

BA 105W: BUSINESS COMMUNICATION—FALL 2010*

AUGUST 23-DECEMBER 16, 2010

*This syllabus is a **contract**. If you remain in this BA 105W class, you implicitly agree to its terms.

Instructor: Dr. Pat LaRosa
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Office Hours: Wednesday and Friday: 3:00 p.m.-5:30 p.m.
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Class Number/Time/Location

71920	10:00 a.m.-10:50 a.m.	MWF	PB 105
71921	11:00 a.m.-11:50 a.m.	MWF	PB 105
72050	1:00 p.m.-1:50 p.m.	MWF	PB 105
71916	2:00 p.m.-2:50 p.m.	MWF	PB 105

Course Description

BA 105W is a 3-unit class that includes business communication theory, analysis of communication alternatives, effective business writing and speaking strategies, case studies, and format of various types of business communications. BA 105W meets the University's upper-division writing requirement for graduation; therefore, a grade of *C* or higher in BA 105W is required to earn credit for the course.

BA 105W Prerequisites

Grade of *C* or higher in **ENGL 5B or ENGL 10** and Junior standing. To remain in this class, a student who is classified as a Sophomore on the professor's roster must present an official student transcript no later than Wednesday, September 1, to verify that he/she has earned the required 60 units to be a Junior. College-level writing skills
Good command of the English language, including vocabulary, grammar, punctuation, and spelling

Required Materials

Textbook: Lesikar, Flatley, and Rentz. *Business Communication: Making Connections in a Digital World, 11th ed.*, Boston: McGraw-Hill/Irwin, 2008.

Resources: E-mail account, dictionary, computer and printer, computer supplies, Internet access, Scantron 882-E forms (for announced tests and quizzes), and Scantron 815-E forms (for unannounced quizzes).

Important Websites

Textbook: <http://www.mhhe.com/lesikar11e>
Blackboard: <http://blackboard.csufresno.edu>
Craig School of Business: <http://craig.csufresno.edu>
University: <http://www.csufresno.edu>

BA 105W Writing Lab

The BA 105W Writing Lab is available to help BA 105W students with their writing assignments. If you have questions about an assignment, seek help from Dr. Hart, the BA 105W instructor who operates the lab. Help is provided on a first-come, first-served basis. The lab is available from September 1 to December 8 at these times:

Wednesdays: 11:30 a.m.-1:30 p.m. in PB 33 (Lower level of Peters Building)
Thursdays: 12:30 p.m.-1:30 p.m. in PB 33 (Lower level of Peters Building)

Academic Support Services

Learning Center (Free Tutoring)—Lower Level of Library, 278-3052

Website: <http://www.csufresno.edu/learningcenter/>

English Writing Center—Room 184 Education Building, 278-0334

Website: <http://www.csufresno.edu/writingcenter/>

Henry Madden Library—Reference Desk, 278-2174

Website: <http://www.csufresno.edu/library/>

Career Services—Room 256 Joyal Administration Building, 278-2381

Website: <http://www.csufresno.edu/careers/>

Undergraduate Student Services, Room 185 Peters Building, 278-4943

Website: http://www.craig.csufresno.edu/uss_home.aspx

Information Technology Services (ITS)—The Help Center

Provides computer help for students, 278-7000

Website: <https://help.csufresno.edu/students/index.php>

Technology Innovations for Teaching and Learning (TILT)—formerly the Digital Campus

Provides Blackboard help for students, 287-7373

Website: <http://blackboard.csufresno.edu/students/index.shtml>

Knowledge Expected of Students Entering BA 105W

At a minimum, students are expected to demonstrate college-level competency in the following areas of Standard English.

Writing Principles

Active vs. Passive Voice

Concreteness

Pronoun/Antecedent Agreement

Clarity of Expression

Editing

Proofreading

Clauses vs. Phrases

Emphasis

Spelling

Coherence

Paragraph Unity

Subject/Verb Agreement

Concision

Parallelism

Subjective/Objective Pronouns

Complete vs. Incomplete Sentences

Parts of Speech

Nouns

Pronouns

Verbs

Adjectives

Adverbs

Prepositions

Conjunctions

Basic Punctuation Marks (including correct spacing of them)

Commas

Periods

Apostrophes

Semicolons

Colons

Hyphens

Quotation Marks

Resource Usage

Library

Dictionary

Thesaurus

English Reference Manual

Internet/Computer

Cognitive Skills

Reading

Thinking

Analyzing

Synthesizing

Following Directions

CLASSROOM BEHAVIOR EXPECTED OF STUDENTS: Students are expected to demonstrate

- Behavior consistent with being a responsible adult.
- A considerate, respectful attitude toward the professor and peers.
- A healthy respect for the professor's standards because she has the students' long-term interests at heart.
- Responsibility for learning course content. (Students **earn** grades; the professor does **not give** grades.)
- Commitment to read and study textbook/class materials **prior** to class.
- Willingness to invest the time required to prepare for **ALL** classes and to complete **ALL** assigned work.
- Ability to read and follow directions.
- Good faith efforts to improve in their areas of weakness.
- Desire to attend class regularly and contribute in a meaningful way to class discussions.

