COURSE TITLE & NUMBER: BE301, Business Communications, 3 credit hours

CLASS MEETING TIME & LOCATION: on-line course

PREREQUISITE: English Comp I & II, admission to the school of business, junior standing

INSTRUCTOR: Dr. Barbara Railsback, Cremer 303
Telephone: 620 341-6358 (office)
E-mail: brailsba@emporia.edu


COURSE DESCRIPTION: This course is a study of communication theory and the behavioral approach to problem-solving skills in communication. It involves the development of the ability to communicate ideas and thoughts primarily in writing and secondarily in oral expression with particular relevance to business. Emphasis is on skills involved in writing letters, reports, and other business documents.

COURSE OBJECTIVES: The major outcome of this course is to provide opportunities (through creation/feedback/revision) for students to develop the ability to communicate ideas, findings, and decisions, primarily in writing. Since this course is an on-line course, it is difficult for the oral communication process to be utilized as a teaching method; hence the course is primarily focused on written communications due to the nature of the course. Other communication modes will be studied with an emphasis on understanding the importance of communications within the business system.

INSTRUCTIONAL METHODS: Methods of instruction for this on-line course is primarily student-driven learning with communication provided by the instructor primarily via utilization of Blackboard technology. As with any on-line course, students are expected to be active learners with the teacher utilized as a primary resource.

COURSE ASSIGNMENTS: Students will complete a variety of assignments throughout the semester. These assignments will be posted in the Assignments section of Blackboard. All assignments completed by the
student will be uploaded into Blackboard for grading. All assignments will have a given due date; late work will not be accepted. Students will typically have at least one week to completed assignments, although the first assignment will not have a one-week completion time.

Assignments will include a variety of traditional written communication methods utilized in businesses as well as more non-traditional methods of communication. Also, students will be required to complete worksheets related to written “conventions” (punctuation, capitalization, proper number usage in business communications). Additionally, there will be some “knowledge” (content) quizzes to ensure that students have a basic understanding of the chapter content of the course.

**COURSE EVALUATION PROCESS:**
All assignments will be worth a certain number of points. Written assignments (such as letters, memos, reports, etc.) will be graded utilizing a basic rubric. The rubric will grade the areas of formatting (30%), conventions [punctuation, grammar, capitalization, spelling] (30%), and content (the content of the document) (40%). Each assignment will be worth a state number of points.

Grading Scale:  
90-100% = A  
80-89% = B  
70-79% = C  
60-69% = D

**ATTENDANCE POLICY:**
Students in on-line classes are expected to maintain communication via Blackboard in order to complete required course readings and assignments.

**HONESTY POLICY:**
The Academic Dishonest Policy, contained in the Faculty Senate Bill 96002, reads:

“Academic dishonesty, a basis for disciplinary action, includes, but is not limited to activities such as cheating and plagiarism (presenting as one’s own intellectual or creative accomplishments of another without giving credit to the source or sources). The faculty member in whose course or under whose tutelage an act of academic dishonesty occurs has the option of failing the student for the academic hours in question and may refer the case to other academic personnel for further action. ESU may impose penalties that may include expulsion from the university. This policy is provided according to the Kansas Board of Regents directive. The student has the right to appeal the charge of academic dishonesty in accordance with the university’s Academic Appeals policy and procedure as set forth in Section 9A-04 of the Faculty Handbook.”

Any student caught cheating on an exam or copying an application problem from another student will receive a failing grade for the class. A student caught plagiarizing an assignment (such as not citing a source in a term paper) will receive an F for that assignment and an F for the class.
EMERGENCY PREPAREDNESS:
In case of a tornado, take the middle stairway down to the first floor hallway. If anyone needs special assistance to get to the shelter area, please let the instructor know the first day of class so that it can be arranged for other class members to help in case of evacuation. Do not use the elevator in case of fire. Disabled students will be assisted down the stairways in case of a fire.

DISABILITY SERVICES:
Emporia State University will make reasonable accommodations for persons with documented disabilities. Students should contact the Director of Disability Service and the instructor as early as possible in the semester to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the instructor will be strictly confidential. The Office of Disability Services is located at 242 SE Morse Hall (620 341-6637 [voice] or 620 341-6646 [TTY] or disabser@emporia.edu [e-mail].