



**BALL STATE
UNIVERSITY**

Information Systems and
Operations Management

ISOM 249 800: Foundations of Business Communication

Course Delivery: Online (Asynchronous)
Instructor: Dr. Jihyun Kang, Assistant Teaching Professor of ISOM
E-mail: jihyun.kang@bsu.edu
Zoom: <https://bsu.zoom.us/j/5903165060>
Office: WB 248
Office Hours: Zoom, by appointment

Required Textbook:

Cardon, P. W. (2024). *Business communication: Developing leaders for a networked world* (5th Ed.) New York, NY: McGraw-Hill Irwin.

Required Technology:

- Microsoft 365 (free for Ball State students)
- Microsoft Teams (free for Ball State students)
- High speed Internet access
- Canvas Lockdown Browser
- Quincia resume review platform (free for Ball State students)

General Course Information

Course Description

Provides majors with a cornerstone business course designed to develop the analytical, interpersonal, intercultural, oral, and written skills needed by contemporary working professionals in a global environment.

Course Rationale

Foundations of Business Communication is an integrated cornerstone course, designed to develop the analytical, interpersonal, intercultural, oral, and written skills needed by contemporary working professionals in a global environment. Such activities are carried out through oral and written communications by using proper media for varied business environments.

Course Objectives

1. Consider the impact of culture, professional competence, and technology as part of the communication processes engaged by working professionals.
2. Produce business messages and reports following formats and conventions expected of working professionals.
3. Prepare effective business messages and reports through multiple drafts, collaboration with others, and reflection expected of working professionals.

4. Use relevant sources of information to plan, organize/draft, and revise effective business messages and reports prepared by working professionals.
5. Deliver high-quality business presentations in both face-to-face and virtual formats expected of working professionals.
6. Prepare to gain meaningful employment in business as aspiring working professionals.

Note: Read this syllabus carefully. By remaining enrolled, you agree to the course conditions and expectations.

AACSB Assurance of Learning (AOL)

The Miller College of Business is committed to ensuring that every student graduating with a business degree is competent in five areas that are crucial to success in business. These learning goals can be easily remembered with the acronym **C-KITE** (Communication, Knowledge, Integration, Technology, and Ethics).

Communication: Miller College Graduates will be able to communicate appropriately in a professional context. Specifically, they will be

- **effective oral communicators** who can: organize a presentation; use transitions; avoid verbal pauses; maintain audience interest; use eye contact, body language, and use visual aids effectively
- **effective written communicators** who can: introduce the main idea; provide closure consistent to the main idea; use content to support the main idea; use transitions and emphases; maintain connections between ideas; use organizational structure effectively (paragraphs, flow); effectively use diction and conventions; and avoid spelling and grammatical errors.

Knowledge: Miller College Graduates will demonstrate basic knowledge in

- Operations
- Marketing
- Finance
- Management
- Accounting
- Economics

Integration: Miller College Graduates will be able to integrate business knowledge in decision making. They will be able to

- Identify issues confronting the organization
- Synthesize and analyze available information
- Draw well-reasoned inferences and judgments for courses of action
- Design a plan for implementing the course of action

Technology: Miller College Graduates will be able to obtain, manage and communicate data effectively. They will be able to

- Analyze data for information to support decision-making using technology
- Identify common data security risks and safeguards
- Use common cloud technologies to collaborate on projects effectively

Ethics: Miller College Graduates will be able to recognize and resolve ethical dilemmas. They will demonstrate an ability to

- Identify an ethical dilemma in a business situation

- Identify relevant stakeholders
- Assess potential consequences to the stakeholders
- Recognize the importance of making ethical decisions

In this class, you will demonstrate

- **Communication**, by generating written reports and making oral presentations.
- **Knowledge**, by mastering basic business communication concepts.
- **Ethics**, by reading a business case and communication issues and identifying and recommending solutions to a business problem.

