SYLLABUS PART II

BUSINESS COMMUNICATIONS

3 CREDIT HOURS

Section/Term:	**BUS- 223-801FS (Fall 2026)**
Class Meeting Time:	Online
Location:	Online
Required Items:	Textbook: Effective Business Communication 4.0 version. Publisher: Flat World
Faculty:	Kevin McDonald MBA, University of Lindenwood 1990
E-mail:	kmcdonald2@edisonohio.edu
Telephone Number:	N/A
Faculty Office Hours:	N/A
Faculty Contact: email	If you have questions or concerns, please contact me via with the course name and number in the subject line through your Edison State email. You are welcome to set up an appointment to meet virtually via Teams or zoom when available.

NOTE: If using Flat World version, the pages might be off than the paper version. Please read homework to find more detailed instructions. Be advised that you have a choice of choosing the Cengage Unlimited Version, or you may rent a copy of the book or purchase a new one.

COURSE POLICIES

DISCUSSION BOARD POSTS

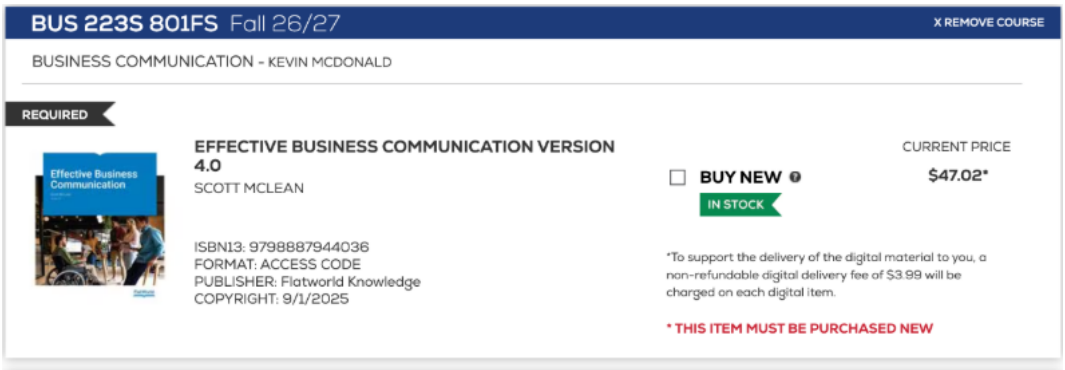
This is a lecture class and participation is **mandatory**. Each week has a graded discussion board. Please read "Getting Started" in Blackboard for further instructions. This course is organized by weeks that begin on Monday morning and end on Sunday at 11:59 PM EST. Please see the course calendar for the due dates for each assignment. The calendar is well organized and provided to students at the beginning of the course for planning purposes. Due dates and assignments are subject to change, so please monitor your email and Blackboard throughout the term.

For attendance purposes, you must complete the class introduction, as shown in week 1. This establishes you as an active student in this class. To withdraw from the class and receive **a full refund you must officially withdraw by the close of business (see Key Dates by clicking on the link below).** There are no refunds after that date. However, you may still withdraw from the class and receive a **grade of "W" until noon, (see Key Dates)** but will not receive any refund. After that date, there are no withdrawals without special petition for extenuating circumstances. See link attached here. https://catalog.edisonohio.edu/index.php?catoid=34&_gl=1*1h93rg4*_gcl_au*MTQ2NjYxNDkyNS4xNzg3NTgwNTA1*_ga*MzQ4NDQ5OTkyLjE3ODc1ODA1MDU.*_ga_HFMJ8VTJGG*czE3ODc2MDU1NjkkbzYkZzAkdDE3ODc2MDU1NjkkajYwJGwwJGgw

To officially withdraw from the course, you MUST complete the appropriate form and drop or submit to Enrollment Services at the Piqua Campus, Darke County Center, Troy Center, or Eaton Center. Failure to do so will result in a grade of **"F"** and may impact current or future Financial Aid. You also have a choice to submit the form through MYESCC.

COURSE MATERIALS: The following textbook and software are required of all students for this course:

You may use either the loose-leaf print textbook or the e-book.



Required Hardware and Software

Hardware requirements:

- Refer to www.edisonohio.edu/blackboard or www.edisonohio.edu, and then click on the Blackboard link at the bottom of the home page.

- You will need to be able to record multiple videos (for several assignments).

Software requirements:

MS Word: All your written assignments will be used by *MS Word, or power point*. You will need to be able to open and save a document in Word 2016 or Word 365 format. **No other word processing software applications such as *Libre, Pages* or Google Docs is acceptable**. I will grade only those assignments using *MS Word/Power Point*. **Power Point is acceptable for projects that need graphics to detail or communicate your message. Please DO NOT doing video projects in YouTube, or in google which requires permission to open. Put files into Black board. BB has a section teaching you how to download files.**

If you do not have *MS Word* or Power Point on your computer, you may download a free copy of *Office 365 Suite* which includes much more than *Word*. From the Edison State webpage, click on RESOURCES > IT HELP DESK. On the right of the page, you will see a box labeled Top Help Topics. Click on link that asks *How do I download Office 365?*

Google Docs: If you use Google Docs, you will need to save your documents to *MS Word* documents. Consult Edison State's IT Helpdesk at (937) 778-8600 if you are unsure how to do this.

Netiquette: We will be communicating a lot with each other. Be respectful of your classmates' opinions, beliefs, and thoughts. There may be a time where you depend on them to do the same. You will be expected to communicate with your classmates and your instructor using appropriate language and style, which includes email communication. Remember: the way you communicate can reflect the level of respect you have for the people with whom you communicate.

YOUR INSTRUCTOR'S POLICIES

Academic Alert. To support your success, the instructor of this course may contact your career pathways advisor regarding your attendance and/or academic performance. This academic alert may be initiated at designated times, especially during the first half of the term or at any time your success is in jeopardy. This is a support effort, not a punishment or threat.

If you find yourself struggling for any reason, please contact your instructor or advisor for support.

Announcements. The Blackboard Announcements feature is one way that I can communicate with you. Announcements are available to you in two ways: I will email announcements to your edisonohio.edu email account, and Announcements appear in the Announcements area of Blackboard®. I use Announcements to communicate information that is important for everyone in the course to know.

Assessment Policy.

- The textbook. CONNECT digital online product, instructor-provided checklists/check sheets, message templates, and chapter PowerPoint presentations for the course are used to complete assignments.

- Once you have logged onto the Blackboard site, you will see links in the appropriate Assignments weekly folder.

- While there are no planned comprehensive tests or exams, you will have chapter quizzes for each text chapter we study. Most quizzes have 25 questions.

Attendance/Participation. Blackboard keeps track of every time you log in and when you submit assignments. Merely "logging in" is not significant; you must interact with the content or assignments to be noted as "attending."

Edison State Community College believes that students must "attend class" if they are to be well prepared for the workplace; this applies to online courses. Your diligence in keeping up with assignments is expected and required.

Notifying me in advance (unless impossible) if you are unable to meet time requirements or deadlines is a courtesy and is expected behavior. If you become ill or have a family emergency, please contact me as soon as possible to notify me of the reason. You will still be required to complete all assignments, and there may still be deductions for assignments being late (see "Deadlines" in this syllabus). However, extenuating circumstances may waive the late penalty.

Assignment Submission Policy/Deadlines. Most, if not all, assignments will be completed and/or submitted through Blackboard, the course management system used by Edison.

- All assignments will have due dates. **My personal policy is that late assignments will receive a 10% per day reduction after grading**. This is a strict policy because much of the content that you will learn in this course is sequential, meaning that what you learn in one assignment is built upon in the next assignment. Once you get behind, you may lose focus and understanding.

- Having said that, I do recognize that there are extenuating circumstances that could prevent your meeting a deadline. You will have to share those with me if you expect me to make a judgment about whether to accept a late assignment. Hint: Just don't tell me you are busy; everyone is busy. The late policy may not apply to some

assignments. Your instructor will make it clear if an assignment may not be graded if it is submitted after the posted due date.

Charger Station And Basic Needs. Edison State Community College is proud to assist students needing help to obtain necessities. The Charger Station is available for you to restock and refuel so you can refocus your energy on class. The Charger Station is stocked with all kinds of grab-and-go snacks or meal supplies for later. Stop by the Tech Lounge located adjacent to the art gallery in the East Hall or in Room 121 at the Greenville campus. If you need additional assistance with necessities, please contact Student Affairs in room 160.

Cheating and Plagiarism. I adhere to the ESCC Academic Honesty Policy in this course. Cheating is not tolerated in this course. Both the student who copies work from another student and the student who allows another student to copy from his/her work will receive a zero on the assignment in question.

Submitting a research-based assignment without proper in-text citations and full source citations is plagiarism—whether intentional or accidental. MLA 2009 citation styles will be required for any research-based assignment. If in-text citations and a complete source list with full citations are not included, the assignment is not acceptable, i.e., is likely to receive zero points.

Communication with Classmates. There are two ways you can use our Blackboard course site to reach a classmate:

- **E-mail**: Click on the Edison Email button on the Blackboard. If you access Edison State's email while you are in Blackboard, the subject line of the message will contain our course information (BUS223S-801SS). Using this option tells the recipient that the message is related to our course.
- **Discussion Board**: You can use the **COURSE Q & A** discussion board forum on our Blackboard course site for **ALL QUESTIONS** unless the question is about an assignment I have already graded for you and/or if your question is about a test. In the case of a graded assignment, please e-mail your question to me. Put your data on the discussion board. No links. Just the typed response or your file/video as BB guides you.

Communication with your instructor. There are two ways you can reach me:

- **Discussion Board**: You can use the **COURSE Q & A** discussion board forum on our Blackboard course site if you do not need an *immediate* answer and if your thought or question can be addressed to all classmates.

- **E-mail**: For all official course-related email communication, I will use the *edisonohio.edu* email system to communicate with individuals. You should use Edison State's email to communicate with me or any of your classmates. Click on the Edison Email button in Blackboard. If you send an email message to me using any

email account other than your Edison email, I may not open the message. You should send an email to me for personal questions only; questions about the course should be asked using the **COURSE Q & A** discussion board forum.

Disability Services: Edison State Community College will provide reasonable accommodation for students with documented disabilities. If you believe you may need accommodation based on the impact of a disability, contact me privately with your self-identification letter. If you do not have a self-identification letter, contact Accessibility and Disability Support Services by emailing accessibilitysupport@edisonohio.edu or by calling 937.381.1548. Accessibility and Disability Support Services is located on the Piqua Campus in Room 160. For additional information, visit the **Accessibility and Disability Services** page.

Faculty Initiated Withdrawal. Class participation is key to academic success. A student's failure to participate in class, to complete assignments, and/or to engage in active learning with the instructor and/or other students will have a negative effect on the student's learning; this is "non-participation." If non-participation continues until the student is mathematically incapable of passing the course, your instructor may advise the student to consult with a Student Success Advisor and/or Financial Aid Advisor about the ramifications of withdrawing from the course. If a student fails to communicate with the instructor and does not voluntarily withdraw, Edison State Community College may administratively withdraw the student from the course, and a grade of UW is recommended for the course.

Grading Philosophy. Here is the way I approach assigning final grades.

"A" Grades - Exemplary Work. "A" grades are exemplary and well above merely meeting requirements. It demonstrates comprehensiveness and a willingness to explore how to think about a problem. "A" grades reflect the kind of thinking outside of the box that is necessary.

"B" Grades - Exceeding minimum requirements. Since C grades represent average work, or meeting expectations, "B" grades are better than average.

The "B" grade represents an increased level of complexity of analysis, going above the clear-cut and obvious, and exceeding the basic requirements in some manner. It shows a level of depth beyond just the cursory.

"C" Grades – A "C" grade is a passing grade. Statistically, a "C" references the mean average. There is a tendency, today, for students to view a "C" grade as sub-par performance when it really isn't. Thus a "C" is not failing but adequately addressing a project. A "C" grade is average, acceptable, and meets requirements.

"D" Grades. Since "C" grades reflect average or acceptable work, the "D" is the first notch into poorer than average performance. While certain elements may be present that show understanding or a grasp of the material, analysis and information may be superficial, scant, and/or hurriedly prepared.

"F" Grades. These projects are clearly not up to collegiate standards whether it be in terms of thinking or preparation. The papers show little to no grasp of the material.

Helpful suggestions.

1. MLA Style Citations. We use MLA formatting for in-text citations and full citations on a Works Cited list.
    - There are MLA manuals on reserve in the library on the Piqua campus and at the front desk on the Darke County campus, or you can access the MLA site through the External Links button. The answers to the Frequently Asked Questions under MLA Style will be helpful to you. In addition, the Online Writing Lab at Purdue (University) is an excellent source that I use; search for "OWL at Purdue>MLA."
    - **On-campus resources/references.** Computers for student use are in the Learning Center and the Internet Café on the Piqua campus. A learning lab is located at the Darke County campus. The Piqua campus has multiple computers available in the Learning Center.

2. **PowerPoint presentations.** The PowerPoint presentations and the textbook may have *slightly* different materials. Do not use one to the exclusion of the other: USE for the best understanding of the material presented.

3. **Proofreading assistance.** If writing (including grammar, punctuation, and spelling) is not a strength of yours, have a knowledgeable person proofread your work to catch what might otherwise result in costly errors. However, the bottom line is that YOU are the student, and all aspects of the submitted assignment are YOUR responsibility.

4. **Tutor assistance.** The Tutoring Center on the Piqua Campus has tutors who are waiting to serve you! Tutors can better serve you if you seek help well before your assignment is due. Prepare your work well enough in advance to allow time to meet with the tutors and make appropriate revisions. Additionally, computer and other mechanical difficulties can cause last-minute problems. Give yourself enough time to be able to deal with them effectively.

    When accessing the Piqua Campus Tutoring Center is challenging due to work and family obligations, consider the FREE e-tutoring option available to you. Check the Library/Tutoring Center website for more information.

Syllabi Statement

Student Wellness Center

College is stressful! Feeling burnt out, anxious, frustrated? When challenges arise, it's helpful to have someone to talk to. We have partnerships established with many local mental health providers and can connect you with area resources.

The Student Wellness Center helps students navigate obstacles which might cause issues or create a sense of distress during your school year. Edison State has built a network of health professionals to support students. With these partnerships, the Student Wellness Center can assist students who need support in areas such as:

- Recovery and Counseling referral
- Housing
- Food
- Physical well-being

Information and education are also provided on the topics of:

- Alcohol and drug abuse and prevention
- Sexual assault prevention and awareness
- Building healthy relationships
- Inclusion and belonging
- Survivor support
- Self-care
- Anti-Hazing

Getting Help

If you are struggling and need to speak with someone in person, please reach out to the Coordinator of Student Wellness, 937-778-7854.

Walk in hours on campus are Tuesday, Wednesday, Thursday, 8am-5pm. Hours may vary according to the college schedule or events. You may schedule an appointment by clicking here.

If this is a medical emergency, please call 911. If this is a mental health emergency, please call 988. Please note that the Charger Station Food Pantry has been relocated to Room 060 (next to the cafeteria).

If you are struggling and need to speak with someone in person, please reach out to the Coordinator of Student Wellness, 937-778-7854.

Walk in hours on campus are Tuesday, Wednesday, Thursday, 8am-5pm. Hours may vary according to the college schedule or events. You may schedule an appointment by clicking here.

Course Outline and Assignments (Tentative)

Week 1	Chapter 1 8/23/26	Solving Communication problems in the workplace	Read chapter 1 Answer Chapter questions.	Aug 23rd due Sunday Aug 30th 11;59pm
Week 2	2 8/31/26	Getting positive responses to your communication	Read chapter 2 Answer Chapter questions. Discussion topic	Aug 31st due Sunday Sep 6th 11:59pm
Week 3	3 9/7/26	Communicating with Culturally Diverse Audiences.	Read chapter 3 Answer Chapter questions. Two Discussion topics to answer	Sep 7th due Sunday Sep 13th 11:59pm

Week 4	4 9/14/26	Designing the right type of message from Letters to social media.	Read chapter 4 Answer Chapter questions.	Sep 14 due Sunday Sep 20th 11:59pm
Week 5	5 9/21/26	Communicating your message visually	Read chapter 5 Answer Chapter questions. Discussion topic to answer.	Sep 21st due Sunday Sep 27th 11:59pm
Week 6	6 9/28/26	Crafting effective sentences and paragraphs	Read chapter 6 Answer Chapter questions. Discussion topic to answer.	Sep 28th due Sunday Oct 4th 11:59pm
Week 7	7 10/5/26	Writing good news and neutral messages.	Read chapter 7 Answer Chapter questions.	Oct 5th due Sunday Oct 11th 11:59pm
Week 8	8 10/12/26	Writing Bad news messages	Read chapter 8 Answer Chapter questions.	Oct 12th due Sunday Oct 18th 11:59pm
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Week 9	9 10/19/26	Presentations to inform	Read chapter 9 Answer Chapter questions. Discussion topic to answer	Oct 19th due Sunday Oct 25th 11:59pm
Week 10	10 10/26/26	Presentations to Persuade	Read chapter 10 Answer Chapter questions. Discussion topic to answer.	Oct 26th due Sunday Nov 1st 11:59pm
Week 11	11 11/2/26	Business Presentations in Action	Read chapter 11 Answer Chapter questions.	Nov 2nd due Sunday Nov 8th 11:59pm

Week 12	12 11/9/26	Business Communication and Conflict	Read chapter 12 Answer Chapter questions. Discussion question.	Nov 9th due Sunday Nov 15th 11:59pm
Week 13	13 11/14/26	Intercultural and International Business Communication .	Read chapter 13 Answer Chapter questions. Discussion topic. Non profit vidéo.	Nov 14th due Sunday Nov 22nd 11:59pm
Week 14	14 11/23/26	Artificial Intelligence (AI) and Professional Communication.	Read chapter 14 Answer Chapter questions.	Nov 23rd due Sunday Nov 29th 1:59pm
Week 15	11/30/26	Discussions assignments	• Cover letter and Resume Two documents	Nov 30th due Sunday Dec 6th 11:59pm
Week 16	12/7/26	**Final Project due Dec 12h.**	Project Due	Dec 7th due Dec 12th 4PM EST

Note: **The instructor reserves the right to amend, adjust, or otherwise modify this outline at any time. Students are responsible for following updated schedule and due dates.**

The instructor reserves the right to make changes to the syllabus and/or course schedule as she sees fit. Any changes will be shared with students via Blackboard Announcements.

Tentative Points Breakdown: Subject to changes

Connect Click and Drag	6%
Connect Chapter Quizzes	7%
Connect Case Analysis	33%
Discussion Questions	23%
Company Acquisition	8%
Creating a Visual	8%
Career Presentation	15%
Total	100%

Midterm and final grading scales. The following scale is used to assign both midterm and final grades. The total number of points that you accumulate will be divided by the total points possible (excluding bonus points) to determine your percentage.

Percentage	Letter Grade
90 - 100%	**A**
80 - 89%	**B**
70 - 79%	**C**
60 - 69%	**D**
00 –59%	**F**

Testing Your Faith Act Policy

Edison State Community College is committed to providing an environment respectful of students ' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form, https:// www.edisonohio.edu/services-support/registration-records, located in "Forms " and provide a copy to their individual faculty
within 14 days from the start of the course. The entire policy can be found in the student handbook at https://www.edisonohio.edu/services-support/student-resources.