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# ENGLISH 310

Fall 2009

Section 01: MTWR 9:10–10:00 in 33-457, Section 02: MTWR 10:10–11:00 in 33-457,  
Section 03: MTWR 12:10–1:00 in 33-457

**Effective communication is the key to success in business.**

Peter Schube, Chief Operating Officer, The Jim Henson Company

## CORPORATE COMMUNICATION

Instruction and practice in forms of communication characteristic of business and industry. Note: **This class is not a GE** (no C4 credit).

**Instructor**  
Mary Forte

**Office Hours in 47-22C**  
MTWR 11:10–12:00  
or by appointment

**E-Mail (M–F)**  
mforte@calpoly.edu

**Web Site**  
cla.calpoly.edu/~mforte

**Phone**  
756-0117

**Required Text**  
*Business and Administrative Communication*, Kitty O. Locker, McGraw-Hill, 8<sup>th</sup> edition.

**Recommended Texts**  
*What Color Is Your Parachute?*  
Richard Nelson Bolles, any recent edition

*Made to Stick*. Dan Heath and Chip Heath, 2007

*Style: Ten Lessons in Clarity and Grace*. Joseph M. Williams

a good grammar usage handbook

**Prerequisites**  
Completion of GE Area A

## GOALS

In this class you will learn strategies for effective business communication. You will practice analyzing the communication situation and producing appropriate documents and presentations.

## CLASSWORK STANDARDS

Work must look professional. All assignments, including memos of transmittal, will use

- a word processor (unless I say otherwise)
- spell check
- 12 point Times or Times New Roman font (you may use a larger size for headings) for all body text
- memo format (or a memo of transmittal if appropriate)
- Standard American English grammar, spelling, and punctuation (proofread carefully)
- all style standards covered in class or in the reading up to the due date
- no *MS Word* templates
- staples for binding (no folders)

NOTE: You may use recycled paper to print out assignments.

FOLLOW DIRECTIONS CAREFULLY. Assignment requirements usually differ somewhat from the examples and exercises in the text. Contact me if you have questions about the directions.

## WEB SITE

My web site includes handouts for this class. You will find a copy of the syllabus, the class schedule, the assignment descriptions, and other items as they become available.

### **Grade Breakdown**

Check scores on Blackboard regularly to make sure our records match. Percentages break down as follows:

A = 100-93%  
A- = 92-90%  
B+ = 89-87%  
B = 86-83%  
B- = 82-80%  
C+ = 79-77%  
C = 76-73%  
C- = 72-70%  
D+ = 69-67%  
D = 66-63%  
D- = 62-60%

### **GRADING CODES**

You can find a list of grading codes and their translations on my website. Please ask questions if you need clarification.

### **ATTENDANCE AND PARTICIPATION**

Part of your grade will come from attendance and participation. See the Assignment Descriptions section of this syllabus packet for further information.

### **EFFICIENCY EXPECTATIONS**

Efficient professionals complete their work on time and follow specifications. Efficient students also turn in their work on the due dates and follow all of the assignment directions.

However, since the world is still not perfect, you may turn in one assignment late or incorrectly done without affecting your final score — as long as I get a correct version within one week of the due date. After that, late/incorrect assignments will decrease your final class score by 10 points per class day until you turn in a correct assignment (50 points per day for the final report).

NOTE: you may make up one quiz during the quarter for full credit with a doctor's note, half credit without. All quiz make-ups need to take place within one week of the quiz date listed on the class schedule.

**IMPORTANT: You must turn in all assignments listed in the assignment descriptions to pass the class.**

### **GROUP GRADES**

I will assess the assignment submitted to me on the due date. Each person in the group is responsible for all aspects of the assignment and will receive the same group grade on the assignment—except if group evaluations indicate a lesser contribution from a particular member. Those group members not contributing adequately earn fewer points.

Do remember that simply reporting the poor performance of a group member does not improve the quality or grade of an assignment. Please let me know if you are having trouble with a group member. Group composition may be altered; however, the assignment requirements will remain the same for all students. The time saved in coordinating group work balances out individual writing and research time.

### **RESUBMITS**

All resubmitted assignments must include the original, all previous rewrites, and my grading checklist for that assignment. Read the Assignment Descriptions section for further information on resubmits.

✉ **Check your Cal Poly email regularly for extra notes or schedule changes.**

### **EMAIL**

Email does not substitute for coming to see me in my office. However, you may have better luck contacting me through email than by telephoning my office. Make

sure to factor in at least two working days for a response. Also remember that some

emails evaporate in cyberspace, so always give me important papers in person. **Don't send attachments.** I cannot accept paper assignments through email; a paper copy must arrive in my hands on or before the due date at the start of class to be counted on time. Email assignments must arrive in my inbox before the start of class on the due date.

### **OFFICE VISITS**

If you want me to look over an assignment before the due date, bring a paper copy to me during my office hours. Always bring specific questions so we can use our time efficiently.

### **NOTES**

Take notes in class and copy the information from the overheads. Quiz questions often come from the notes and the text will not suffice.

### **DRC STUDENTS**

Please let me know at least two weeks in advance if we need to fill out paperwork or make arrangements.

#### **ENGLISH DEPARTMENT STATEMENT ON CHEATING AND PLAGIARISM**

Plagiarism is the act of using the ideas, written work, images, or audio files created by another person or persons as if they were your own without giving proper credit to the source. This is true whether you quote the source's words exactly or use his or her images or audio files, or put the source's ideas in your own words. **You must credit the original author or source by providing citations in the appropriate form as defined by the instructor.**

Examples of plagiarism include, but are not limited to, the following:

- The submission of another person's work in any medium, either in part or as a whole, without acknowledgement. (This includes text, formatting, visuals, etc. from another class.)
- Failure to give credit for ideas, statements, facts, or conclusions that rightfully belong to another person.
- Failure to use quotation marks when quoting directly from another source whether the quotation is a paragraph, a sentence or a phrase.
- Paraphrasing of another person's writing without acknowledging that person as the author.

According to university policy, as a student at this university, you are responsible for your actions.

Upon discovery of plagiarism, you will be subject to a penalty as determined by the instructor [**required resubmit with a score of CR- only for the plagiarized assignment and for the memo rewrite**]. In addition, a report detailing the incident of plagiarism and the appropriate penalty for that incident will be filed with the Office of Student Rights and Responsibilities.