WRIGHT SCHOOL OF BUSINESS

MISSION STATEMENT

The C. Lamar and Ann Wright School of Business at Dalton State College offers undergraduate business programs to serve a diverse student population in Northwest Georgia and the surrounding areas to positively contribute to the regional community and to prepare leaders to reach their full potential. Our mission is to provide innovative educational opportunities and create high quality professionals with skills desired by area employers.

VISION: We seek to continuously improve our status as an academically respected and student-oriented school of business as an integral part of a first-choice destination campus.

VALUES:
1. Responsible citizenship: We believe in making positive contributions to the area, its businesses, and the local community.
2. Ethics: We believe in working in a manner that adheres to ethical norms of society, both in business and in local communities.
3. Diversity: We encourage multi-cultural and international learning and experiences to develop an appreciation for diversity and social integration.
4. Innovation and adaptation: We believe in continuous improvement and strive to develop new approaches and to enhance existing processes to meet changing market conditions.
5. Engagement: We believe in effective engagement with the business and civic communities; locally, regionally, and globally.

OUTCOMES/GOALS:
1. Improve student awareness of the global environment and business issues by increasing participation in study abroad, internships, and student activities.
2. Encourage innovative instructional practices to improve student engagement and course learning outcomes.
3. Review and update curriculum and degree offerings as evidenced by market demand.
4. Promote faculty-initiated research with a balanced contribution to practice and pedagogy.
5. Create, promote and disseminate research to people in the local economic area.
6. Gauge the effectiveness of lower level business classes to promote continuous improvement.
7. Endorse development and engagement of professional and support staff.
8. Address the specific needs of students traditionally underserved, including Military, Hispanic, and first-generation college student populations.
Learning Objectives – observable actions of our students that demonstrate achievement of the following learning goals:

1. Strategic knowledge of business conditions
   a. Business students will demonstrate a basic knowledge of all business as well as competencies within the functional areas of business (covered in MNGT 4701 Strategic Management)
   b. Business students will make appropriate strategic business decisions. (covered in MNGT 4701 Strategic Management)

2. Communications
   a. Oral - Business will deliver a professional oral business presentation. (covered in BUSA 3301 Business Communications)
   b. Written – Business students will author a professional business letter or memorandum. (covered in BUSA 3301 Business Communications)

3. Technology and Decision Making
   a. Business students will demonstrate the ability to effectively use information, technology and software (covered in BUSA 2201 Fundamental of Computer Applications)
   b. Business students will use technology to solve and interpret a quantitative business problem (covered in BUSA 2050 Business Statistics)

4. Ethics
   Business students will understand the importance of ethics in their professional lives and will effectively identify ethical implications of business decisions (covered in BUSA 3070 Business Ethics)

Note: As a reminder, all students will take a computerized exit exam as part of their strategic management class. It covers Area F and Business Core classes. Please consider saving your books, notes, and other class materials to prepare for this on-line ETS Major Field Test in Business. https://www.ets.org/mft/about/content/bachelor_business
### COURSE INFORMATION

<table>
<thead>
<tr>
<th>CRN #</th>
<th>Course</th>
<th>Semester</th>
<th>Credit Hours</th>
<th>Course Meetings</th>
<th>Meeting Time</th>
<th>Meeting Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>80391</td>
<td>BUSA 3301</td>
<td>Fall 2019</td>
<td>3</td>
<td>Monday &amp; Wednesday Aug 12 2019 – Dec 10 2019</td>
<td>9:25am – 10:40am</td>
<td>MEMORIAL HALL: Room 101A</td>
</tr>
<tr>
<td>80392</td>
<td>BUSA 3301</td>
<td>Fall 2019</td>
<td>3</td>
<td>Monday &amp; Wednesday Aug 12 2019 – Dec 10 2019</td>
<td>10:50am – 12:05pm</td>
<td>MEMORIAL HALL: Room 225</td>
</tr>
<tr>
<td>80393</td>
<td>BUSA 3301</td>
<td>Fall 2019</td>
<td>3</td>
<td>Tuesday &amp; Thursday Aug 12 2019 – Dec 10 2019</td>
<td>9:25am – 10:40am</td>
<td>MEMORIAL HALL: Room 124</td>
</tr>
<tr>
<td>80394</td>
<td>BUSA 3301</td>
<td>Fall 2019</td>
<td>3</td>
<td>Tuesday &amp; Thursday Aug 12 2019 – Dec 10 2019</td>
<td>6:10pm – 7:25pm</td>
<td>MEMORIAL HALL: Room 225</td>
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Hyperlinks for accessibility are provided throughout this document with full URLs noted in the footnote.

