



Master of Business Administration Program

Dr. Susan Nolan Palmer Graduate Programs

College of Business & Professional Studies

BUAD 503 – Business Communications - Spring 2021

Course Instructor: Dr. Joanne Tritsch (Dr. Jo)	
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Office Location: Blackboard Collaborate	Office Hours: And, by Arrangement

Course Description

The course introduces students to the theory and practice of business communications including the processes required to organize and construct useful business messages. The application of best practices in business writing, speaking and presenting in a variety of mediums is integral to the student experience to clearly and concisely communicate with current and future stakeholders. The course is intended to enable the student to apply the principles of business communications and to relate those principles to creating a basic business communications plan.

The course is structured to facilitate the active participation of students in creating a dialogue on the opportunities and issues surrounding the topic of Marketing. It is intended to be both an exploration and a development of the topic with a focus on integrative discussion and practical application.

Course Objectives

The student will develop the following skills:

Define the elements of communication – sender and receiver	Define appreciative inquiry and nonviolent communication
Define the needs of an audience	Define the elements of crisis of communications
Define the writing process	Define the elements of an effective presentation
Define the elements of good writing	Define the elements of effective verbal communication
Define the benefits of digital communications	Create an effective ePortfolio platform

Essential Learning Outcomes (ELO)

There is an equal need for discipline content and essential skill development for success in the workplace and graduate programs. These are built in across the major to include:

Critical and creative thinking (C)	Oral communication (O)
Ethical reasoning and action (E)	Problem solving (P)
Information literacy (I)	Quantitative literacy (Q)
Inquiry and analysis (L)	Teamwork (T)
Foundations and skills for lifelong learning (F)	Written communication (W)

Students will have the opportunity to earn badges for each Essential Learning Outcome. The badge will be awarded at the completion of the 10 artifacts with an average grade of B or better for all elements of the badge. The artifacts will be posted to the students' account. The posting of artifacts has three purposes. The first is that certain artifacts will be used again during later courses in the MBA program. The second is that the account will be the repository for those artifacts that are used to show completion of badge requirements. The final use is to showcase student learning outcomes to future employers.

Instructional Materials

Articles & Other Materials

The selected articles, discussion questions and assignments were developed using the above outcomes in mind.

Course materials are detailed in the weekly course modules. These materials are available through the Grafton online library, through this course and through the Internet.

The textbook for the course is Business Communications for Success, 2.0 by Scott McClean, 2016 by Flatworld Publishing available through <https://students.flatworldknowledge.com/course/2594581>

Other suggested readings are available as used books through Amazon, Thrift Books, etc., or available through Amazon's Kindle (usually at a less expensive price).

In addition to the assigned text, course materials are available through the Grafton online library, through the Canvas classroom and through the Internet. As a reminder, scholarly, peer-reviewed research can be found in the journal articles accessible through the library databases. In general, government or university sourced materials are not considered peer-reviewed research, and Wikipedia and business dictionaries are not acceptable research sources for this course.

Grading Components

The following table lists the various assignments that will be graded during the course and associated points value toward the final grade. The table also identifies the related Essential Learning Outcomes (ELO).

Assignments	ELO	Post to EPortfolio	Points
Homework assignments	I	No	200
Online discussion participation (multiple assignments w/ overlap)	C	No	325
Marketing Ideation Graphics Assignment	F	Yes	75
Marketing Ideation Project Persuasion	O	Yes	250
Crisis Communications Portfolio	L	Yes	100
Case Study Executive Memo & Support	W	Yes	100
Synchronous Sessions (Information/Speaker)	I	No	25
The Written Word Portfolio	W	Yes	225
			1000

Final Grade Scale

At the conclusion of the semester the student grades will be awarded using the following scale for the percentage of points earned.

A 93-100 (4.0)	C 73-76 (2.0)
A- 90-92 (3.7)	C- 70-72 (1.7)
B+ 87-89 (3.3)	D+ 67-69 (1.3)
B 83-86 (3.0)	D 63-66 (1.0)
B- 80-82 (2.7)	D- 60-62 (0.7)
C+ 77-79 (2.3)	

All MBU MBA graduate students must maintain a minimum cumulative GPA of 3.0 or better to remain in good standing and graduate from the program. No more than one “C” may be counted on the student’s record. To maintain degree seeking status, that student must repeat any course that does not meet this standard. Students falling below a GPA of 3.0 in any given semester may be placed on academic probation. A student may remain on academic probation for one additional semester in order to reach a 3.0 overall GPA. If the 3.0 GPA is not met at that time, the student may be dismissed from the program.

