All components of this syllabus are tentative. As the class progresses changes may be made by the instructor.

Catalog Description

A study of the communication process in business as related to managerial and professional communication. Emphasis on the principles of functional communication; correct language use, and sound management policies and practices that lead to effective communication.

Prerequisites

Students should possess a professional command of grammar. Further, students should possess computer application skills including (but not limited to) word processing, using the Internet, and multimedia presentation skills.

Course Objectives

After completing this course students should be able to
1. Discuss the framework for business communications.
2. Discuss interpersonal and group communication.
3. Discuss and/or demonstrate effective spoken and written messages.
4. Prepare resumes and applications letters.
5. Demonstrate interviewing and job preparation skills.

Expectations of Students

A. Daily check the class Blackboard website including the Announcements and Calendar for current class requirements.
B. Make certain the technology the student uses is compatible with the WKU technology and working correctly during all requirements of this online class.
C. Read extensively on the topics relevant to the course.
D. Conduct research, complete tests and prepare assignments on the topics relevant to this course. Students may have to spend time in the Western Kentucky University library.
E. Take personal responsibility for submitting tests and assignments by the dates due. This includes overcoming technical issues.
F. Exhibit ethical and professional behavior in completing class examinations, assignments and interacting with other students and the instructor.
G. Be an active member in all components of the class including group assignments.
Class Procedures

The instructor will offer multi-media lecture and information to guide students through the concepts and skills to be learned in this course via the World Wide Web. The instructor will utilize a variety of assignments, exams, and learning activities. The instructor will serve as a coach and resource as students participate in group assignments, individual research and projects, and as students participate in exploratory learning. Most instruction will be delivered via the class text book and instructor offered multimedia presentations. Additional readings and methodologies of delivering instruction might be utilized.

- Assignments and information will be posted on the class Blackboard web sight.
- Assignment due dates and exam dates will be posted on the class Blackboard calendar web site.
- Assignments will be submitted to the instructor via the class Blackboard “Assignments” tool.
- Exams will be administered via Blackboard.

Examinations

All exams will be delivered via Blackboard. Students will typically be given 48 hours to take an exam. If technology problems arise, students should immediately contact the WKU Help Desk at http://www.wku.edu/infotech/ or 270.745.7000. Students are further advised to take an exam as early as possible to offer time to overcome possible technical problems within the time limit of the exam. The WKU Help desk will email a case log to the student. This case log should be emailed to the instructor during the test/assignment time limit to verify the issue. Students should keep a copy of all electronic communications with the WKU Help Desk so this may be relayed to the instructor if necessary. This does NOT remove the responsibility from the student of completing the assignment/test. Remember, the instructor has no control over the technology used to deliver a class via the WKU servers and Blackboard.

All exams will be considered open-book. Students are expected to not work together on tests. Time limitations will be applied and enforced. Working beyond the time limit will result in points being deducted from an exam. Participants are advised to answer all questions known first. Then, if time permits, look up unknown answers. Note: When taking an exam on Blackboard, it appears students may pause the exam and resume later. However, when a test is paused, the timer continues to run. If a student runs over the assigned time limit points will be deducted from the final grade. When a student takes more time than allowed, a “!” will appear in the Blackboard Gradebook and remain until the instructor reviews the attempt and reduces the grade due to the overage in time.

Exams are typically True/False and Multiple Choice type questions. Students will typically take an exam at the end of each chapter. At times, a test may cover multiple chapters.

Contacting the Instructor

Unless the need is immediate, email tends to be the best way to contact the instructor. Due to the risk of receiving an email virus and the large number if spam messages and frivolous messages received by the instructor, many messages are deleted without being opened. To avoid the risk of a student message being deleted, students should place the class subject abbreviation and class number in the subject line followed by a brief description of the purpose of the message. For example:

BE350: Question about this chapter PowerPoint Presentation.

Due to the large number of emails received by the instructor, an email may not be answered immediately. The instructor attempts to read and respond to all student email within 48 hours. Students with an immediate need may try to contact the instructor via the telephone or coming to the instructor’s office. Try to contact the instructor via email or telephone if an office appointment is desired.

Class Policies

1. Students who choose to take a class via the World Wide Web accept a higher level of responsibility. They must exercise a higher level of self-motivation to read and search for information. Further, students in web-based classes must be more diligent concerning assignment and exam deadlines.
Email and the class calendar must be checked frequently (daily). This policy probably addresses the most frequent problems students confront in an online class.

2. Students in a web-delivered class accept the responsibility for making certain their computer and internet technology is compatible with WKU’s online instructional delivery system. Further, students take responsibility their technology is working correctly at the times for submitting exams and assignments. Students should NOT wait until the final day (or hours) to take an exam or submit an assignment in case a technical problem occurs. Upon discovery of a problem, the student should contact the WKU Help Desk at http://www.wku.edu/infotech/ or 270.745.7000 to ascertain if the problem is with WKU technology or the student’s. Further, the student should email the instructor during the time of the test or assignment to inform the instructor of the actions being taken. The WKU Help Desk will send the student a case report via email. This case report should be forwarded to the instructor to verify the technical problem and steps toward remedy. Note: these actions do NOT shift responsibility away from the student.

3. Web-base delivery brings concerns of ethics. Students in these classes should exercise a high degree of academic honesty in completing assignments and participating in evaluations. Each student should make certain that all work submitted is their own and give credit to authors when their words are used. Students who do not exercise academic honesty may receive an “F” for the class and fall under further penalties from the university.

4. The responsibility of turning in assignments and completing exams rest with each student. A student’s responsibility does NOT end with a mouse click when sending an assignment, exam or message. The student’s responsibility ends when the submission has been received (in the correct format) by the instructor. Documents received by the instructor in the wrong format will NOT be graded.

5. The nature of an online class depends on the reliability of technology for the effective delivery of content. Often, students do not have access to the most effective technology to take advantage of the WKU online tools. For example, a student that relies on a dial-up internet connection will have a great deal more difficulty than a student with a broadband connection (such as cable DSL). In the past, students using AOL or operating systems other than M.S. Windows (XP or later) have had difficulty.

What minimum computer configuration is advisable (not necessarily required)?

- Pentium 4 processor or higher
- One gigabytes of RAM or more,
- Sufficient free hard disk space,
- A broadband connection
- MS Windows XP (or later version)
- Firefox web browser OR MS Internet Explorer (recent version)
- Windows Media Player

Students who do not have the recommended computer configuration may expect more technical problems. This is especially true for students attempting to take online classes with Apple computers. Students who do not have the recommended computer configuration are advised to use WKU computers to complete and submit assignments and to complete examinations. Assignments turned in late without a doctor’s excuse will be given a grade of zero (0) or a reduced grade at the discretion of the instructor. To receive credit for group assignments, students must participate fully in all group work.

6. Because of the professional orientation of the course, all assignments are expected to be completed in a professional manner by the assigned date. Severe penalties will be assigned to work submitted late or work carelessly completed. Zeros will be given for work not submitted.

7. All assignments are to be keyed. Hand-written assignments will not be graded.

8. All assignments will be completed in MS Word and submitted via the “Assignments” tool in Blackboard unless otherwise directed by the class instructor.

Software Requirements
The following software programs are required for this online course

- Firefox web browser OR MS Internet Explorer (recent version)
- MS Word 2003 or later (NOT MS Works or WordPerfect)
- MS PowerPoint 2003 or later
- Adobe Acrobat Reader (download free at http://www.adobe.com/)
- Windows Media Player

Assignments

Assignments will have detailed information including due dates on the class Blackboard web site. All assignments turned in must be keyed and have the following identifying information at the beginning.

1. student name
2. student I.D. number
3. date
4. exercise identification (i.e. Chapter 9, Key Terms, p. 239).

- Certain assignments indicated by the instructor will be done in groups of two or more students.
- Participants are strongly encouraged not to divide work due to the lack of exercise in certain skills. Participants are advised to aid each other in completing each assignment.
- All assignments will be turned in via the “Assignments” feature on Blackboard unless otherwise directed.
- All assignments should be completed in MS Word 2003 or later (not MS Works or WordPerfect) unless otherwise indicated by the instructor.

Evaluation

The variety of exams, papers (sometimes research based), activities, and assignments provides the instructor of this course with a multitude of materials and performances upon which to base the final grade. During this semester, students will be engaged in a wide variety of activities that require different amounts of time.

Grades will be determined using the percentage of total points system. The grading scale which will be applied to each student’s percentage follows:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A</td>
</tr>
<tr>
<td>80-89</td>
<td>B</td>
</tr>
<tr>
<td>70-79</td>
<td>C</td>
</tr>
<tr>
<td>60-69</td>
<td>D</td>
</tr>
</tbody>
</table>

All exams will be administered online via Blackboard.

Required Text


Academic Offenses

(Taken from the Western Kentucky University student handbook at http://www.wku.edu/Dept/Support/StuAffairs/StuLife/handbook/P1Policy/14AcademicOffenses.htm)

The maintenance of academic integrity is of fundamental importance to the University. Thus it should be clearly understood that acts of plagiarism or any other form of cheating will not be tolerated and that anyone committing such acts risks punishment of a serious nature.

Academic Dishonesty - Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in a course without possibility of withdrawal. The faculty member may also present the case to the Office
of Student Life for disciplinary sanctions. A student who believes a faculty member has dealt unfairly with him/her in a course involving academic dishonesty may seek relief through the Student Complaint Procedure.

**Plagiarism** - To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own. One must give any author credit for source material borrowed from him/her. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism.

**Cheating** - No student shall receive or give assistance not authorized by the instructor in taking an examination or in the preparation of an essay, laboratory report, problem assignment or other project which is submitted for purposes of grade determination.

Other Types of Academic Dishonesty - Other types of academic offenses, such as the theft or sale of tests, should be reported to the Office of Student Life for disciplinary sanction.

**Diversity**

The instructor of this class and the Department of Curriculum and Instruction recognizes the diverse nature of the student body at Western Kentucky University. The instructor and department intend to present educational experiences that do not hinder anyone by way of verbiage, actions, or written communication. Any person that recognizes an incident that is a breach of this mission should contact the instructor.

**Disabilities Act**

Students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for student Disability Service. The OFSDS telephone number and location is (270) 745-5004 V/TDD, Downing University Center A200.

Per university policy, please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Disability Services.