LEARNING OUTCOMES

Upon successful completion of BA 105W, students should have acquired the following skills and abilities.

1. Accept responsibility for learning course material.
2. Read and comprehend the textbook and course materials.
3. Follow directions.
4. Achieve clarity in written and oral communication.
5. Use the English language correctly to express thoughts clearly, coherently, concisely, and completely.
6. Use correct vocabulary, grammar, punctuation, and spelling in all written work.
7. Spell check and proofread all written work.
8. Apply the principles of unity, coherence, and emphasis to develop effective written messages.
9. Conduct research using various sources (Internet, Henry Madden Library resources, etc.).
10. Prepare a research report in correct format.
11. Paraphrase research information and cite it properly.
12. Use supplementary materials (reference manuals, dictionaries, online resources, etc.).
13. Understand the importance of psychology in writing business messages.
14. Apply psychological principles in solving business communication assignments/cases.
15. Develop good proofreading and editing skills.
16. Apply and interpret standard proofreading marks.
17. Broaden general and business vocabulary.
18. Improve listening skills.
19. Improve critical thinking skills.
20. Overcome the fears and inhibitions often associated with class participation.
21. Develop effective oral presentation skills.
22. Apply effective interpersonal communication skills, including the ability to work effectively in groups.
23. Develop pride of ownership in all work produced.
24. Demonstrate traits expected of business graduates—character, integrity, responsibility, cooperation, business etiquette, ethics, and common courtesy.
25. Recognize and interpret non-verbal communication cues.
26. Understand the importance of communication theory.
27. Apply ethics in making business decisions.
28. Integrate technology into class projects and recognize/appreciate its impact on business communication.
29. Recognize communication differences among world cultures.
30. Complete and turn in all written work on time.

CLASS POLICIES

Students are expected to abide by the following class policies.

1. ATTENDANCE

- a. Attendance in BA 105W is important and will be taken at the beginning of each class. Deductions for non-attendance are shown here.
 - 1-3 absences: No deduction in final grade.
 - 4-6 absences: 5% deducted from final percentage grade.
 - 7-9 absences: 10% deducted from final percentage grade.
 - 10+ absences: Automatic **F** in BA 105W.
- b. Throughout the semester, **unannounced** quizzes/exercises will be administered during class. No make-ups will be given to students who are absent, arrive late to class, or leave class early.
- c. Students must be present on days of **scheduled** tests, quizzes, and presentations; no make-ups will be given to students who are absent.
- d. Students may attend only the class section in which they are registered. Requests to attend another section will be denied, except in extremely critical situations.

2. STUDENTS' RESPONSIBILITY WHEN ABSENT

- a. The professor takes roll at each class. Students who are absent should **not** email the professor to report their absence.
- b. The professor will post materials on Blackboard (Bb) during the semester. Materials will be posted in **Course Documents**. When materials are posted, the professor will alert students by posting a Bb announcement. Students must check Bb on a regular basis to view announcements. **Use Mozilla Firefox when accessing Bb instead of Internet Explorer.**
- c. If the professor distributes materials in class, students who are absent must obtain the material from Blackboard or from other classmates. **Do not ask the professor for materials. Also, do not email the professor to ask what was covered in class.**

3. COURSE WORK

Six major activities contribute to one's final BA 105W grade. The percentage weight* assigned to each activity is shown below.

<u>Activity</u>	<u>Assigned Weight*</u>
<u>Unannounced</u> Quizzes/Exercises	10%
Out-of-Class Writing Assignments	10%
Research Report (Individual)	10%**
<u>Announced</u> Tests (3) and <u>Announced</u> Quizzes (3)	60%
Presentation (Individual)	10%***
<u>Mandatory</u> Attendance at Plagiarism Workshop	-----****

** Students must submit a hardcopy to the professor **and** an electronic copy to Blackboard so that the report may be checked for plagiarism. Students who fail to submit both versions of the research report on time will earn an automatic **F** in BA 105W.

*** A student who does not make his/her presentation at its scheduled time will not be permitted to make up the presentation and 15% will be deducted from the student's final BA 105W grade (i.e., 10% assigned weight plus a 5% penalty for not presenting).

