

# GEB 3213 Business Writing & Communication

Session FULL-MIXED MODE (CRN 13638)  
 Class Policies & Course Syllabus  
 FALL 2024

## 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.

*Credit hours: 3*

*Prerequisites:* Admission to the B.A.S degree in Business and Organizational Leadership, and a minimum grade of C in [ENC 1101](#)

*Class Meeting Room:* West Campus Building One #233  
*Day/Time:* Tuesday: 11:30 am - 12:45 Pm

**PROFESSOR:** M. Rodriguez Raupach, Ph.D.  
 A.K.A: Dr. Rodriguez

*Front Door:* <https://frontdoor.valenciacollege.edu/?mrodriguezraupach>

*Office:* West Campus, Building 5, Room 149  
*Phone:* 407-582-5339  
*Email:* [mrodriguezraupach@valenciacollege.edu](mailto:mrodriguezraupach@valenciacollege.edu)  
*Canvas:* Preferred mode of communication during the term.

*Office hours:*  
 M: 8:30-12:30 Virtual  
 T: 8:45-9:45 and 12:45-1:45 West Campus, Building 5, Room 149  
 W: 8:30-10:00 and 11:15-11:45 Winter Park Campus, Faculty Office  
 R: 8:30-11:30 Virtual  
 F: 8:00-9:00 Virtual

Note: Contact Professor to schedule Campus or Virtual meeting.

## COURSE MAJOR LEARNING OUTCOMES (MLO)

Course outcomes are set by Valencia College and reinforce the Student Competencies of Think, Value, Act, and Communicate. For more information select:

<http://valenciacollege.edu/competencies>. The MLOs for this course are 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.

## EDUCATIONAL 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/)

<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."



### COURSE EVALUATION

The purpose of the evaluation strategy for this course is to measure your Knowledge, Skills, and Abilities (KSAs) as a student of the Bachelor of Applied Science in Business and Organizational Leadership (BASBOL) program.

MLOs will be assessed by either 1) Knowledge check quizzes, 2) Discussions, 3) Assignments, 4) Final evaluation, or a combination. Below is a general description for each assessment:

- 1) **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.
- 2) **Class Activities/Discussions** are based on main topics in the chapter readings, journal articles, videos, current events, or supplemental materials. Class Activities/Discussions require you to participate during the in-person sessions as part of a small group or as a class. You will be required to post on Canvas a reflection about the activity and when applicable an artifact from your work, such as a file or photo. In addition, students will post 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.

**Note:** Class Activities/Discussions cannot be made up if you are absent. However, you may do the Extra Credit Assignment to make-up the work if “life happens” and you can’t attend class on a given day.

- 3) **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.
- 4) The **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.
- 5) **One Extra Credit Assignment** will be available for all students who would like to improve their grade due to a zero or poor performance on any assessment. This assignment may consist of writing exercises, presentations, research, or creative project. The Extra Credit Assignment must be completed as described in Canvas and turned in by the due date. No exceptions.

### EVALUATION

| Assessment  | Total Points | Percentage of Grade |
|---|--------------|---------------------|
| <b>Knowledge Check Quizzes</b><br>(5, 20 points each)       | 100          | 10%                 |
| <b>Activities/Discussions/Videos</b><br>(5, 40 points each) | 200          | 20%                 |



## Division of Business: West Campus

|   |      |      |
|---|------|------|
| <b>Assignments</b><br>(5, 80 points each) | 400  | 40%  |
| <b>Final evaluation</b>                   | 200  | 20%  |
| <b>Final Knowledge Check Quiz</b>         | 100  | 10%  |
| <b>Total</b>                              | 1000 | 100% |
| Extra Credit Assignment                   | 80   |      |

### GRADING SCALE

| Points     | Percentage | Grade |
|------------|------------|-------|
| 900 - 1000 | 90% - 100% | A     |
| 800 - 899  | 80% - 89%  | B     |
| 700 - 799  | 70% - 79%  | C     |
| 600 - 699  | 60% - 69%  | D     |
| 0 - 600    | Below 60%  | F     |

### CLASS POLICIES

Students must adhere to the following policies to remain in good standing.

- 1) **Attendance:** Attendance is recorded each week you attend class and submit a weekly assignment. You are marked absent each week you do not attend class and fail to submit the weekly assignment. Logging into Canvas without submitting something does not count for attendance. The academic week runs from Monday at 12:00am EST to Sunday at 11:59pm EST. There is a positive correlation between consistent attendance and high grades.

“I have to be seen to be believed.” – Queen Elizabeth II

- 2) **Late submissions:** The student is responsible for submitting ALL assessments before the due dates outlined in the course schedule or Canvas. Late submissions will not be accepted. If you are unable to participate in the course due to illness, family emergency, jury duty, military duty, etc., please communicate with me as soon as possible in order to create a plan for the best course of action.

Please note that **Professors are not obligated to excuse an absence if a student fails to provide requested documentation after the due dates have expired.**

Professors also reserve the right to determine when the number of excused absences exceeds a reasonable limit to the extent that it significantly interferes with a student's satisfactory mastery of course content/skills. Excused absences do not exempt a student from course requirements, and therefore in circumstances that entail excessive excused absences the professor may reasonably recommend that a student consider withdrawal from a course.

- 3) **Student participation:** Students must have an active Atlas account and 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, Canvas, etc.) may affect your grade. Students are expected to do their own work. Failure to so may result in Academic Dishonesty.

**4) Students with Disabilities:**

Students with disabilities who qualify for academic accommodations must provide a letter from the Office for Students with Disabilities (OSD) and discuss specific needs with the Professor, preferably during the first two weeks of class. The OSD determines accommodations based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).

**SCHEDULE OF CLASSES**

Session Full  
Fall 2024

| <b>Week</b>       | <b>Topic &amp; Assignments</b>   | <b>Due Dates</b> |
|-------------------|--|------------------|
| 1<br>Monday, 8/19 | <p><b>Go to:</b> Orientation: Start Here</p> <p><b>Read:</b> Orientation Module</p> <p><b>View:</b> Welcome Video</p> <p><b>Complete/Submit:</b> Knowledge Check Quiz - Syllabus</p> <p><b>Complete/Submit:</b> Class Activity/Discussion Post – Ice Breaker</p>     | Monday, 8/26     |
| 2<br>Sunday, 8/25 | <p><b>Read:</b> Module 1 - Communicating in Business</p> <p><b>View:</b> Video and/or PPT</p> <p><b>Complete/Submit:</b> Knowledge Check Quiz – Module 1</p> <p><b>Complete and Submit:</b> Class Activity/Discussion Post – “Pillars of Business Communication”</p> | Tuesday, 9/3     |
| 3<br>Sunday, 9/1  | <p><b>Read:</b> Module 1 - Communicating in Business Continued – Active Listening</p> <p><b>View:</b> Video and/or PPT</p> <p><b>Complete/Submit:</b> Video Quiz – “LAER and Active Listening”</p>   | Monday, 9/9      |
| 4<br>Sunday, 9/8  | <p><b>Read:</b> Module 2 – Writing in Business</p> <p><b>View:</b> Video and/or PPT</p>  | Monday, 9/16     |

| Week                | Topic & Assignments   | Due Dates        |
|---------------------|---|------------------|
|                     | Complete and Submit: Assignment – Write a LinkedIn Description  |                  |
| 5<br>Sunday, 9/15   | <b>Read:</b> Module 3 – Written Communication<br><b>View:</b> Video and/or PPT<br><b>Begin:</b> Assignment – Write an Email using APA Style (7 <sup>th</sup> Edition) Citations   | Monday, 9/23     |
| 6<br>Sunday, 9/22   | <b>Read:</b> Module 4 - Research<br><b>View:</b> Video and/or PPT<br><b>Complete and Submit:</b> Knowledge Check Quiz – Module 4<br><b>Complete/Submit:</b> Assignment – Write an Email using APA Style (7 <sup>th</sup> Edition) Citations (continued) | Monday, 9/30     |
| 7<br>Sunday, 9/29   | <b>Read:</b> Module 5 – Visual Media<br><b>View:</b> Video and/or PPT<br><b>Begin:</b> Assignment – Create PPT Slides for an informal report  | Monday, 10/7     |
| 8<br>Sunday, 10/6   | <b>Read:</b> Module 8 – Developing and Delivering Business Presentations<br><b>View:</b> Video and/or PPT<br><b>Complete and Submit:</b> Assignment – Create PPT Slides for an informal report (continued)  | Monday,<br>10/14 |
| 9<br>Sunday, 10/13  | <b>Read:</b> Module 6 – Reports<br><b>View:</b> Video and/or PPT<br><b>Complete/Submit:</b> Knowledge Check Quiz – Module 6<br><b>Complete and Submit:</b> Assignment – Write an Executive Summary  | Monday,<br>10/21 |
| 10<br>Sunday, 10/20 | <b>Read:</b> Module 7 – Public Speaking<br><b>View:</b> Video and/or PPT<br><b>Complete and Submit:</b> Class Activity/Discussion Post – “Toastmasters International Podcast Series”  | Monday,<br>10/28 |
| 11<br>Sunday, 10/27 | <b>Read:</b> Module 7 – Public Speaking Continued<br><b>View:</b> Video and/or PPT  | Monday, 11/4     |

| Week                | Topic & Assignments   | Due Dates          |
|---------------------|---|--------------------|
|                     | Complete and Submit: Assignment – Record a 3-minute Podcast.  |                    |
| 12<br>Sunday, 11/3  | <b>Read:</b> Module 14 – Finding a Job<br><b>View:</b> Video and/or PPT<br><b>Complete/Submit:</b> Knowledge Check Quiz – Module 14   | Monday,<br>11/11   |
| 13<br>Sunday, 11/10 | <b>Read:</b> Module 14 – Finding a Job<br><b>View:</b> Video and/or PPT<br><b>Complete and Submit:</b> Job Criteria Survey  | Monday,<br>11/18   |
| 14<br>Sunday, 11/17 | <b>Read:</b> Final Evaluation Instructions<br><b>View:</b> Video and/or PPT<br><b>Complete and Submit:</b> Final Evaluation – Write a Resume and Cover Letter<br><b>Complete and Submit:</b> Extra Credit | Monday, 12/2       |
| 15<br>Sunday, 11/24 | <b>Thanksgiving Break</b>   | Monday, 12/2       |
| 16<br>Sunday, 12/1  | <b>Complete and Submit:</b> Final Knowledge Check Quiz  | Wednesday,<br>12/4 |

**DISCLAIMER**

The schedule, procedures, and assignments are subject to change in the event of extenuating circumstances. 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.

## Valencia College Policies

**Academic Dishonesty**

All forms of academic dishonesty are prohibited at Valencia College. Academic dishonesty includes, but is not limited to, acts or attempted acts of plagiarism, cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, facilitating academic dishonesty, and misuse of identification with intent to defraud or deceive.

All work submitted by students is expected to be the result of the students' individual thoughts, research, and self-expression. Whenever a student uses ideas, wording, or organization from another source, including artificial intelligence, the source shall be appropriately acknowledged.

## Generative Artificial Intelligence (AI)

Certain assignments in this course will permit or even encourage the use of generative AI tools, such as ChatGPT, Gemini, and DALL-E. When AI use is permissible, it will be clearly stated in the assignment prompt posted in Canvas. Otherwise, the default is that use of generative AI is disallowed. In assignments where generative AI tools are allowed, their use must be appropriately acknowledged and cited. Paraphrasing or quoting smaller samples of AI generated content must be appropriately acknowledged and cited, following the guidelines established by [the APA Style Guide](#). It is each student's responsibility to assess the validity and applicability of any AI output that is submitted. Deviations from the guidelines above will be considered violations of [Valencia's academic integrity policy](#). Please contact me if you have questions regarding what is permissible and not for a particular assignment.

*Adapted from Carnegie Mellon University*

(<https://www.cmu.edu/teaching/technology/aitools/academicintegrity/index.html>)

## Student Code of Conduct

Valencia College is dedicated to the advancement of knowledge and learning and also to the development of responsible personal and social conduct. The primary purpose for the maintenance of discipline in the College setting is to support a civil environment conducive to learning and inquiry.

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03. The link to the LifeMap Student Handbook: <https://valenciacollege.edu/students/student-services/documents/student-handbook.pdf>

## Student Assistance Program

Valencia College has contracted with a private and confidential counseling service to provide short-term assistance to credit students who need to resolve problems that are affecting their college performance. Examples might include: stress, relationship/family issues, alcohol/drug problems, eating disorders, depression, and gender issues. Students who are experiencing any of these issues and who are enrolled in credit classes at Valencia should call the toll-free number 1-800-878-5470 to speak to a professional counselor. Following is the link to the website: <http://catalog.valenciacollege.edu/student-services/baycarestudentassistanceservices/>

## 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. Following is the link to the website: <https://valenciacollege.edu/students/advising-counseling/>





### Withdrawal Policy

The student is permitted to withdraw from a class on or before the withdrawal deadline as published in the College calendar. A student is not permitted to withdraw from a class after the withdrawal deadline, which is **10/25/24** for this class in the **Fall 2024** Full Semester. If you are thinking about withdrawing from this course, I ask that you please contact me first. I also highly recommend you contact your academic adviser and financial aid counselor as students on financial aid may be adversely affected by withdrawing from classes. A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or other 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 on all course work.

If you drop the course(s) by the Drop/Refund Deadline, which is **8/26/24** for this class, all tuition and refundable fees will be refunded. (Application and certain other fees are not refundable.) See (*College Policy: 6HX28:06-08.1 Student Fees and Refunds*) for more information.

### 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. Following is the link to the website: <https://international.valenciacollege.edu/>

### "No Show" Status

Class attendance is required beginning with the first class meeting. If you do not attend the first class meeting, you may be withdrawn from the class as a "no show." Students who are not actively participating in an online class and/or do not submit the first assignment by the scheduled due date must be withdrawn by the instructor at the end of the first week as a "no show". If you are withdrawn as a "no show," you will be financially responsible for the class and a final grade of "WN" will appear on your transcript for the course. The policy can be located at the following link:

<http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/>