### INSTRUCTOR INFORMATION

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Cortnee Young, MBA</th>
<th>Office: MEMORIAL HALL Office 210</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Phone:</td>
<td>706 272 2477</td>
<td>Student Hours:</td>
</tr>
<tr>
<td>Mobile:</td>
<td>423 400 0737</td>
<td>Monday &amp; Wednesday: 12:30 pm – 2:30 pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tuesday: 12:30 pm – 2:30 pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thursday: 11 am – 1 pm</td>
</tr>
<tr>
<td>e-Mail Address</td>
<td><a href="mailto:cyoung@daltonstate.edu">cyoung@daltonstate.edu</a></td>
<td></td>
</tr>
</tbody>
</table>
**REQUIRED TEXT AND MATERIALS**

| Text:       | Title: Business and Administrative Communication, 12th Edition  
|            | Author: Kitty Locker, Jo Mackiewicz, Jeanine Aune, & Donna  
|            | Kienzler  
|            | ISBN10: 1259580628  
|            | ISBN13: 9781259580628  
|            | Copyright Year: 2019, Publisher: McGraw Hill  
| Software:  | McGraw Hill Connect  
|            | Access to GAView is required  
|            | Microsoft Word & PowerPoint  
| Additional | Padfolio: Available in the bookstore for $31.00 item # WF1405827  
| Materials: | or Student may select an alternate portfolio, if desired. |

**CATALOG INFORMATION (INCLUDING PRE- AND CO-REQUISITES)**

Prepares students to write and speak well in many business settings. It stresses writing and presenting skills, but also shows how to apply those skills in person, through electronic media, and in physical documents. (F, S)

**COURSE INFORMATION/DESCRIPTION/OVERVIEW**

This course is designed to prepare students to write and speak in a variety of business settings; to communicate effectively with business audiences by addressing vital strategic issues such as crisis communication, and the management of communication programs in a social media environment; to use communication skills with new technologies; and to build key strategic and interpersonal relationships in business. The course also emphasizes basic skills in report writing and researching for sources, as well as writing effective business memos.

**LEARNING GOALS/OUTCOMES**

* To develop and understand communication skills in diverse business settings (Global Perspectives);
* To improve and develop writing skills;
* To improve and develop presentation skills;
* To develop analytical skills and critical reflective thinking skills; and
* To apply writing and presenting skills using a variety of media.

School of Business Bachelor Degree Program goals 2a and 2b will be assessed in this class. Program goal 2a, Oral Communication, will be measured by your delivery of a professional, individual oral business presentation (assessed by a standard rubric that considers organization, visual aids, eye contact, elocution and mannerisms and well as substantive content to the presentation). Program goal 2b, Written Communication, will be measured by your performance on a professional business letter or memorandum (assessed by a standard rubric that considers logic and organization, language, spelling and grammar and purpose.)

**Please note that this course is not difficult, but it is demanding just like the office/work/corporate environment you will enter in a few months or years! This is an extremely intensive writing course. Please be prepared to manage your time in order to complete this course successfully with a “C or better”.**

**EVALUATION**

There will be two examinations, quizzes, written assignments, and oral presentations used as the basis for evaluating students. Grades will be determined based on percentage points. The values of each type of activity are as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>10</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>10</td>
</tr>
<tr>
<td>Homework/Discussions</td>
<td>20</td>
</tr>
<tr>
<td>Oral Presentations</td>
<td>20</td>
</tr>
<tr>
<td>Written Assignments/Projects</td>
<td>20</td>
</tr>
<tr>
<td>Mid-Term/Final (10/10)</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Scale:** Grades (as well as instructor feedback) will be based on the percentage points available on each activity. Grades will be assigned from the following table based on the cumulative number of points earned.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90</td>
<td>A</td>
</tr>
<tr>
<td>80</td>
<td>B</td>
</tr>
<tr>
<td>70</td>
<td>C</td>
</tr>
<tr>
<td>60</td>
<td>D</td>
</tr>
</tbody>
</table>
COURSE OBJECTIVES

Two examinations are scheduled and must be taken in a proctored setting. Exam questions will be drawn from the lecture notes, homework and cases, and assigned readings. Although most questions will be multiple choice and true/false the student may be asked to write short answers or solve problems. Classroom time will be allocated for taking the final. No make-up will be allowed for the mid-term or final exam unless pre-approved for a valid reason.

