I. Course Information

Course: MGT 3020 - Business Communications
Semester Credit Hours: 3.0
Course CRN and Section: 21360 - 6W1
Semester and Year: Fall 2017
Course Start and End Dates: 10/16/2017 - 12/10/2017

II. Instructor Information

Professor: Maria de Lourdes Covach
Email: mcovach@nova.edu
Office Hours: Office hours are by appointment only. I will only arrive early if a student has requested to meet with me in advance.
Office Hours: Wednesdays 5-8 pm

III. Class Schedule and Location

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Building/Room</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10/16/2017 - 12/10/2017</td>
<td>On-line Course</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

IV. Course Description

Examines the strategies of effective written and oral business communications. Topics include persuasive messages, delivery of good news and bad news, sales letters, collection messages, design of business reports and oral presentations, use of visual aids, and resume preparation. Prerequisite: COMP 1500. Frequency: Every Winter.

V. Learning Outcomes

1) Analyze the intended audience and structure business communications for maximum effect through appropriate style and tone.
2) Utilize the basic components of effective business communications.
3) Write business communications which contain direct requests, good news or bad news messages.
4) Understand the interface between electronic technology and business communication.
5) Show improved ability to write effective sentences and coherent paragraphs in business formats.
6) Demonstrate the ability to organize ideas in business documents.
7) Demonstrate persuasive skills through business communications.
8) Write an effective resume and letter of application.

VI. Materials and Resources

Book Url: NSU Book Store
Course Required Texts and Materials: Write for Business [Spiral –Bound]
Dr. V. Meyer, P. Sebranek, Dr. J. Van Rys, R. King, C. Krenzke
VII. Course Schedule and Topic Outline

Course Schedule: This is an online asynchronous course. There will be asynchronous mandatory GotoTraining session scheduled during WK1 office hours, with an alternate date and time if there are students unable to meet on the scheduled date and time.

Topic Outline:

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>TOPIC</th>
<th>Reading: Write for Business</th>
<th>Reading: Writing Effective E-MAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oct. 16-22</td>
<td>The Seven Traits of Effective Writing</td>
<td>Pgs. 1-6</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Editing and Proofreading/Proofreader's Guide</td>
<td>Pgs. 257-352</td>
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<tr>
<td>2</td>
<td>Oct. 23-29</td>
<td>Ideas, organization, voice, words</td>
<td>Chapters 1-4 (Pgs. 9-40)</td>
<td>Chapters 1-6 (Pgs. 3-46)</td>
</tr>
<tr>
<td>3</td>
<td>Oct. 30 - Nov. 5</td>
<td>Sentences, correctness, design, using the writing process</td>
<td>Chapters 5-8 (Pgs. 41-90)</td>
<td>Chapters 7-9 (Pgs. 47-68)</td>
</tr>
<tr>
<td>4</td>
<td>Nov. 6-12</td>
<td>Writing good, neutral, and bad news</td>
<td>Chapters 9-10 (Pgs. 93-122)</td>
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<tr>
<td></td>
<td></td>
<td>Writing to persuade</td>
<td>Chapter 11 (Pgs. 123-134)</td>
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<tr>
<td>5</td>
<td>Nov. 13-19</td>
<td><strong>Mid-Term Project Due - Sunday Nov. 19</strong></td>
<td>Communication options, forms, social media</td>
<td>Chapters 12-14 (Pgs. 137-154)</td>
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<td>6</td>
<td>Nov. 20-26</td>
<td><strong>E-mail letters and memos</strong></td>
<td>Chapters 15-16 (Pgs. 155-182)</td>
<td>Chapter 10 (Pgs. 71-84)</td>
</tr>
<tr>
<td>7</td>
<td>Nov. 27-Dec. 3</td>
<td><strong>Reports, proposals, presentations</strong></td>
<td>Chapters 17, 18, 20 (Pgs. 183-206)</td>
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<tr>
<td>8</td>
<td>Dec. 4-10</td>
<td><strong>Putting it all together - FINAL PROJECT DUE Dec. 10</strong></td>
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**VIII. Assignments**

