaining textbook (7 <sup>th</sup> or 8 <sup>th</sup> edition are acceptable) from alternate source may purchase Webtutor access code at <a href="http://www.ichapters.com">www.ichapters.com</a> and typing ISBN: <b>0324665296</b> Recommended: flash drive (USB 2.0) for file storage/backup

### Catalog Description

This course provides the student with an understanding of the basic methods of both written and verbal correspondence needed for *optimal business communication*. It includes techniques for report organization, the use of data sources, illustrating and writing reports, effective presentations and report writing microcomputer techniques and skills. This course serves as the writing intensive course appropriate for the business major as part of the University General Education writing requirements.

### Course Objectives

Upon successful completion of Business 365, students will:

- Recognize the importance of accurate and grammatically correct written business communication.
- Write effective, precise, and concise letters, memos, emails, proposals, blogs, informal and formal reports.
- Proofread and edit copies of business correspondence
- Learn to use library resources to find business information
- Comprehension/application of relevant business etiquette
- Gain experience in the delivery of oral business communication, including communication in person, by telephone, and in meetings
- Become better writers by building upon their strengths and identifying and correcting their weaknesses
- Produce a personal resume to accurately and positively represent them in their search for employment.

### Format/Teaching Strategies

Students will learn business communications through exposure to text material, voiceover PowerPoint presentations, online threaded discussions, chat room, independent discovery, and **group work**.

- Students will be expected to have read the text in correspondence with weekly assignments posted online. It is also essential that students read the book, as tests will be based on the book material, and all material may NOT be addressed in weekly assignments.
- *Written assignments will be due on most **Sundays by 9 p.m.** during the course timeline. Assignments submitted late without professor approval are subject to a 10% grade penalty. All assignments should be submitted using the “Assignments” tool on the course webCT page. DO NOT submit assignments to my Outlook email address.*
- **Team assignments**-students will be required to work on team projects in groups of up to three. Students will be required to generate needed communication channels to effectively develop team dynamics and strategies to complete assigned tasks. E-mail, cell phone, blogging, chat room, GoogleDocs and direct meeting time can be used collaboratively to complete needed assignments.

### Evaluation Methods/Grading

An assortment of written assignments will need to be completed each week, including many one-to-two page letters and memos. Those identified on the schedule count directly toward student grades; The longest written effort is a **3-5** page formal written report (team) due on the last Friday of class. Students interested in getting additional help on this assignment should visit *The Learning Center*. There will be three unit tests, each on four chapters. These tests will likely be multiple choice and true/false.

There is no final exam for this class.

Letter grades will be assigned based on individual performance relative to *course content*.

<u>Assignment</u>	<u>Percent</u>
Resume/cover letter	6
Persuasive Letter	4
Negative letters (2)	4
Goodwill letters (2)	4
Self-assessment E-mail	4
Informal letter	4
Chapter Quizzes (1 % per chapter)	14
Threaded discussions (1% weeks 1-12)	12
Gram/Mech Challenges (5 @ 3% each)	15
Tests (3 @ 7% each)	21
Recommendation Report/PowerPoint	10
Course Evaluation	<u>2</u>
<i>Total:</i>	<i>100</i>

**Cheating and Plagiarism:**

All work turned in must be your own work. Collaborative discussion of the materials is encouraged, but the final work products must be completed independently.

According to the ECSU Student Handbook (04-05), on p. 56, "Plagiarism is presenting the work of others as one's own. The "work of others" includes any work bought or borrowed from another student as well as work copied from a book, magazine, newspaper or other medium. Complicity in another's act of plagiarism is itself an act of plagiarism." Plagiarism also includes paraphrasing ideas from an author without using reference citations.

For more information on what constitutes plagiarism and how to avoid it, go to:

<http://library.easternct.edu/library1/plagiarism/students.htm>.

**Academic Services**

Students are encouraged to use the support offered by the Academic Services Center located on the ground floor of the Library. Tutoring, Math, Writing, and supplemental Advising Services are available for students in the Center at the following times: Sun. 2-9; M.-Thurs. 9-9, Fri. 9-5. (Closed Sat.) For further information call 465-4272 or check the ASC website at

<http://academicaffairs.easternct.edu/ASC-FAQs.html>

**Special Accommodations:**

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Office of AccessAbility Services at 860-465-5573. To avoid any delay in the receipt of accommodations, you should contact the Office of AccessAbility Services as soon as possible. Please understand that we cannot provide accommodations based upon disability until we have received an accommodation letter from the Office of AccessAbility Services. Your cooperation is appreciated.