COMMUNICATION

* Communication with your instructor: I encourage students to visit during office hours to introduce themselves, to seek guidance, and to discuss class activities. My preferred method of contact is email. Office hour visits are the preferred means to discuss individual concerns, dilemmas, and grading. Quick clarifying questions can be addressed via email, which is the best way to reach me outside of scheduled office hours. However, please follow the guidelines below when contacting me.

* You need to use your DSC email account for all communication and to complete all assignments in the BUSA 3301 class. I do not check the email in GAView. Only use my cyoung@daltonstate.edu for email communication.

As required, I will post notifications in GAView as a way to efficiently communicate with the class.

* Please email questions and concerns early enough to allow me time to respond to you. Please allow 24 hours on Monday – Friday and 48 hours on Saturday and Sunday for a reply. If it has been more than three business days, please politely email me again to make sure that I received the message.

*If immediate response is required, please call my cell number listed above. If I do not answer, please leave a detailed voicemail and I will respond as soon as possible.

ASSIGNMENTS

All the assignments in the course will measure your understanding of and ability to apply course concepts to accomplish the learning objectives established for this course. Assignments that are to be completed individually are to be completed 100 percent on your own and without assistance from others. Assignment rubrics and/or details will be outlined in class.
The general criteria for each assignment is listed in the syllabus. More specific criteria can be found in GaView and will describe the requirements for each assignment. Aside from assignment-specific criterion I will evaluate your work on your ability to:

* Write with appropriate formats
* Write without errors in spelling, mechanics, grammar, and punctuation
* Write clearly, cohesively, emphatically, and concisely
* Write effectively in different situations
* Write tactfully, positively, credibly, interestingly, and without bias
* Write accurately and include all and only relevant content material

**NOTES:**
First Aid Kit Location – Memorial OCIS Office Room 103

Tornado Safe Areas – Memorial – both east and west Hallways (close classroom doors)

AED (defibrillator) location – Memorial – East Hallway outside of Human Resources

**ADDITIONAL COURSE REQUIREMENTS**
Grades are based on performance, not effort. Everyone puts forth a great deal of effort during practicum and class experiences. Those who do not put forth a great deal of effort typically do not manage to complete the experience. Despite the great efforts, which are put forth by all, not all performances are equal. Some students are exceptional in their performance while others are satisfactory. Your grade will be based on your performance, i.e., your performance in the classroom, your performance on written assignments, and your ability to display appropriate professional attributes.

**GRADING**
All grades will be posted in GAView (D2L)

**USING DESIRE TO LEARN AND OTHER TECHNOLOGIES**
We will utilize Desire to Learn (D2L) and other technologies.

**ATTENDANCE**
Attendance is expected for every class session and is part of the overall evaluation.

**LATE WORK/MAKE UP**
No late work or make-up work will be accepted unless it is pre-approved for a valid reason, and is at the discretion of the course instructor.
EMERGENCY INSTRUCTIONAL PLAN
In case of an emergency of inclement weather I will post in GAView makeup assignments for the missed class period(s).

COURSE POLICIES AND PROCEDURES

CARE TEAM
(Last Modified May 2018)

The Campus Assessment, Response, and Evaluation Team, also known as CARE, at Dalton State College engages in proactive and collaborative approaches to identify, assess, and mitigate potential risks associated with members of the campus who exhibit concerning or unusual behaviors. Report a concern through the CARE Reporting Form i. Should you have questions, contact the Dean of Students’ Office at 706.272.4428.

DISABILITY ACCESS
(From Disability Access ii website)

Students with disabilities or special needs are encouraged to contact Disability Access. In order to make an appointment or to obtain information on the process for qualifying for accommodations, the student should visit the Disability Access Library Guide iii or contact the Disability Access office.