I. Points possible on individual assignments (NOTE: instructor reserves the right to add or subtract assignments and/or quizzes throughout the term).
   a. Writing Assignments = 50 pts. each
   b. Discussion Board participation = up to 10 points (see Discussion Board Rubric)
   c. Quizzes (if given) = 50 pts. each
   d. Mid-term Project = 100 pts.
   e. Final Project:
      1. Written Proposal = 100 pts.
      2. Presentation = 100 pts.

II. Point deductions for errors in written documents as follows:
   - 50-point assignment: 1 point for each error
   - 100-point assignment: 2 points for each error

**IX. Assessments**

Weekly writing assignments, mid-term project, and final report.

**X. Grading Criteria**

<p>| Undergraduate Grading Criteria: |
|---|---|---|---|
| <strong>Percentage</strong> | <strong>Letter Grade</strong> | <strong>Description</strong> | <strong>GPA Equivalent</strong> |
| 95 - 100 | A | Excellent | 4.0 |
| 90 – 95 | A- | | 3.7 |</p>
<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
<th>Comment</th>
<th>GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>87 – 90</td>
<td>B+</td>
<td>Good</td>
<td>3.3</td>
</tr>
<tr>
<td>83 – 87</td>
<td>B</td>
<td></td>
<td>3.0</td>
</tr>
<tr>
<td>80 – 83</td>
<td>B-</td>
<td></td>
<td>2.7</td>
</tr>
<tr>
<td>77 – 80</td>
<td>C+</td>
<td></td>
<td>2.3</td>
</tr>
<tr>
<td>72 – 77</td>
<td>C</td>
<td>Satisfactory</td>
<td>2.0</td>
</tr>
<tr>
<td>70 – 72</td>
<td>C-</td>
<td></td>
<td>1.7</td>
</tr>
<tr>
<td>68 – 70</td>
<td>D+</td>
<td></td>
<td>1.3</td>
</tr>
<tr>
<td>60 – 68</td>
<td>D</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>&lt;60</td>
<td>F</td>
<td>Failure</td>
<td>0.0</td>
</tr>
</tbody>
</table>

No rounding of scores.

XI. Course Policies

Please communicate with the instructor using Blackboard course email. Emails sent outside of Blackboard are subject to firewalls, spam filters, faulty mobile devices, and a variety of other circumstances that prevent receipt of an email.

Please behave in a professional manner at all times.

See the University/College of Business policy on Academic Integrity.

The pace of learning is doubled in an eight-week semester. You must keep up with reading and assignments to be successful. All assignments are required; see policy regarding late assignments. If you have a legitimate reason to miss or turn in a late assignment, it is your responsibility to contact the instructor in advance.

The grade for this class is based upon weekly writing assignments, a midterm project, and a major final report. The mid-term project is 100 points.

No late work will be accepted for this class unless arranged in advance; email or call the instructor.

If arranged in advance, make-up assignments must be submitted within seven days of original due dates; NO exceptions. Due dates will be noted on individual assignments. Per University policy, student-athletes must provide documentation of their participation should a lengthy spots commitment require an assignment deadline extension.

XII. University Policies

Academic Integrity

The university is an academic community and expects its students to manifest a commitment to academic integrity through rigid observance of standards for academic honesty. The university can function properly only when its members adhere to clearly established goals and values. Accordingly, the academic standards are designed to ensure that the principles of academic honesty are upheld.

The following acts violate the academic honesty standards:

- Cheating — intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.
- Fabrication — intentional and unauthorized falsification or invention of any information or citation in an academic exercise.
- Facilitating Academic Dishonesty — intentionally or knowingly helping or attempting to help another to violate any provision of this code.
- Plagiarism — the adoption or reproduction of ideas, words, or statements of another person as one’s own without proper acknowledgment.