**** Access <http://www.csufresno.edu/academicintegrity/schedule/index.shtml> for the plagiarism workshop schedule. You must register online for one of the workshops. Students who fail to attend a plagiarism workshop will earn an automatic **F** in BA 105W.

4. UNANNOUNCED QUIZZES AND EXERCISES

During the semester, unannounced quizzes and exercises will be given. **Students must bring a Scantron 815-E to every class.** Quizzes and exercises may cover material scheduled for the day, topics previously discussed, and English language concepts.

5. OUT-OF-CLASS WRITING ASSIGNMENTS (Refer to a-e below)

- a. **Assignments:** Typical assignments include business correspondence such as memos, letters, reports, etc. With the exception of reports, all out-of-class writing assignments are limited to one page in length. Instructions for out-of-class writing assignments will be posted on Bb.

Note: Out-of-class writing assignments are due within the first 5 minutes of class. Late assignments will **not** be accepted. Students who know they will be absent on the day an out-of-class assignment is due must submit their assignment to Bb* prior to the beginning of their class. Late submissions to Bb will **not** be accepted; a grade of zero will be assigned. **Under no circumstances should students email assignments to the professor.** ***Note:** The previous version of Bb provided a Dropbox, which enabled students to submit assignments when they were absent from class. However, Blackboard 9.1 has replaced the Dropbox with an Assignment Link, which will be demonstrated later in the semester.

Out-of-Class Writing Assignments Continued on Next Page

- b. **Format Requirements:** Here are the format requirements for out-of-class writing assignments.
- Font Size:** A 12-point proportional font must be used for writing assignments. A font size smaller or larger than 12 point is unacceptable. (**Note:** Word 2007 has 11 as its default font size. If you use Word 2007, **be sure to change to a 12-point font size.**)
- Right Margin:** The right margin must be “jagged”; do not justify the right margin.
- Vertical Spacing:** For memos and letters, single-space paragraphs and double-space (i.e., leave one blank line) between paragraphs. (**Note:** Word 2007 has 1.15 as its default line spacing. If you use Word 2007, **change the line spacing to 1.0** and the **paragraph spacing to single spacing with 0 pt. before** and **0 pt. after** lines.)
- c. **Grading:** Each out-of-class writing assignment is worth **100 points**. When grading assignments, the professor will use two sets of criteria to assign a grade to the writing assignment.

Criteria Set No. 1

Shown below are the five main errors that the professor will **address** on assignments. She will use the **codes shown** below **to mark errors**. **Each error will be marked only once even though it may appear multiple times.** As shown, five points will be deducted for each error.

Misspelling (SP)	-5 points for first error marked
Incorrect Format (F)	-5 points for first error marked
Incomplete Sentence (IS)	-5 points for first error marked
Lack of Coherence/Clarity (COH)	-5 points for first error marked
Incorrect Punctuation (P)	-5 points for first error marked

Criteria Set No. 2

Other errors not marked **but considered when grading writing assignments** include the following categories.

- Incorrect and/or Incomplete Content
- Directions Not Followed (Including correct application of organizational plans)
- Incorrect Word Choice
- Mechanical Errors
 - Pronoun/Antecedent Agreement
 - Subject/Verb Agreement
 - Sentence Unity
 - Paragraph Unity
- Inappropriate Tone and Psychology
- Vocabulary (Clutter, wordy/not concise, imprecise words, redundancies, awkward wording)

- d. **Student Questions:** Students may ask questions about writing assignments in three places:
- Blackboard:** The professor will create a forum on Bb’s Discussion Board for each out-of-class writing assignment. The forum is an online meeting place that permits students to ask questions they have and to answer questions that others have asked. Active participation in the forums demonstrates a student’s interest and commitment to BA 105W. Students who have no questions about an assignment are encouraged to answer questions posed by other students. By viewing the questions and responses that are posted, all students can benefit.
- In Class:** The professor will gladly respond to questions asked in class. However, in fairness to all students, the professor will not meet individually with any student to write, edit, review, or proofread a student’s assignment prior to submission. By adhering to this policy, all students have an equal opportunity to do well on out-of-class written work.

Student Questions Continued on Next Page

BA 105W Writing Lab: The BA 105W Writing Lab provides assistance to BA 105W students. The lab is held in PB 33 on Wednesdays from 11:30 a.m.-1:30 p.m. and on Thursdays from 12:30 p.m.-1:30 p.m. The lab will be available from September 1 to December 8.

The lab is not a class; students may arrive anytime during lab hours. Students must sign in with their name, student ID, and BA 105W instructor's name. The lab instructor, Dr. Hart, will provide feedback to students on a *first-come, first-served* basis. However, she will not write, edit, or proofread any assignments.

- e. **Review of Graded Assignments:** Students should review their graded assignments as soon as the professor returns them. Students who have questions about their graded assignments must see the professor during office hours **no later than one week after the graded assignment has been returned.** This is the **only time** the professor will address students' concerns about graded assignments.

6. **TESTS AND ANNOUNCED QUIZZES**

Three tests and three announced quizzes will be given. Test 3 is the final exam. Tests will cover textbook material, handouts, in-class exercises, lecture notes, and instructional materials posted to Blackboard. The announced quizzes will cover the Punctuation Handout, Grammar Handout, and the Frequently Misused Words List. Study materials for the three announced quizzes will be posted to Bb.

Dates of tests and announced quizzes are shown on the BA 105W Schedule on pages 12-14. For all **announced** tests and quizzes, students must have a **Scantron 882-E**.

Here are the policies governing tests and announced quizzes.

- a. **No make-ups** are permitted on **tests** or **quizzes**. (If you have a serious problem that prevents your attending class on the day of a test or quiz, you **must** talk to the professor ahead of time. Email and voicemail **DO NOT** constitute "talking" to the professor.)
- b. Students who arrive late to class on the day of a test or quiz will **not** be permitted to take the test or quiz if any student has already finished and has left the classroom.
- c. On the day of a test or quiz, students must go to the restroom if necessary **prior** to entering the classroom. Students will **not** be permitted to leave the classroom during a test or quiz.
- d. Students who have a cold or a runny nose on the day of a test or quiz **must** bring tissues to class. Sniffing and clearing one's throat is disruptive to other students.
- e. **No caps or hats of any kind** may be worn during a test or quiz. All students wearing caps or hats of any kind will be asked to remove them.
- f. Students must **turn off** and **put away** all cell phones, pagers, iPods, iPhones, etc., when they enter the classroom.
- g. Scantrons used for tests and quizzes **must** be in good condition. **DO NOT** use a Scantron that is creased, wrinkled, or tattered. Such Scantrons jam the grading machine and cause scoring errors.
- h. Due to time constraints, tests and quizzes will **NOT** be reviewed in class. Students may review a test or quiz by seeing the professor during office hours **no later than one week after the test or quiz has been given.** This is the **only time** a student may review his/her test or quiz.

7. RESEARCH REPORT

The research report is a requirement for BA 105W students. The report is worth 100 points. As noted on page 4, each student must submit a hardcopy to the professor **and** an electronic copy to Blackboard so that the report may be checked for plagiarism. Students who fail to submit **both** versions of the research report on time will earn an automatic **F** in BA 105W.

8. PRESENTATION

Each student must make a presentation, which accounts for 10% of his/her final BA 105W grade. The use of PowerPoint is required. Instructions for presentations will be provided later in the semester. An evaluation form listing the criteria used to grade presentations will be posted on Bb.

As noted on page 4, a student who does **not** make his/her presentation at its scheduled time will **not** be permitted to make up the presentation **and** 15% will be deducted from the student’s final BA 105W grade (i.e., 10% assigned weight plus a 5% penalty for not presenting).

9. CALCULATION OF FINAL BA 105W GRADE

To calculate your final BA 105W grade as well as your grade at any point in the semester, use the formulas shown in the textbox below. To calculate your grade properly, you must use the “weights” assigned to each activity. Do **not** use a simple arithmetic mean to calculate your grade (i.e., total number of points earned divided by total points possible). **Note:** It is your responsibility to keep track of points earned and points possible on all class work.

<u>Activities</u>	<u>Weight Assigned to Activity*</u>	<u>Weighted Percentage Earned in Each Activity**</u>
<u>Unannounced Quizzes/Exercises</u>		
Points Earned <u>divided by</u> Points Possible = _____ x .10 = _____ (.10 is highest possible)		
<u>Out-of-Class Writing Assignments</u>		
Points Earned <u>divided by</u> Points Possible = _____ x .10 = _____ (.10 is highest possible)		
<u>Research Report</u>		
Points Earned <u>divided by</u> Points Possible = _____ x .10 = _____ (.10 is highest possible)		
<u>Tests and Quizzes</u>		
Points Earned <u>divided by</u> Points Possible = _____ x .60 = _____ (.60 is highest possible)		
<u>Presentation</u>		
Points Earned <u>divided by</u> Points Possible = _____ x .10 = _____ (.10 is highest possible)		
<u>Plagiarism Workshop Attendance—Mandatory</u> (Failure to attend will result in an automatic F in BA 105W)		
	*The percentages in this column add to 100%	**At the end of the semester when the percentages in this far-right column are added, they must total .70 for a C in BA 105W.
**A grade of C (.70) or higher is needed to satisfy the University’s writing requirement for graduation.		
Discretionary Points: As many as 2 percentage points may be added OR subtracted from one’s final BA 105W grade based upon one’s class attendance, class participation, attitude, cooperation, classroom conduct, efforts to improve one’s writing skills, contribution to forums on Blackboard’s Discussion Board, etc. (<u>Discretionary points are awarded or deducted at the discretion of the professor. Discretionary points ARE NOT AUTOMATICALLY AWARDED.</u>)		

10. **BASIS FOR FINAL BA 105W GRADE**

The scale used for assigning final BA 105W grades is shown here:

A = 90% - 100%

B = 80% - 89%

C = 70% - 79% (A grade of C is required to satisfy the University's graduation writing requirement)

D = 60% - 69%

F = 59% and below

Final grades in BA 105W are earned on the basis of one's **PERFORMANCE**, **not effort**. The following graphic links BA 105W grades to job evaluations and mastery of BA 105W subject matter. The graphic will help you understand the level of performance expected of you in BA 105W.

Grade	Job Evaluation	Mastery of BA 105W Subject Matter
A = 90% - 100%	Advancement	Outstanding Mastery
B = 80% - 89%	Bonus	Above Average Mastery
C = 70% - 79%	Cost-of-Living Raise	Expected Mastery
D = 60% - 69%	Demotion	Deficient Mastery
F = Below 60%	Fired	Nonfunctional Mastery

11. **PROFESSOR'S LECTURES**

The professor will not lecture on all topics in the chapters. In most cases, she will call upon students to respond to questions or to discuss topics. It is the student's responsibility to read and study each chapter so he/she can contribute to class discussions in a meaningful way.

12. **BLACKBOARD USE**

The professor will use Blackboard (Bb) as a

Reservoir of instructional materials for students to print/study/bring to class (**Course Documents**)

Forum for asking and answering questions about assignments and other topics (**Discussion Board**)

Venue for posting students' scores on tests and quizzes only (**Grade Center**)

Place for the professor to post announcements (**Announcements**)

Students are expected to access Blackboard **daily** to read announcements posted by the professor and to participate in the forums created on Blackboard's Discussion Board. Refer to 2b on page 4 for additional instructions regarding Bb.

13. **CLASS PARTICIPATION**

Class participation is expected of **ALL** students. In the business world, employees are expected to contribute ideas, insight, and feedback to their employer. The same principle applies to BA 105W students. Students are expected to participate in classroom discussions on a regular basis. Failure to do so will be regarded as a sign of disinterest, non-commitment, and indifference. **To earn an "A" in BA 105W, a student must actively participate in class.**

14. **STUDY EXPECTATIONS**

Students should spend approximately 2 hours of study time for every hour in class. Because BA 105W is a 3-unit class, **a minimum of 6 hours per week should be spent studying and preparing for class.** Some students may need to spend more than 6 hours per week.

15. **IDENTIFICATION OF ALL WORK SUBMITTED**

Students will be assigned a “BA 105W Student Number” as soon as the class roll is finalized. Before turning in any written work, students must write or print (but **not** type) this number in the upper right-hand corner of their paper. Points will be deducted if written work does not display the BA 105W Student Number OR displays it in the wrong place.

Instructions for proper placement of the BA 105W Student Number on Scantrons will be provided in the test and quiz directions. Failure to place one’s BA 105W Student Number on tests and quizzes will also result in points deducted.

16. **AVAILABILITY OF COMPUTERS**

Computers are available for student use in PB 133, the “Open Computer Lab,” which is located on the first floor of the North Wing of the Peters Building. Here are the hours for the “open lab”:

Monday-Thursday: 8 a.m.-9 p.m.

Friday: 8 a.m.-5 p.m.

Saturday: Closed

Sunday: 12 p.m.-6 p.m.

17. **TECHNOLOGICAL DEVICES IN THE CLASSROOM**

a. Laptops and tape recorders are **not permitted** in the classroom. Striking keys on a laptop disrupts other students, and tape recorders inhibit some students from participating in class discussions.

b. Cell phones, pagers, iPods, iPhones, etc., must be **turned off and put away at the beginning of class.** Doing so is a sign of respect for your professor and your classmates.

18. **MAKE-UP WORK**

No make-ups are permitted on tests, quizzes, unannounced quizzes/exercises, or presentations. No excuses will be accepted. (If you have a serious problem that prevents your attending class on the day of a scheduled test or quiz, you **must talk** to the professor ahead of time. Email and voicemail **DO NOT** constitute “talking” to the professor.)

19. **REQUESTS TO DO EXTRA WORK**

Requests to do “extra work” to improve one’s grade or to prevent one from failing will be denied.

20. **STUDENTS WITH INDIVIDUAL QUESTIONS/CONCERNS**

To enable the professor to begin class on time, students with individual questions or concerns of any kind **must** see the professor **during office hours** instead of immediately before or after class.

21. **E-MAIL MESSAGES**

The syllabus provides detailed information on all aspects of BA 105W. Therefore, you should have few reasons to email the professor. In the rare case that you must email the professor, you **must** abide by the following requirements if you want the professor to read and respond to your message.

a. Compose a **SUBJECT line** that includes the word **BA 105W**. Emails that do not contain the word **BA 105W** will **not** be opened.

b. **DO NOT communicate with the professor using text message language.** Use proper business writing (correct sentence structure, spelling, punctuation, correct use of uppercase letters, etc.). In this class, as in business, you are judged by your writing skills. **If an email includes text message language, the professor will NOT respond to the email.**

c. When you type your **name** at the end of your message, be sure to type your **class time** on the line beneath your name.

22. **CLASSROOM ETIQUETTE**

Business etiquette policies on classroom attire and classroom behavior will be enforced in BA 105W.

- a. **Classroom Attire**: Students (male and female) may **not** wear caps or hats of any kind in the classroom. Wearing hats inside buildings is unacceptable in business; therefore, it is also unacceptable in the business classroom.
- b. **Classroom Manners**: Students are to behave in a respectful, courteous manner.
 - Unacceptable behavior includes, but is **not** limited to, talking when the professor or others are speaking, reading the newspaper, studying for other classes, sleeping, playing games on cell phones, checking email, and sending text messages.
 - Profanity and violent or emotional outbursts are also unacceptable; disruptive students will be administratively dropped from the class.
 - As a sign of respect for classmates, students who have colds or runny noses must bring tissues to class. Sniffing during class or during a test, quiz, exercise, or presentation is disruptive to other students.
 - Cell phones, pagers, iPods, iPhones, etc., are to be turned **off** and **put away** at the beginning of class.

23. **BEHAVIOR EXPECTED OF STUDENTS**

To remain in this BA 105W class, a student must agree to the terms of an **Agreement** that outlines expected student behavior. The **Agreement** will be distributed on the first day of class. **To remain in the class, students must sign and return the Agreement no later than Wednesday, September 1. Students who do not sign the Agreement will be administratively dropped from the class.**

24. **DROP DEADLINES AND PROCEDURES**

- a. **August 23-September 20, 2010**: Students may drop classes online. No drop forms or approvals are necessary.
- b. **September 21-November 16, 2010**: All drops must be for a “**serious and compelling reason that makes it impossible for the student to complete the course.**” A serious and compelling reason refers to conditions such as medical, emotional, or legal. Students must submit a Drop Form along with written documentation (from a doctor, employer, or attorney) that substantiates the reason for dropping. Without sufficient supporting documentation, one’s request to drop a class will be denied. Both the instructor and the Department Chair must sign the Drop Form.

25. **ACADEMIC HONESTY**

Academic honesty addresses two unacceptable practices—**cheating** and **plagiarism**.

- a. **Cheating**: Students are to do their own work. When completing in-class quizzes/exercises **OR** out-of-class writing assignments, **DO NOT** copy the work of others.
Students are not to give **OR** receive aid on tests or quizzes (announced or unannounced).
Students who know that cheating is occurring have the responsibility to report it to the professor.
Cheating of any kind will not be tolerated. If cheating is evident or suspected, a grade of “zero” will be assigned and appropriate University administrative action will be taken.
- b. **Plagiarism**: Plagiarism is the act of using the ideas of others without assigning credit to the originator of the ideas. Plagiarism is a **serious offense**; it is **illegal** and **unethical**. Professors are instructed to report students who plagiarize to the CSUF Administration. Students are expected to know and abide by the University’s policy on cheating and plagiarism, which is available at <http://studentaffairs.csufresno.edu/discipline/cheating.html>.

Plagiarism Continued on Next Page

To avoid plagiarism, you must do two things: **Paraphrase** and **Cite Sources**.

Paraphrase: Paraphrasing means using your own words to restate the ideas of others. When preparing written work, **DO NOT** copy words, phrases, or sentences from examples in the textbook or from any other source; instead, use your own words. When preparing the research report, you must **paraphrase** your research findings.

- Copying information verbatim (i.e., word for word) or “cutting and pasting” information from any source constitutes **plagiarism**. **Exception:** When one uses someone’s quote to make a strong point, quotation marks must be placed around the quote **and** the quote must be properly cited. The page number or paragraph number indicating where the quote appeared in the original source must also be included in the citation.
- Copying phrases and sentences from examples in the textbook is considered **plagiarism**.
- Information that is common knowledge requires no citation. For example, the statement *The Wall Street Journal is a popular business newspaper* would require no citation.

Cite Sources: When using the ideas of others, you must assign credit to the originators of the ideas. This is referred to as **assigning attribution**. When preparing your research report, in addition to paraphrasing information, you must also assign proper attribution (i.e., cite sources). Failure to cite another’s work constitutes **plagiarism**.

26. **PROFESSOR’S PHILOSOPHY ON STUDENT LEARNING**

The professor’s philosophy on student learning is simple: Students are responsible for their own learning. Many students abdicate their responsibility and suffer severe consequences. The link between responsibility and consequence is summed up in a recent Letter to the Editor of *The Fresno Bee*.

Society’s Decay

“The most immediate danger for America is not global warming, national health care, the recession, or the chasm between Republicans and Democrats. Rather, it is the lack of national life, **lack of growth in intellect, and the absence of personal independence in the individual citizen. The result is speedy decay of our society** [emphasis added].”

27. **FOREWARNING**

To graduate from CSUF, all students must satisfy the University’s writing skills requirement. BA 105W is the upper-division course in the School of Business that satisfies the graduation requirement. To earn credit in BA 105W, you must earn a **C** or better in the course.

If you absolutely must pass BA 105W to graduate in May, keep or obtain a scholarship, or remain eligible for collegiate sports, you **must** begin working on Day 1 of this class and continue working until the last day of the semester. You cannot afford to work only when you *feel* like it. If you earn a **D** or **F** in BA 105W, I will not change your grade to a **C** no matter what the reason. Therefore, it is up to you to work hard to ensure your plans are not thwarted by having to repeat BA 105W.

Here is a recap of my students’ grades in Fall 2009 and Spring 2010.

Fall 2009

<u>Grade</u>	<u>No.</u>	<u>% of Total*</u>
A	2	2
B	23	25
C	24	26
D	15	16
F	26	28
W	3	3

*Total Students = 93

53% earned credit for BA 105W

Spring 2010

<u>Grade</u>	<u>No.</u>	<u>% of Total*</u>
A	4	5
B	8	10
C	32	40
D	18	22
F	15	19
W	4	4

*Total Students = 81

55% earned credit for BA 105W

BA 105W SCHEDULE—FALL 2010 (Subject to Change During Semester)

Important Notes: Unannounced in-class writing exercises and quizzes are **not** shown on this schedule.
Out-of-Class writing assignments are **not** shown on this schedule.

Day/Date	Class Preparation <i>Blackboard (Bb) Materials are Posted in Course Documents</i>	In-Class Activities	Assignments Due within first 5 minutes of class
M, 8/23	--	<u>Review</u> BA 105W Student Agreement BA 105W Syllabus	
W, 8/25	Read Complete BA 105W Syllabus	<u>Discuss</u> BA 105W Syllabus (Continuation) Goals of Business Communication	
F, 8/27	Complete Worksheet: <i>Qualities of Business Writing</i> (Bb)	<u>Discuss</u> Business Writing vs. Other Types of Writing <i>Qualities of Business Writing</i> Worksheet	
M, 8/30	Begin Studying Punctuation Rules Handout (Bb) for 9/15 Quiz Begin Studying Grammar Rules Handout (Bb) for 9/17 Quiz Begin Studying Frequently Misused Words List (Bb) for 9/27 Quiz	<u>Access</u> Textbook Website: www.mhhe.com/lesikar11e Blackboard: http://blackboard.csufresno.edu	
W, 9/1	Print <u>and</u> Read Excerpt from William Zinsser's book (Bb) (Consult dictionary for words you don't know)	<u>Discuss</u> Excerpt from William Zinsser's Book	
F, 9/3 <i>Last day to add without permission</i>	Read CH 1 (Consult dictionary for words you don't know)	CH 1	
M, 9/6	--	Labor Day: No Classes	
W, 9/8	--	"Get Acquainted" Session	
F, 9/10	Read CH 2 (Consult dictionary for words you don't know) Complete CH 2 Worksheet (Bb)	CH 2 Worksheet	
M, 9/13	Read CH 3 (Consult dictionary for words you don't know) Complete CH 3 Worksheet (Bb)	CH 3 Worksheet	
W, 9/15	Study for Punctuation Quiz	Continue Discussion of CH 3 Worksheet Punctuation Quiz (last 30 minutes of class—No Scantron Needed)	
F, 9/17	Study for Grammar Quiz	Discuss Relationship between Visuals and Writing Grammar Quiz (last 30 minutes of class—Scantron 882-E Needed)	
M, 9/20 <i>Last day to drop without permission</i>	Read CH 4 (Consult dictionary for words you don't know)	CH 4	

BA 105W SCHEDULE—FALL 2010 (Continued)

Day/Date	Class Preparation <i>Blackboard (Bb) Materials are Posted in Course Documents</i>	In-Class Activities	Assignments Due within first 5 minutes of class
W, 9/22	Read CH 5 (Consult dictionary for words you don't know)	CH 5	
F, 9/24	Review CH 5 Print, Study, <u>and</u> Bring <i>Characteristics of Memos</i> Handout to class (Bb)	Continue CH 5 Discussion <u>Discuss</u> <i>Characteristics of Memos</i> Handout Direct Plan Subject Lines of Memos	
M, 9/27	Study for <u>F</u> requently <u>M</u> isused <u>W</u> ords Quiz	Continue 9/24 Discussion FMW Quiz (last 30 minutes of class—Scantron 882-E Needed)	
W, 9/29	--	"Catch-Up" Day	
F, 10/1	Print, Study, <u>and</u> Bring <i>Research Report Assignment</i> to class (Bb)	Discuss Research Report Assignment	
M, 10/4	Begin collecting data for research report	Continue 10/1 Discussion and Answer Questions	
W, 10/6	Print <u>and</u> Bring <i>CH 19 Handout</i> to class (Bb) Print <u>and</u> Bring <i>Report "Basics" Packet</i> to Class (Bb)	<i>CH 19 Handout</i> <i>Report "Basics" Packet</i>	
F, 10/8	CH 18—Read Topics Related to Business Writing Only	Technology Demonstrations (Readability, Spell/Grammar Checker, Online Dictionary/Thesaurus)	
M, 10/11	Study for Test 1	Test 1: CHS 1-5, 18, memo format, class notes, and handouts (Scantron 882-E Needed)	
W, 10/13	Print, Read, <u>and</u> Bring Presentation Assignment <u>and</u> Presentation Evaluation Form to class (Bb)	<u>Discuss</u> Presentation Assignment Presentation Evaluation Form	
F, 10/15	Print <u>and</u> Bring <i>Letter Format Packet</i> to class (Bb) Print <u>and</u> Bring <i>Letter Format Schematic</i> to class (Bb)	Discuss Letter Format	
M, 10/18	--	Continue 10/15 Discussion	
W, 10/20	Read CH 6 (Consult dictionary for words you don't know)	CH 6 Direct Plan	
F, 10/22	Review CH 6	CH 6	
M, 10/25	Review CH 6	CH 6	
W, 10/27	Read CH 7 (Consult dictionary for words you don't know)	CH 7 Indirect Plan	
F, 10/29	Review CH 7	Continue CH 7 Discussion	
M, 11/1	Read CH 8 (Consult dictionary for words you don't know)	CH 8	
W, 11/3	Review CH 8	Continue CH 8 Discussion	
F, 11/5	Read CH 9 (Consult dictionary for words you don't know)	CH 9	
M, 11/8	Review CH 9	Continue CH 9 Discussion	
W, 11/10	Review CH 9	Continue CH 9 Discussion	

BA 105W SCHEDULE—FALL 2010 (Continued)

Day/Date	Class Preparation Blackboard (Bb) Materials are Posted in <i>Course Documents</i>	In-Class Activities	Assignments Due within first 5 minutes of class
F, 11/12	--	“Catch-Up” Day	
M, 11/15 T, 11/16 is the last day to drop for a serious and compelling reason	Study for Test 2	Test 2: CHS 6-8, letter and memo format, class notes, and handouts (Scantron 882-E Needed)	
W, 11/17	Read CHS 10-11 (Consult dictionary for words you don’t know)	CHS 10-11	
F, 11/19	Read CHS 12-13 (Consult dictionary for words you don’t know)	CHS 12-13	
M, 11/22	Read CH 15	CH 15	
W, 11/24	Work on Research Report	Thanksgiving Holiday: No Classes	
F, 11/26	Work on Research Report	Thanksgiving Holiday: No Classes	
M, 11/29	Prepare Presentations	Student Presentations	
W, 12/1	Prepare Presentations	Student Presentations	
F, 12/3	Prepare Presentations	Student Presentations	
M, 12/6	Read CH 14 (Consult dictionary for words you don’t know)	CH 14	
W, 12/8 Last Day of Instruction	Read CH 16 (Consult dictionary for words you don’t know)	CH 16	<u>Hardcopy</u> of research report due; <u>Electronic</u> version submitted to Bb by midnight
Final Exams: 12/13-12/16	The date of your final exam will be announced on Blackboard. You may access the exam schedule at this website: http://www.csufresno.edu/ClassSchedule/finals/2010Fall.shtml	*Test 3: CHS 9, 10, 11, 12, 13, 14, 15, 16, Report “Basics” Packet, letter and memo format, class notes, and handouts (Scantron 882-E needed) *Although the final exam is not comprehensive, some business communication fundamentals included in other classes will be included on the exam.	