Contact information
Andrea Roberson, Associate Director of Disability Access and Student Support Services
Pope Student Center, upper level
706-272-2524
aroberson@daltonstate.edu

ETHICAL CONDUCT
(Last Modified May 2018)

Academic Dishonesty Cheating and plagiarism are a part of the Dalton State Student Code of Conduct, which can be found in its most updated form at Dalton State Student Code of Conduct iv. ANY assistance provided or given in any way toward work in a class constitutes cheating, unless such behavior is authorized by your instructor. Additionally, any use of the ideas or words of others should be noted, or this will constitute plagiarism. Using another students’ work or collaborating on an assignment not designated as collaborative is unacceptable. Furthermore, presenting work that was completed for another class, while not plagiarism technically, is not the same as presenting original work, and is therefore unacceptable unless it has been authorized by your instructor. For more details on what Dalton State considers to be Academic Dishonesty, please review the Student Code of Conduct. Instructors will assign grades
based on classroom performance. Additional sanctions may be provided as a learning experience from the Student Conduct process.

**Classroom Behavior** Dalton State is committed to respect via the Roadrunner Respect pledge. To learn more, please visit [Roadrunner Respect](#). I pledge to show my fellow Roadrunner students, faculty, staff, and administration respect by treating others the way they want to be treated and by thinking about others first before making decisions that might affect them.

**COURSE WITHDRAWAL STATEMENT**  
(Last Modified May 2018)

The last day to drop this class without penalty (a W or a required signature) is [insert date here after checking the Academic Campus Calendar](#). If you complete the proper paperwork to drop the course by this date, you will be assigned a grade of W. After this date, withdrawal without penalty is permitted only in cases of [Extreme Hardship](#) as determined by the Vice President for Academic Affairs; otherwise a grade of WF will be issued. Students who fail to complete the official drop/withdrawal procedure will receive the grade of F. Withdrawal from class is a student responsibility. The grade of W counts as hours attempted for the purposes of financial aid.

**FULL WITHDRAWAL STATEMENT**  
(Last Modified May 2018)

The proper form for withdrawing from all classes at the college after the official drop/add period but before the published withdrawal date ([Academic Campus Calendar](#)) is the [Schedule Adjustment Form](#). All students must meet with a staff member at the Dean of Students office in the upper-level of the Pope Student Center to initiate the withdrawal process and complete an exit interview. After meeting with the staff member, students will then finalize the withdrawal process in the Enrollment Services Office.

**GRADE APPEALS**  
(Last Modified May 2018)

A student may file a formal challenge to a grade if there is unequivocal evidence that one or more of the following applies:

a) It was a direct result of arbitrary and capricious conduct on the part of the instructor;

b) The instructor discriminated against the student on the basis of a protected classification as the term is defined by Federal Law, Georgia State Law, or the Administrative Code of the City of Dalton;
c) The grade was incorrectly calculated;

d) A clerical error occurred in recording the grade; or

e) A mitigating circumstance prevented the student from completing a final assignment or attending the final exam.

To appeal a grade, the student must notify the instructor in writing no later than two days after the posting of final grades. See Grade Changes and Appeals ix for the complete documentation.

**ACADEMIC PROGRESSION**
(Last Modified May 2018)

To remain in academically good standing, students must maintain an institutional GPA of 2.0 or higher. Students who do not maintain a 2.0 move through a sequence of statuses ranging from Academic Warning to Academic Probation to Academic Suspension to Academic Dismissal. See Academic Progress x for the complete documentation.

**TITLE IX INFORMATION**
[Student Sexual Misconduct Policy](#) xi
(Last Modified May 2018)

In accordance with Title IX of the Education Amendments of 1972 (“Title IX”), the University System of Georgia (USG) does not discriminate on the basis of sex in any of its education programs or activities or in employment. The USG is committed to ensuring a safe learning and working environment for all members of the USG community. To that end, this Policy prohibits sexual misconduct, as defined herein.

Please visit the [Title IX at Dalton State web page](#) xii for additional information on the policy xiii, How to Report xiv, Resources xv, and Campus Programs xvi.

**HOUSE BILL 280**
(Last Modified May 2018)

[House Bill 280](#) xvii commonly known as the “campus carry” legislation, is effective as of July 1, 2017.

**OFFICIALLY APPROVED DSC GROUPS AND ACTIVITIES**
(Last Modified May 2018)

When students are engaged in officially approved Dalton State groups or activities that require them to participate in events off campus during school days, they shall be treated similarly to any faculty or staff member acting in that same capacity. Thus, just
as faculty and staff have excused absences from their regular work schedules, students shall be excused from class without penalty if they are off campus representing Dalton State College in an approved, official capacity during their regular class time. Examples include presenting a paper or otherwise participating in a conference, attending a University System student affairs event, participating in intercollegiate competition (athletic or academic), participating in an approved field trip, etc. Just as faculty and staff members are required to submit Request to Travel forms for approval, in order to be excused, the student needs to provide the following information to the instructor prior to the date when he/she will be absent from class:

- notification of the event (in the case of athletics, students should provide each instructor a schedule of away events at the beginning of the semester or as soon as possible after the schedule is available);
- estimated time of departure from and return to campus (for example, if a student has an away game in the evening and will not be leaving campus until 3:00, he/she will not be excused from classes prior to that time on that day; similarly, if the event is in the morning and the student will be returning to campus during the day, he/she is expected to attend any class scheduled after the return trip); and
- contact information for the person or organization sponsoring/authorizing the student’s participation in the event

The student shall be allowed to make up any work missed during the time he/she is off campus representing DSC in an official capacity. He/she shall discuss what will be missed with the instructor and make arrangements to make up any assignments, tests, presentations, etc. scheduled on that date.

**Communication devices**

Cellular phones, pagers, and all other communication devices are strictly prohibited in the classroom. Exceptions may be made on a case by case basis, at the discretion of the course instructor. Possession of electronic devices capable of recording or transmitting images while exams or other restricted materials are available will be considered academic dishonesty and referred to the Vice President for Academic Affairs for disciplinary action.

**Procedures for scheduling meetings outside of class**: I suggest students stop by my office during office hours. Please, call or email me to schedule a meeting outside of office hours.
Emergency or Campus Closure Class Coverage

If classes are cancelled and/or DSC is closed, you are responsible for all assigned work for the missed class at the next regularly scheduled class meetings. This includes all assignments, readings, presentations, and tests. If a presentation is scheduled for a missed date, it will be rescheduled at the earliest convenience. In case of an emergency (weather related or other), you should first check www.daltonstate.edu or your local television or radio station for information regarding the dates and times of operational delays or closings. If DSC is closed and classes are cancelled, you should check D2L for information on assignments or other instructions. If the DSC Internet Portal is not working, you can access D2L via this URL: https://daltonstate.view.usg.edu/. If you are unable to access the Internet or D2L, you should continue assignments/readings as noted in your syllabus until DSC reopens. You will be accountable for all readings and assignments during the time DSC is closed and may be evaluated on material when classes resume.

FULL URL LINKS

1. ETS Major Field Test in Business: https://www.ets.org/mft/about/content/bachelor_business
2. CARE Reporting Form: https://cm.maxient.com/reportingform.php?DaltonStateCollege&layout_id=1
8. Academic Campus Calendar: https://www.daltonstate.edu/about/calendars.cms
10. Grade Appeals: https://libguides.daltonstate.edu/ld.php?content_id=42740257
13. Title IX at Dalton State web page: https://www.daltonstate.edu/about/title-ix.cms
14. Title IX Policy: https://www.daltonstate.edu/about/title-ix-policy.cms
15. Title IX How to Report: https://www.daltonstate.edu/about/title-ix-report.cms
16. Title IX Resources: https://www.daltonstate.edu/about/title-ix-campus-community-resources.cms
17. Title IX Campus Programs: https://www.daltonstate.edu/about/title-ix-campus-community-resources.cms
SIGN-OFF SHEET
BUS 3301
Spring 2019
Instructor Cortnee Young

I have received and read this syllabus; Instructor Young has explained it to me and has given me the opportunity to ask questions about anything I did not understand. I do understand the syllabus and agree to abide by its provisions.

Furthermore, I understand that if I have questions about anything in this syllabus or about any aspect of the course, I should speak with Instructor Young as soon as possible to prevent misunderstandings.

Signature: _________________________________________
Date: _____________________________________________

Please follow the instructions below writing in the space provided.

Please handwrite your name:

Please sign your signature:

What is your student ID Number?:

Please sign your initials: