

# Course Syllabus

[Jump to Today](#)

 Edit



## Course Information

*This course is offered collaboratively through the UW MBA Consortium. Campus specific course information is listed below:*

**UW-Eau Claire:** MBA 773– Communicating for Success: Writing for Results

**UW-Oshkosh:** MBA 769

**Credit Hours:** 1.0

**Course Term:** Summer 2023

**Delivery Mode:** Online

**Course Dates:** May 22, 2023 – June 11, 2023

*If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course:* [Consortium/UW-Eau Claire](#) 

[\(https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes\)](https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes) | [UW Oshkosh](#) 

[\(https://uwosh.edu/registrar/students/add-drop-calendar/\)](https://uwosh.edu/registrar/students/add-drop-calendar/) | [UW-Parkside](#) 

[\(https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm\)](https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm)

## Instructor Information

**Name:** Jenni Cragun

**Home campus:** University of Wisconsin – Eau Claire

**Email:** [cragunjn@uwec.edu](mailto:cragunjn@uwec.edu) (<mailto:cragunjn@uwec.edu>)

**Phone:** 607-483-8150

## Course Description

The purpose of this course is to enhance students' workplace communication skills. Students and their organizations will benefit as students apply practical strategies to writing effective routine, negative-news, and persuasive messages. Using their current organizations (or organization of their choice) as a reference, students will engage in discussions regarding communication in the workplace and offer their own writing samples for critique from other students and from the instructor.

## Learning Objectives

- Analyze an audience and articulate how to communicate with that audience
- Explain how power, control, values, beliefs, and priorities impact communication
- Write effective good-news/neutral, bad-news, and persuasive messages
- Develop skills in using standard business English, grammar, mechanics, and punctuation

## Required Text & Materials

### Textbook

**Title:** Business Communication: A Problem-Solving Approach eBook (2nd edition, 2021)

**Authors:** Rentz.

**ISBN:** 9781260088359

*\*\*Please note that this ISBN differs from what appears on the UWEC bookstore website. The UWEC Bookstore is offering a digital version of the text. If ordering from a source other than the UWEC Bookstore, be sure to use the ISBN provided above to ensure you get the correct text.\*\**

[Click here to learn more about ordering textbooks](#) 

[https://www.wisconsinonlinemba.org/order\\_textbooks.phtml](https://www.wisconsinonlinemba.org/order_textbooks.phtml)). Contact [mba@uwec.edu](mailto:mba@uwec.edu) (<mailto:mba@uwec.edu>) with any textbook-related concerns.

## Course Topical Outline

- Unit 1:
  - Communicating in Your Organization: Knowing Your Audience
  - Writing Good-News or Neutral Messages
- Unit 2:
  - Writing Bad-News Messages
- Unit 3:
  - Writing Persuasive Messages

**A comprehensive list of all course activities is listed on the calendar.**

## Assignments and Activities

Assignments are awarded percentages (0%–100%) based on the associated grading rubric for each assignment. Please note that the assignment groups are weighted as follows:

- **Discussions:** 10% of your grade (Be sure to review the [Discussion Participation Instructions & Rubric \(https://uws.instructure.com/courses/578499/pages/discussion-participation-instructions-and-rubric\)](https://uws.instructure.com/courses/578499/pages/discussion-participation-instructions-and-rubric).)
- **Assignments:** 70% of your grade
  - Audience Analysis
  - Good-news/neutral message
  - Bad-news message
  - Persuasive message
- **Peer Reviews of the assignments:** 20% of your grade

## Discussion Postings

Interactivity between you and your classmates and between you and me is essential to your success in this course. Throughout the course, we will participate in discussions that require your participation. The parameters for each discussion role are outlined in the [Discussion Participation Instructions & Rubric \(https://uws.instructure.com/courses/578499/pages/discussion-participation-instructions-and-rubric\)](https://uws.instructure.com/courses/578499/pages/discussion-participation-instructions-and-rubric) document.

### Note:

- Late discussions, regardless of how late they are, receive a score of 0.
- Discussions should be spell checked and approximate standard English grammar. You can spell check within Canvas, but if you prefer, you may want to type your discussions in Word, spell check them, and then copy and paste them in the Canvas discussion forum.

## Peer Reviews

Getting feedback on your writing and giving feedback to others are two of the most effective ways to become a better business writer. Throughout the course, we will participate in peer reviews that require your participation. The instructions for each peer review are outlined in the instructions for each assignment: The good-news or neutral news message, the bad-news message, and the persuasive message.

### Some things to note about peer reviews:

- Peer reviews are held as discussions and can be accessed through the Home tab in the appropriate module.
- You will be placed in a new group for each peer review, so be sure to pay attention to your group placements.
- You need to review **all** of your group members' documents to receive peer review credit.

- If you submit your draft or your reviews late, you may have to forfeit your participation in the peer review activity.
- You need to give your group members until the rough draft deadline to submit their work. You must evaluate any draft submitted by the deadline; however, you are not obligated to review late submissions to your peer review groups, though you can offer feedback if you wish.
- Your peer reviewer is not your editor. Your peer editor's feedback is meant to alert you to content, format, or writing issues that may require your consideration as you prepare a final draft. Your job is to judiciously apply the feedback to your final draft; you are not obligated to use the feedback if you do not find it helpful.
- As a peer reviewer, you can learn a lot from reading others' writing. Thinking critically about someone else's work and giving helpful, thoughtful, and substantial feedback not only helps the writer, but it also helps you think more critically about your own work and thus become a better writer.

All assignments must be placed in the appropriate Canvas assignment or discussion by 11:59 p.m. CST on the due date in the Calendar. In addition, all assignments that are not discussion postings must be Microsoft Word documents. Assignments in other file formats will receive a score of 0 if I cannot open them.

## Grading

All grades in the course are recorded in the grade book as percentages based on the following percentage scale:

### Final letter grades scale

Percentage	Consortium/UW- Parkside	UW-Oshkosh
93-100%	A	A
90-92.9%	A-	A-
87-89.9%	B+	B+
83-86.9%	B	B
80-82.9%	B-	B-
77-79.9%	C+	C+
73-76.9%	C	C

70-72.9%	C-	C
67-69.9%	D+	F
63-66.9%	D	F
60-62.9%	D-	F
0-59.9%	F	F

## Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

- The student's home campus policy on excused absences will apply.
  - [UW Oshkosh](https://www.uwosh.edu/registrar/policies/attendance-policy)  (<https://www.uwosh.edu/registrar/policies/attendance-policy>)
  - [UW-Parkside](https://www.uwp.edu/learn/academiccatalog/2019-2021/upload/201921-ACADEMIC-CATALOG-082619.pdf)  (<https://www.uwp.edu/learn/academiccatalog/2019-2021/upload/201921-ACADEMIC-CATALOG-082619.pdf>) (see page 31)
- UW MBA Consortium students will follow the [UW-Eau Claire Authorized Absence Policy](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences).  (<https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences>)

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

## Late Work Policy

Any work turned in after the deadline receives a 10% deduction each day it is late for up to three days. Because work is due at 11:59 p.m. CST in this course, a day is defined as the 24-hour period from 11:59 p.m. one day until 11:59 p.m. the following day. For example, if you miss a 11:59 p.m. due date on Thursday but turn the assignment in before 11:59 p.m. on Friday, the assignment will receive a 10% deduction. If it is after 11:59 p.m. on Friday and you still haven't turned in the late assignment but turn it in before 11:59 p.m. Saturday, the assignment receives a 20% deduction, and so on. After three days, the assignment receives a score of 0. Late discussions, regardless of how late they are, receive a score of 0.

If you have emergencies that prevent you from completing course work, please communicate with me so that we can keep you on track in the course.

# Grammar Mechanics

Because this is a writing course, you will be evaluated on your ability to use standard business English. If you want to refresh your knowledge, you may find these materials helpful:

- Business Writing Fundamentals Program: This is a series of interactive tutorials in Canvas that walks you through principles governing grammar, mechanics and punctuation. Each tutorial offers opportunities to test your knowledge and practice your skills. I highly recommend you make your way through all of the tutorials during this course. *Although you are welcome to take the quizzes for practice, they are optional and will not count towards your final grade.*
- [Purdue Online Writing Lab](https://owl.purdue.edu/owl_exercises/index.html)  ([https://owl.purdue.edu/owl\\_exercises/index.html](https://owl.purdue.edu/owl_exercises/index.html)) (OWL) exercises

# Academic Integrity Policy

Unless I specify otherwise, all work that you turn in to me should be an individual effort. I do encourage you to seek your peers' opinions of your work or ask for specific feedback from your peers. You will also participate in assigned collaboration and peer review. However, the sentence structure, wording, and content for your assignments and discussions must be your original work. Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. All quotes and direct references must include citations. Remember to use APA format for citations. See the [OWL website from Purdue](http://owl.english.purdue.edu/owl/resource/560/01/)  (<http://owl.english.purdue.edu/owl/resource/560/01/>) for APA citation guidelines. Numerous sources are available on the Internet for APA style, but one of my favorites is Diana Hacker's [A Pocket Style Manual](https://www.amazon.com/Pocket-Style-Manual-Diana-Hacker/dp/1319057403/ref=sr_1_1?keywords=pocket+style+manual&qid=1563386891&s=gateway&sr=8-1)  ([https://www.amazon.com/Pocket-Style-Manual-Diana-Hacker/dp/1319057403/ref=sr\\_1\\_1?keywords=pocket+style+manual&qid=1563386891&s=gateway&sr=8-1](https://www.amazon.com/Pocket-Style-Manual-Diana-Hacker/dp/1319057403/ref=sr_1_1?keywords=pocket+style+manual&qid=1563386891&s=gateway&sr=8-1)). It's well worth the investment. We use Turnitin to check the originality of assignments.
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.
- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.
- Helping someone else engage in academically dishonest behavior.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. If you submit materials from your workplace for this course, be sure you have permission to share these materials publicly. Likewise, if

you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents ([UWS Chapter 14](https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf) [↗](https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf) ([https://docs.legis.wisconsin.gov/code/admin\\_code/uws/14.pdf](https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf))).

Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

My assumption is that you will do your own work and that academic honesty will not be an issue. While I realize that the Internet makes cheating much easier, I have also discovered that it also makes cheating much easier to detect. If you are tempted to cheat, ask yourself why. If you feel the need to cheat because the work is too hard or you're overwhelmed by the online environment, contact me. I will work with you so that you can complete the course with your self-respect intact. If you feel the need to cheat because you got behind or procrastinated, preserve your self-respect by accepting the lost points or by dropping the course and taking it when you're in a better position to succeed.

## Accommodations for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility Initiative](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas) [↗](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas) (<https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas>) and with [Section 508](https://www.section508.gov/) [↗](https://www.section508.gov/) (<https://www.section508.gov/>) guidelines.

Additionally, Canvas was certified as a [substantially conformant LMS](https://webaim.org/services/certification/canvas) [↗](https://webaim.org/services/certification/canvas) (<https://webaim.org/services/certification/canvas>) by WebAIM, a third-party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at [BIZHelp@uwec.edu](mailto:bizhelp@uwec.edu) (<mailto:bizhelp@uwec.edu>) and we will work with you to find a reasonable accommodation.

## Netiquette: Communicating with Your Classmates and Me

Because this is an online course, I ask that you communicate with me either via email or the Q&A discussion forum in Canvas. I enjoy the opportunity to communicate with you electronically because doing so gives me the chance to get to know you and gives you the opportunity to practice your writing skills in an informal yet professional setting.

To ensure a timely and accurate response to your message, remember to keep your communication positive, constructive, and relevant to the course. Please also remember to be professional: use

standard capitalization, punctuation, and appropriate language; spell check your messages before sending them; and be sure to include all the information I will need to act on your message.

At the end of your message, also include your full name and home campus. Keep in mind, too, that we're communicating asynchronously; therefore, be sure you allow enough time for a response.

More netiquette guidelines are found under the Online Course Resources link on the course navbar on the left.

## Finding Course Announcements

Course information and announcements will be posted in Canvas or sent via email. Please check Canvas and your campus e-mail daily for any announcements regarding this class.

**Note:** I reserve the right to modify the syllabus and calendar at any point in the term.

## Course Summary:

Date	Details	Due
Mon May 22, 2023	 <a href="https://uws.instructure.com/calendar?event_id=1421107&amp;include_contexts=course_578499">Complete the Code of Conduct</a> ( <a href="https://uws.instructure.com/calendar?event_id=1421107&amp;include_contexts=course_578499">https://uws.instructure.com/calendar?event_id=1421107&amp;include_contexts=course_578499</a> )	12am
	 <a href="https://uws.instructure.com/courses/578499/assignments/5999460">1.2   Introduction</a> ( <a href="https://uws.instructure.com/courses/578499/assignments/5999460">https://uws.instructure.com/courses/578499/assignments/5999460</a> )	due by 11:59pm
	 <a href="#">1.1   Unit Overview</a>	to do: 11:59pm
Tue May 23, 2023	 <a href="https://uws.instructure.com/courses/578499/assignments/5999462">1.4   Audience Analysis</a> ( <a href="https://uws.instructure.com/courses/578499/assignments/5999462">https://uws.instructure.com/courses/578499/assignments/5999462</a> )	due by 11:59pm
	 <a href="https://uws.instructure.com/courses/578499/assignments/5999457">1.7   Writer's Salon: Good News Messages</a> ( <a href="https://uws.instructure.com/courses/578499/assignments/5999457">https://uws.instructure.com/courses/578499/assignments/5999457</a> )	due by 11:59pm
	 <a href="#">1.2a   Introduction Responses Due</a>	to do: 11:59pm
Wed May 24, 2023	 <a href="#">1.7a   Writer's Salon Good News Peer Reviews Due</a>	to do: 11:59pm
Fri May 26, 2023	 <a href="#">1.9   Good News or Neutral Message Assignment</a>	due by 11:59pm

Date	Details	Due
	<a href="https://uws.instructure.com/courses/578499/assignments/5999463">(<a href="https://uws.instructure.com/courses/578499/assignments/5999463">https://uws.instructure.com/courses/578499/assignments/5999463</a>)</a>	
Tue May 30, 2023	 <a href="#">2.3   Breaking Bad News, the Indirect Approach, and Your Corporate Culture</a> <a href="https://uws.instructure.com/courses/578499/assignments/5999461">(<a href="https://uws.instructure.com/courses/578499/assignments/5999461">https://uws.instructure.com/courses/578499/assignments/5999461</a>)</a>	due by 11:59pm
	 <a href="#">2.4   Writer's Salon: Bad News Messages</a> <a href="https://uws.instructure.com/courses/578499/assignments/5999458">(<a href="https://uws.instructure.com/courses/578499/assignments/5999458">https://uws.instructure.com/courses/578499/assignments/5999458</a>)</a>	due by 11:59pm
	 <a href="#">2.1   Unit Overview</a>	to do: 11:59pm
Wed May 31, 2023	 <a href="#">2.3a   Breaking Bad News, the Indirect Approach, and Your Corporate Culture Responses Due</a>	to do: 11:59pm
Thu Jun 1, 2023	 <a href="#">2.4a   Writer's Salon Bad News Peer Reviews Due</a>	to do: 11:59pm
Mon Jun 5, 2023	 <a href="#">2.5   Bad News Message Assignment</a> <a href="https://uws.instructure.com/courses/578499/assignments/5999464">(<a href="https://uws.instructure.com/courses/578499/assignments/5999464">https://uws.instructure.com/courses/578499/assignments/5999464</a>)</a>	due by 11:59pm
Tue Jun 6, 2023	 <a href="#">3.3   Writer's Salon: Persuasive Messages</a> <a href="https://uws.instructure.com/courses/578499/assignments/5999459">(<a href="https://uws.instructure.com/courses/578499/assignments/5999459">https://uws.instructure.com/courses/578499/assignments/5999459</a>)</a>	due by 11:59pm
	 <a href="#">3.1   Unit Overview</a>	to do: 11:59pm
Wed Jun 7, 2023	 <a href="#">3.3a   Writer's Salon Persuasive Message Peer Reviews Due</a>	to do: 11:59pm
Fri Jun 9, 2023	 <a href="#">3.4   Persuasive Message Assignment</a> <a href="https://uws.instructure.com/courses/578499/assignments/5999465">(<a href="https://uws.instructure.com/courses/578499/assignments/5999465">https://uws.instructure.com/courses/578499/assignments/5999465</a>)</a>	due by 11:59pm
	 <a href="#">Final Course Evaluation</a>	to do: 11:59pm
	 <a href="#">Final Grade</a> <a href="https://uws.instructure.com/courses/578499/assignments/5999466">(<a href="https://uws.instructure.com/courses/578499/assignments/5999466">https://uws.instructure.com/courses/578499/assignments/5999466</a>)</a>	