
ENGLISH 310

Spring 2012

Section 05 9:10–10:00 MWF in 10-115, R in 35-111B; Final M 7:10 to 10:00
Section 03 10:10–11:00 MWF in 10-201, R in 35-217C; Final W 10:10 to 1:00
Section 02 11:10–12:00 MWF in 05-100, R in 35-111B; Final F 10:10 to 1:00

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

MWRF 8:10–9:00
or by appointment

E-Mail (M–F)

mforte@calpoly.edu

Web Site

cla.calpoly.edu/~mforte

Phone

756-0117

Required Text

Excellence in Business Communication,
Bovee and Thill, Pearson, 9th 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 New Roman or Cambria font for all body text (you may use a larger size for headings)
- minimum 1-inch margins on all edges
- format listed in assignment description
- 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.

GRADING CODES

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

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%

ATTENDANCE AND PARTICIPATION

Part of your grade will come from attendance and participation. See the assignment descriptions sheet on line 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-point deduction per day for the final report and/or presentation).

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.

GRADING POLICY

All of the class assignments listed in the assignment description sheet as CR are required, but because you are still in learning mode when these are due, they will not determine your grade. In other words, if you make mistakes on these assignments, I will let you know, but they will not damage your eligibility for a good grade.

CR assignments will be marked for content (C), format (F), and mechanics (M) as follows:

+ = raise plus promotion: This is already A-level work.

√+ = raise: Above average work that will need a little revision to get to A-level.

√ = keep job: Acceptable work that will require more revision to get to A-level

√- = on probation: Borderline work that will need even more revision to get to A-level.

- = ouch! You would not want to have this conversation with your boss. Typical repairs include following directions, proofreading, making sure all

Here's a sample of how a paper may be marked:

C = √+
F = √+
M = √+

If a student submitted this paper for the message rewrite at the end of the quarter, as is, it would score in the B range. With appropriate revisions, this paper could become an A.

required elements are present, etc. If you forget a return address on a business letter for example, it's an automatic “-” for format.

You can keep track of your current grade by looking at the checks, pluses, and minuses on your assignments and averaging your quiz scores.

Towards the end of the quarter, assignments will start to count for points. Be sure to read over the comments on all of your CR assignments so you know which areas to concentrate on for revisions and final assignments.

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 with my comments and all previous rewrites 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 or get buried in the inbox, 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.

CAL POLY STATEMENT ON CHEATING AND PLAGIARISM

Cal Poly will not tolerate academic cheating or plagiarism in any form.

Learning to think and work independently is part of the educational process. Cheating or plagiarism in any form is considered a serious violation of expected student behavior and may result in disciplinary action. University policy can be summarized simply: As a student, you are responsible for your own work and you are responsible for your actions.

All faculty and students are encouraged to review the following formal policy on cheating and plagiarism (including definitions, sanctions, and appeal procedures).

Academic Dishonesty: Cheating and Plagiarism

The University will not condone academic cheating or plagiarism in any form. Faculty are expected to uphold and support the highest academic standards in this matter. Instructors should be diligent in reducing potential opportunities for academic cheating and plagiarism to occur. Students' rights shall be ensured through attention to due process, as detailed on the Office of Student Rights and Responsibilities' website.

Definition of Cheating

Cheating is defined as obtaining or attempting to obtain, or aiding another to obtain credit for work, or any improvement in evaluation of performance, by any dishonest or deceptive means. Cheating includes, but is not limited to: lying; copying from another's test or examination; discussion at any time of answers or questions on an examination or test, unless such discussion is specifically authorized by the instructor; taking or receiving copies of an exam without the permission of the instructor; using or displaying notes, "cheat sheets," or other information devices inappropriate to the prescribed test conditions; allowing someone other than the officially enrolled student to represent same.

Definition of Plagiarism

Plagiarism is defined as the act of using the ideas or work of another person or persons as if they were one's own without giving proper credit to the source. Such an act is not plagiarism if it is ascertained that the ideas were arrived through independent reasoning or logic or where the thought or idea is common knowledge. Acknowledgement of an original author or source must be made through appropriate references; i.e., quotation marks, footnotes, or commentary. Examples of plagiarism include, but are not limited to the following: the submission of a work, either in part or in whole completed by another; failure to give credit for ideas, statements, facts or conclusions which rightfully belong to another; failure to use quotation marks (or other means of setting apart, such as the use of indentation or a different font size) when quoting directly from another, whether it be a paragraph, a sentence, or even a part thereof; close and lengthy paraphrasing of another's writing without credit or originality; use of another's project or programs or part thereof without giving credit. — Academic Senate Resolution AS-722-10 (PDF)