Course Schedule

Module	Dates	Reading Assignments	Assignments Due
1 Introduction & Basics	10/19	<ul style="list-style-type: none"> Class Starts – Introduction & Syllabus Review New Class Orientation (6pm Blackboard) Introduction & Communications Basics BCforS Text – Chapters 1-3, Storytelling, Appreciative Inquiry, Nonviolent Communication 	<ul style="list-style-type: none"> Complete Course Readings
	10/21	<ul style="list-style-type: none"> Discussion Board Assignment 	<ul style="list-style-type: none"> Initial Response to Discussion Questions
	10/25	<ul style="list-style-type: none"> Two follow ups per question spread over any two days after the initial responses. 	<ul style="list-style-type: none"> DQ Follow up Responses Talking to Others Assignment
2 The Written Message	10/26	<ul style="list-style-type: none"> The Written Message BCforS Text – Chapters 4 - 9 	<ul style="list-style-type: none"> Complete Course Readings
	10/28	<ul style="list-style-type: none"> Discussion Board Assignment 	<ul style="list-style-type: none"> Initial Response to Discussion Questions
	11/1	<ul style="list-style-type: none"> Two follow ups per question spread over any two days after the initial responses. 	<ul style="list-style-type: none"> DQ Follow up Response The Written Word Assignment
3 The Digital Message	11/2	<ul style="list-style-type: none"> The Digital Message BCforS Text – 9.2, Color Your Message, 1 & 5 	<ul style="list-style-type: none"> Complete Course Readings
	11/4	<ul style="list-style-type: none"> Discussion Board Assignment 	<ul style="list-style-type: none"> Initial Response to Discussion Questions
	11/8	<ul style="list-style-type: none"> Two follow ups per question spread over any two days after the initial responses. 	<ul style="list-style-type: none"> DQ Follow up Responses ePortfolio Perfection
4 Incorporating Graphics & Non-Verbal Elements	11/9	<ul style="list-style-type: none"> Incorporating Graphics BCforS Text – Chapters 10 & 11, Tufte & Doumont 	<ul style="list-style-type: none"> Complete Course Readings
	11/11	<ul style="list-style-type: none"> Discussion Board Assignment: 	<ul style="list-style-type: none"> Initial Response to Discussion Questions
	11/15	<ul style="list-style-type: none"> Two follow ups per question spread over any two days after the initial responses. 	<ul style="list-style-type: none"> DQ Follow up Responses Marketing Ideation Graphics
5 The Spoken Message	11/16	<ul style="list-style-type: none"> The Spoken Message BCforS Text – Chapters 12 - 14 	<ul style="list-style-type: none"> Complete Course Readings
	11/18	<ul style="list-style-type: none"> Discussion Board Assignment 	<ul style="list-style-type: none"> Initial Response to Discussion Questions
	11/22	<ul style="list-style-type: none"> Two follow ups per question spread over any two days after the initial responses. 	<ul style="list-style-type: none"> DQ Follow up Responses Marketing Ideation Project Persuasion
6 Crisis & Negative Messaging	11/23	<ul style="list-style-type: none"> Crisis & Negative Messaging BCforS Text – Chapter 17 	<ul style="list-style-type: none"> Complete Course Readings
	11/25	<ul style="list-style-type: none"> Discussion Board Assignment 	<ul style="list-style-type: none"> Initial Response to Discussion Questions
	11/29	<ul style="list-style-type: none"> Two follow ups per question spread over any two days after the initial responses. 	<ul style="list-style-type: none"> DQ Follow up Responses Marketing Ideation Crisis Plan
7 Pulling It All Together	11/30	<ul style="list-style-type: none"> Pulling It All Together BCforS Text – Optional Chapters 15 & 16, Conversations Worth Having 	<ul style="list-style-type: none"> Complete Course Readings
	12/2	<ul style="list-style-type: none"> Discussion Board Assignment 	<ul style="list-style-type: none"> Initial Response to Discussion Questions
	12/4	<ul style="list-style-type: none"> Two follow ups per question spread over any two days after the initial responses. 	<ul style="list-style-type: none"> DQ Follow up Responses Final Case Study Project

Assignment Overview

A brief description of each assignment follows with more detail outlined in Canvas

- Homework assignments – Complete the assigned questions or address the topic following the parameters detailed in Canvas.
- Online discussions – These include a variety of theoretical and practical discussions of the class material involving an initial analysis and critical follow up with class members.
- Communications Project – Identify and create a comprehensive business communications portfolio.
- PowerPoint Presentation – Identify and create slides for the key elements related to the assigned topic. Use Speakers' Notes (with citations) for actual speech.
- Video Project: Identify your key points and support your argumentation with the focus on you speaking, or a PowerPoint presentation with you as the inset. Include the transcript of the video, along with citations for any of your research. the required design and define a series of critical processes required to complete a project.
- Synchronous Sessions: Attend the synchronous session to gather information relevant to the class.

Course Policies

Plagiarism

The work that you present in this (or any other) class must be your own. Presenting the ideas – the words, expressions or concepts - of others without citing the source of those ideas is plagiarism. A student who fails to credit the source of an idea is violating the intellectual property rights of the original author. This applies to all work submitted - including but not limited to papers, case studies and discussion board postings. The minimum penalty for plagiarism is a grade of zero for the assignment; the maximum penalty is expulsion from Mary Baldwin University.

Responding to Disruptive Student Behavior

Mary Baldwin University is dedicated to the free pursuit of knowledge, and courses are designed and governed by the faculty in various ways to promote learning. The classroom ethos that instructors seek is both open to dissenting opinions and respectful of all members of the campus community. To that end, every instructor has the right and responsibility to maintain classroom order, and students, in adherence to the Mary Baldwin University Code of Conduct, are required to follow course policies and instructions regarding class behavior. Instructors may elect to hold students who engage in disruptive behavior accountable, in accordance with the published university policies and procedures. <http://www.marybaldwin.edu/fac-staff/administrative-forms-documents/>

Students with Disabilities

Mary Baldwin University is sensitive to the needs of students with disabilities who are academically qualified and is committed to providing appropriate support. The college does not waive requirements for degrees or alter admissions requirements for any student, but we make every effort to accommodate students with identified and documented disabilities. Accommodations are available to students with disabilities that are available at <http://www.marybaldwin.edu/learning-skills/swd/> and http://www.marybaldwin.edu/docs/acad_docs/lsc_disabilityfactsheet.pdf

Accessibility Services

Any student with documented accessibility needs who feels they may need academic accommodations while taking this course, should first contact Dr. Carey Usher, Associate Provost (cusher@marybaldwin.edu, 540-887-7064) or Accessibility@marybaldwin.edu.

The Academic Resource Center

The ARC is your one-stop-shop for writing, math, and all other subject and studentship tutoring. Residential students can meet with tutors virtually or face-to-face in the Center for Student Success, on the first floor of Grafton Library. Online and remote students can work virtually with tutors on papers, assignments, and test-taking strategies. Appointments are scheduled through TutorTrac (tutortrac.marybaldwin.edu). For more information, contact Dr. Carey Usher, Associate Provost (cusher@marybaldwin.edu, 540-887-7064) or ARC@marybaldwin.edu.

Paper Format

For courses in the business program, the citation format follows that of the American Psychological Association (APA) 6th edition; the section on general academic writing should be followed. A description of the format, along with a sample research paper may be found in the material at our Grafton Library and at the Online Writing Laboratory (OWL) at Purdue.edu. Highlights of APA 6th edition formatting can be found in the classroom.

Attendance

Participation is an essential part of learning in this program. Participation (both the initial and subsequent interaction) within the discussion groups is required in the week in which the discussions are posted and active. If you will not be able to attend a weekly discussion because of a planned activity, e.g., business travel, contact your professor at least one week in advance of your absence. If you were not able to attend a weekly discussion due to unforeseen circumstances, advise your professor at your earliest opportunity. Multiple absences from any one or more than one class may jeopardize your standing in the program.

Late Assignments

Classes require regular and timely participation. Late assignments will be penalized by 5% for every 24 hours past the due date. **Assignments more than seven days late will not be accepted.** Due dates/times are set at Eastern Time. Any variance from this policy must be acknowledged by the Professor by email to the student. There are no alternate dates available for missed Discussion Group assignments.

Honor Code

Mary Baldwin students pledge to uphold the Honor Code. They pledge to refrain from cheating on assignments, papers and tests, to refrain from plagiarism, and always to be honest in their dealings with faculty, staff and other students. To maintain the integrity of the system, students, faculty and staff who witness Honor Code infractions are expected to report them.

Should I become aware of an Honor Code offense in this classroom, I will encourage the student(s) to self-report by e-mailing the Honor Council chairwoman or by filing an incident report

at <https://cm.maxient.com/reportingform.php?MaryBaldwin>. If the student(s) does not self-report within 24 hours, I will submit the report myself.

If the Honor Code offense is related to a course assignment, the assignment will not receive an official grade until the Honor Council investigation (and, if necessary, hearing) is complete. I will not assess a grade penalty for an Honor Code infraction unless a student is found responsible by (or admits responsibility to) the Honor Council.