Students are expected to submit tests and assignments that they have completed without aid or assistance.
from other sources. Using sources to provide information without giving credit to the original source is dishonest. Students should avoid any impropriety or the appearance thereof in taking examinations or completing work in pursuance of their educational goals.

In support of the Code of Student Conduct, any violations of the Code of Student Conduct and Academic Responsibility and/or university policies and procedures may result in disciplinary action and/or criminal prosecution. Disciplinary action may include, but not limited to, failing the assignment and/or the entire course, academic probation, suspension, or expulsion and are administered initially by the faculty member, who is required to report any incident of misconduct to their department chair and the Office of the Assistant Dean. This code seeks to promote high standards of behavior and academic integrity by setting forth the responsibilities of students as members of the university community. Abiding by the code ensures a climate wherein all members of the university community can exercise their rights of membership.

If students have questions about what constitutes academic misconduct before turning in an assignment, they should see their Instructor or the NSU Student Handbook.

**Accommodations for Students with Documented Disabilities:** For more information about ADA policy, services, and procedures, students may contact the Office of Student Disability Services at 954-262-7189. Each student with a disability should contact the Office of Student Disability Services prior to the commencement of classes to discuss his or her needs.

**Last Day to Withdraw:** To withdraw from a course, it is not sufficient simply to stop attending class or to inform the instructor of your intention to withdraw. In accordance with college policy, contact your academic advisor to begin the withdrawal process. The last day to withdraw from a course is detailed on the applicable Academic Calendar.

**Email Policy:** All email communications between students and faculty must be conducted via NSU email accounts. This requirement will assist NSU in communicating more effectively and protecting your privacy. Emails sent to faculty from non-NSU accounts will be returned to the sender with instructions to resend the communication from your NSU account. To set up an NSU email account or to get help with an existing account, visit the Computing Help Desk. You may also call the Help Desk at (954) 262-HELP or 1-800-541-6682, ext. HELP (4357).

**Student Course Evaluations:** Student comment and feedback evaluating each college class is an important tool to evaluate program effectiveness. Participation in this process is a responsibility of each student. The university uses electronic evaluations that are completed online. It is important to the faculty and administration that students complete the online evaluation of each course. Students will be notified via NSU email accounts when the evaluation web link is opened (approximately the next-to-last week of the course). At the completion of the term and after instructors submit grades, instructors will receive an anonymous summary of the entire class's evaluation. Student names or ID numbers cannot be identified.

**Library Resources:** Students conducting research for class assignments may use the Alvin Sherman Library, which provides extensive access to print and electronic books and academic/scholarly journals and hundreds of databases in a variety of subject areas with full-text articles, videos, reference books, statistics, company profiles, and general news. Reference librarians are available in person at the Reference Desk as well as by phone (954-262-4613), email, chat, text, and individual appointment to provide instruction on how to identify and use library resources. For times and details, visit the library's Ask a Librarian webpage. Library Guides and Tutorials are also available online.

**Student Success:** All undergraduate students and faculty are encouraged to utilize the Office of Undergraduate Student Success to locate information about university-wide resources designed to promote student success.
Sample of Cover Page to be Used for All Assignments

Nova Southeastern University
H. Wayne Huizenga College of Business and Entrepreneurship

Assignment for Course: (Course number and title)

Submitted to: (Professor’s name)

Submitted by:
(Student’s name)
(Student’s ID number)
(Address)
(Work phone number)
(Home phone number)

Date of Submission:

Title of Assignment:

CERTIFICATION OF AUTHORSHIP: I certify that I am the author of this paper and that any assistance I received in its preparation is fully acknowledge and disclosed in the paper. I have also cited any sources from which I used data, ideas of words, whether quoted directly or paraphrased. I also certify that this paper was prepared by me specifically for this course.

Student Signature: ___________________________

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Instructor’s Grade on Assignment:

Instructor’s Comments: