

VALENCIA COLLEGE

Division of Business - West Campus

GEB3213(CRN 32353): Business Writing and Communication

Professor Information

Professor	Megan Oliver
Virtual Office Hours	By Appointment Only
Virtual Contact Methods	Email
Office Hours	By Appointment Only
Office Location	Virtual
Email	moliver26@valenciacollege.edu

Instructor Response

You can anticipate responses to inquiries and questions within 24 - 48 hours of receipt.
You can expect to receive assignment feedback within one week.

Course Information

Subject/Catalog #: Title	GEB3213: Business Writing and Communication
Class Reference Number	32353
Number of Credit Hours	3.0
Term/Year/Session/Length	Summer 2024/H2/ 7 Weeks
Course Prerequisites	Admission to the B.A.S degree in Business and Organizational Leadership, and a minimum grade of C in ENC1101
Course Co-requisites	None

Important Dates

Class Begins	June 18, 2024
Withdrawal with “W” Deadline	July 19, 2024 by 11:59 p.m. EST
Class Ends	July 30, 2024
Holidays	July 4, 2024 (Independence Day)

These dates are critical for this course. Additional critical dates for this course can be found by choosing the appropriate term links in the [Academic and Registration Calendars](#) at Valencia College website.

Course Description

This course is a study of the basics of business writing and introduces students to common formats, such as the memo, letter, and report. The course will stress techniques to improve writing skills and will teach students how to apply techniques used in the business writing process. Other topics covered include, but are not limited to, appropriate strategies for internal and external communication situations, audience analysis, and communication through technology.

Learning Outcomes

Course Specific Learning Outcomes (Major Learning Outcomes)

Upon completion of the course students will be able to:

- Demonstrate proficiency in grammar, punctuation, capitalization, and word use.
- Determine how the various forms of business communication affects business outcomes.
- Understand and discuss the importance of communication processes and skills, critical thinking, and ethics in an increasingly digital workplace.
- Draft business documents, including visual aids, that are grammatically correct and in the appropriate business style.
- Draft a research report that effectively communicates its purpose to its audience using effective, organization, development, and style.
- Identify and develop appropriate materials for the employment search process.

Instructional Materials

Please note that some courses may require a text plus additional software or a publisher Web access code. If purchasing a used text, be sure to check on and obtain all required materials.

Required Text(s) and Materials

Text: You are not required to purchase a textbook for this course. Instead, we will be using the following free Open Education Resources (OER) ebook.

Business Communication Skills for Managers

<https://courses.lumenlearning.com/wm-businesscommunicationmgrs/>

Supplemental: In addition to the ebook, we will be discussing current events and using supplemental resources such as journal articles and videos. Links for these supplemental resources will be provided on Canvas.

Software: All course materials and communication tools will be accessed via your Canvas account for this course. As a Valencia student, you have access to Microsoft Office (Word, Excel, PowerPoint) free for personal use. It is recommended that you download the desktop version of MS Office to avoid formatting issues in Canvas. You can learn more about accessing these applications in Atlas, on the "My Atlas" tab, right hand column, under "Microsoft Office for Personal Use."

Assessment Methods and Evaluation (Grading)

Submitted content is assessed on a cumulative 1,000 points. Late submissions are generally not accepted unless the student is or has experienced extenuating circumstances, which need to be communicated with me at least 48 hours before assignments are due.

Knowledge Check Quizzes are open text or notes and are intended as self-checks to make sure you understand the course content for any given week or module. You will have two attempts on each quiz.

- Total Points Available: 100
- 10% of Final Grade

Discussions are based on main topics in the chapter readings, journal articles, videos, current events, or supplemental materials. Discussions require you to post a substantive response to the initial discussion question(s) and a substantive response to at least one classmate's posting. Substantive means responses that add depth and detail to the discussions, stimulate thought, and further the discussions. Responses must be in your own words, use correct spelling/grammar, and properly cited with references when required. It is recommended that you first type your post in MS Word, run a spellcheck/grammar, and then copy/paste the posting in Canvas.

- Total Points Available: 200
- 20% of Final Grade

Assignments may consist of writing exercises, presentations, research, or creative project. The assignments provide students with opportunities to apply course concepts associated with learning outcomes. All submissions will be checked for proper spelling/grammar and plagiarism.

- Total Points Available: 400
- 40% of Final Grade

Final Evaluation may consist of a written response to essay questions or a capstone project, which encompasses a major learning outcome of the course. Specific instructions and a rubric will be provided when the Final evaluation is posted.

- Total Points Available: 300
- 30% of Final Grade

Your final letter grade will be determined by totaling the points earned on all graded coursework.

Assigned Work	# and Point Value	Total Points
Knowledge Check Quizzes	4 @ 25 points	100
Discussions	4 @ 50 points	200
Assignments	4 @ 100 points	400
Final Evaluation	1 @ 300 points	300
Total Points Possible		1000

Your course grade will be determined by the following scale:

Grade	Points	Percentage
A	900-1000	90.0 – 100.00
B	800-899	80.0 – 89.9
C	700-799	70.0 – 79.9
D	600-699	60.0 – 69.9
F	0-599	0.00 – 59.9

Weekly Course Assignment Schedule

The Calendar of Activities is a summary of the lessons and course activities for each module.

Week(s)	Assigned Work	Points Possible	Due Date
Module: Start Here (Orientation)			
Week 1: 6/18 – 6/23	Orientation Quiz (Canvas)	25	6/23
Week 1: 6/18 – 6/23	Introduction & Greetings “Ice Breaker” Discussion (Canvas)	50	6/23
Module 1: Communicating in Business			
Module 1 Learning Activities			
Week 1: 6/18 – 6/23	“How is it different?” Discussion	50	6/23

Week 1: 6/18 – 6/23	Module 1 Quiz	25	6/23
Module 2: Writing in Business			
Module 2 Learning Activities			
Week 2: 6/24 – 6/30	LinkedIn Description Assignment	100	6/30
Module 3: Written Communication			
Module 3 Learning Activities			
Week 3: 7/1 – 7/7	“Dos and Don’ts of Social Media” Discussion	50	7/7
Week 3: 7/1 – 7/7	Write an Email Assignment	100	7/7
Module 4: Visual Media			
Module 4 Learning Activities			
Week 4: 7/8 – 7/14	Create Informal Report PowerPoint	100	7/14
Module 5: Reports			
Module 5 Learning Activities			
Week 5: 7/15 – 7/21	Module 5 Quiz	25	7/21
Week 5: 7/15 – 7/21	Executive Summary Assignment	100	7/21
Module 6: Finding a Job			
Module 6 Learning Activities			
Week 6: 7/22 – 7/28	“Mastering the Art of the Interview” Discussion	50	7/29
Week 6: 7/22 – 7/28	Module 6 Quiz	25	7/29
Module 7: Final Evaluation – Cover Letter and Resume			
Week 7: 7/22 – 7/28	Cover Letter and Resume Final Evaluation	300	7/29
Total Points Possible		1000	

Course/College Guidelines and Policies

College Policies

A full description of all College policies can be found in the [College Catalog](#); [Policy Manual](#); and the [Student Handbook](#).

Attendance Policy

Online courses move swiftly, and it is easy for students to fall behind if not actively engaging in class discussions. Peer-to-Peer communication—facilitated through weekly discussion posts—is the primary method of keeping attendance in online classes. If you miss a discussion board post, your instructor may message you (via your grade book) to ascertain if there are any problems preventing your participation. Students who fail to complete three (3) successive discussion posts may be withdrawn from the course for lack of participation. A grade of “W” will be entered.

Make-Up Policy

Students are adult learners responsible for both their actions and inaction. As such, tardiness with regard to completing assignments is considered unprofessional and is generally not condoned.

Weekly discussion board posts are not accepted late for academic credit since feedback is given to the class, which would give the student who submits late an unfair advantage.

- Original/Initial discussion postings (not including peer responses where applicable) **MUST be submitted by Thursdays at 11:59pm**, and there will be a 25% deduction for posts that do not meet this expectation. Peer responses, where applicable, may be submitted thru Sundays at 11:59pm.
- Discussions, where peer responses are required, will be deducted 50% of total points for not meeting peer responses (whether one or two) expectation.

Case study multiple-choice exams may be submitted late given extenuating circumstances. Such late work will be accepted on a case-by-case basis, but only when students have made prior arrangements with the instructor at least 48 hours before assignment's due dates.

Academic Dishonesty

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-11

Student Code of Conduct

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03

Withdrawal Policy

Students who are enrolled, but do not participate during the first week of the course will be classified as “no show” students and withdrawn from the course by Dr. Pizarro

A student is permitted to withdraw from a class on or before the withdrawal deadline as published in the [College's Important Dates Calendar](#).

A student is not permitted to withdraw from a class after the withdrawal deadline. The professor is permitted to withdraw a student from the class for violation of the professor's attendance policy with written notification to the student prior to the beginning of the final exam period as published in the faculty member's syllabus.

A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn by a professor will receive a grade of "W." A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or another grade as determined in consultation with the professor. Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F".

Final course grades of "A", "B", "C", "D", or "F" shall be assigned based upon the student's academic achievement upon the completion of all course work. Missed assignments shall receive zero points. A grade of "I" or Incomplete may be posted at the term's end by the professor only under extenuating circumstances.

Class Policies:

1. Multiple Choice Exams will be made available for a full week. Students will have 120-minutes to complete online exams.
2. Students must do their own work; there are no exceptions. Students who plagiarize or cheat in any way, risk dismissal from the class and expulsion from the college.
3. Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.
4. Students with disabilities who qualify for academic accommodations must provide a letter from the Office of Students with Disabilities, and accommodations will be based upon said documentation. Contact OSD directly at West Campus SSB 102, ext. 1523.

Student Support Services

Note to International Students (F-1 or J-1 Visa)

Please be advised that withdrawal from this course due to attendance may result in the termination of your visa status if you fall below the full-time enrollment requirement of 12 credit hours. Contact Valencia's [International Student Services](#) office for more information.

Statement of Support for Students with Food/Housing/Financial Needs

Any student who has difficulty accessing sufficient food to eat, or who lacks a safe and stable place to live, and believes this may affect his or her performance in the course, is urged to meet with a Counselor in the [Advising Center](#) for information about resources that may be available from the college or community.

Student Assistance Program

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance Program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. Free face-to-face counseling is also available.

If you are unable to participate in the course due to illness, family emergency, etc., please communicate with your instructor as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence, please communicate with your instructor as soon as possible in order to create a plan for the best course of action.

Learning Support

Distance Tutoring & Technology Support at Valencia: You can easily access Valencia's free distance tutoring and tech support from a computer, laptop, or mobile device.

Distance tutoring services are provided fully online via Zoom. Through this service, you will receive real-time assistance via a Valencia tutor. Online tutoring is offered in mathematics, sciences, accounting & economics, computer programming, EAP and foreign languages, and writing.

Online Learning Technology Support services are also available. Students can receive assistance with navigating: Canvas, OneDrive, Zoom, YouTube, and Microsoft Office (Word, Excel, & PowerPoint). Support is also provided for video editing (via iMovie and MovieMaker) and converting documents from a Mac to a PC. Tech support is available live (on-demand) via Zoom, by appointment, or via email. Students are encouraged to use the 24/7 Canvas Help located inside Canvas by clicking on the "Help" icon.

To get started using the Distance Tutoring and Learning Technology Support services, please visit www.valenciacollege.edu/tutoring. Through this site, you can view the schedule of tutors/tech support assistants, find available times, learn more about the services, and access a collection of supplemental resources that are available 24/7.

Hours of Operation:

Monday-Friday: 8 am – 10 pm

Saturday & Sunday: 9 am – 7 pm

***DISCLAIMER:** At the discretion of the instructor, the schedule, procedures, and assignments are subject to change in the event of extenuating circumstances, OR students' collective assignment completion behaviors. However, any such change will be clearly announced. Such changes are designed to deal with unforeseen circumstances that arise during the course. The changes will be intended to benefit the student and will not significantly add to the rigor of the course.