Course Policies and Procedures

Attendance

Attendance and active participation are essential to your success in this online course. In accordance with [University Attendance Policies](#), absences will be excused only for specific circumstances such as funeral and bereavement leave, jury duty, late course addition, military absences, observance of religious holidays, pregnancy leave, participation in university- or department-approved athletic activities, and university advisories. Other circumstances, such as illness, injury, car accidents, or job interviews, will be considered on a case-by-case basis at the instructor's discretion. When possible, and with sufficient documentation, reasonable accommodations will be made to support your learning.

As this is an asynchronous online course, students are expected to complete all course materials by the assigned due dates. Simply logging into the course does not count as attendance. To be marked present, you must engage in required course activities each week, such as participating in discussion boards, submitting assignments, completing quizzes, or contributing to group work. Attendance will be tracked through these engagement activities. You are expected to notify the instructor as soon as you know you will be unable to participate in a given week, or immediately after an unexpected situation occurs, and to provide documentation if requested, with confidential details redacted as appropriate. Failure to participate in weekly activities without communication will result in loss of attendance credit for that week. Academic dishonesty, including submitting work on behalf of another student, will be reported to the university.

Ball State E-Mail (Outlook)

Every student must maintain an active University-assigned technology account, including email. Communication with the instructor will only be accepted from an official Ball State email account (e.g., no personal accounts such as @gmail, @icloud, or @aol).

All student assignments must be submitted through the Canvas learning management system. Do not submit assignments via e-mail.

Microsoft Teams & Microsoft 365

This course will use the PC version of Microsoft Teams and Microsoft 365 (Outlook, Word, Excel, PowerPoint, etc.) as its business productivity platform. The goal is to give students the opportunity to use a best-practice business application in preparation for their future careers.

Course Grading

Description	Points	%
Class Participation	280	44%
Documents Makeover (5pts x 6)	30	5
Connect Smartbook Activities (5 pts x 17 Ch)	85	13
Connect grammar	15	2
Exams (50pts x 3 Exams)	150	24
Career Development	150	24%
Resume	50	8
Practice Job Interview	50	8
LinkedIn	50	8
Research-based Writing & Oral Presentation	200	32%
Justification/ Recommendation Memo	100	16
Individual Presentation (Recorded)	100	16
Total	630	100%

A	95-100%	C	74-76%
A-	90-94%	C-	70-73%
B+	87-89%	D+	67-69%
B	84-86%	D	64-66%
B-	80-83%	D-	60-63%
C+	77-79%	F	below 60%

Exams

There will be three exams. Students are expected to complete each exam via Canvas online. Each exam will consist of fifty (50) randomly selected multiple-choice questions based solely on textbook material. There are no make-up exams.

- **Exam 1:** Chapters 1, 2, 15, 16, and 17
- **Exam 2:** Chapters 4, 5, 6, 7, 8, and 10
- **Exam 3:** Chapters 3, 9, 11, 12, 13, and 14

Career Development Assignments (Total 150 Points)

Resume

Students will develop and revise their own professional resume. Resumes will be reviewed using *Quinnia*, which provides detailed, automated feedback on formatting, content, and industry alignment. More specific instructions on accessing and using *Quinnia* will be provided in class.

Practice Job Interview

Students must complete their resume review in *Quinnia* and meet the minimum score requirement set in class before becoming eligible to complete a *Quinnia* practice interview. The practice interview will be tailored to each student's resume and industry interests, and feedback will be provided on rate of speech, eye contact, and content. Students can complete these interviews 24/7 through the *Quinnia* platform.

LinkedIn

Students will submit their LinkedIn profile for automated feedback using *Quinnia*. The goal is to develop a professional, complete, and employer-ready LinkedIn profile that aligns with students' resumes and career goals. Students must have a resume uploaded to *Quinnia* before submitting their LinkedIn profile. After uploading their profile, students will review *Quinnia*'s feedback, focusing on required Flags and optional Improvements, and revise their profile accordingly.

Research-based Writing Project (Total 200 Points)

Justification/Recommendation Memorandum & Oral Presentation

Students will individually complete a research-based justification/recommendation memorandum and a short oral presentation based on a case study provided by the instructor. This assignment focuses on identifying a real organizational communication issue and developing evidence-based recommendations appropriate for a business audience.

Students will first identify a key communication or marketing message concern related to case company's consumer audience (e.g., brand positioning, customer understanding, message clarity, trust, or adoption barriers). Students will then research the company, its target consumers, and relevant industry practices to propose three (3) possible communication solutions. Using credible and relevant sources, students will evaluate these alternatives and recommend one final solution in a formal business memorandum.

In addition to the written memo, students will deliver a brief individual oral presentation summarizing the problem, proposed solutions, and final recommendation, with emphasis on clarity, persuasion, and audience awareness.

This assignment emphasizes research-based writing, audience analysis, and persuasive business communication. All research, analysis, and writing must be completed independently.

The paper must not be generated by AI (e.g., ChatGPT), as this will be considered as plagiarism. Students are responsible for reviewing and complying with Ball State University's academic integrity and AI guidelines: (<https://www.bsu.edu/about/administrativeoffices/vice-provost/student-services/academic-integrity>)

Assignment Submission and Grading

It is the student's responsibility to ensure that each assignment has been submitted correctly to Canvas. Submission of incorrect files, corrupt files, blank files, and/or files not meeting course requirements will receive a grade of zero (0) and cannot be resubmitted. You should always double-check to ensure you have submitted the correct file(s) and that it(they) can be viewed before the due date and time of the assignment.

Students should not use the "Comments" feature in Canvas to submit files or to communicate with the instructor, as the instructor is not notified when this feature is used. The instructor will not consider any use of the comments feature.

The instructor reserves the right to grade assignments once submitted, including at any point before the due date and time of the assignment. Once graded, students will not have the ability to "resubmit" or "redo" these assignments. It is assumed once an assignment is submitted that the student is indicating that the assignment meets their expectations and is ready for grading.

It is the student's responsibility to notify the professor of any grading discrepancies within five (5) days of the grade being posted in Canvas. Questions regarding grading will not be considered after the five (5) day window. The goal is to resolve the issue as soon as possible rather than at the end of the semester.

Submission of Late Assignments

*All assignments are due on the due date and time specified in Canvas. **Graded course requirements cannot be made up or submitted late.*** This includes any requirements to attend outside of the assigned class time activities (such as, but not limited to, job fairs and practice interviews). Exceptions to this rule will be made only with proper documentation from Disability Support Services, Dean of Students, or Director of Athletics.

Use of Artificial Intelligence (AI)

As you work on and submit assignments in this course, know that using generative AI tools to complete your assignments is a violation of [Ball State University's Academic Ethics Policy](#) unless the AI use is explicitly approved by the instructor. In general, students may not submit any work generated by an AI program as their own. Doing so is considered plagiarism.

In assignments or activities where AI use is permitted, the instructor will provide specific guidelines for that use. Work created outside of those guidelines may be considered an Academic Ethics Policy violation. If a student's grade is affected by an academic ethics violation, the instructor may report the violation according to Ball State University procedures outlined in the Academic Honesty Statement below.

Professor's Note

The professor reserves the right to modify the class outline/syllabus if in their judgment such modification would improve the operation (teaching/learning process) of the class (i.e., assignment modifications, correcting typing errors, grading scale adjustments, policy changes, etc.). The professor will notify students in advance of any changes. The current edition of the

Faculty and Professional Personnel Handbook and/or other official University documents will guide all other decisions not specifically addressed by the professor in this syllabus.

Ball State University Legal Disclosures

University Statement

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse. If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's [Disability Services Office](#) coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

Freedom of Expression

In this course, we are committed to fostering a learning environment that values intellectual diversity, encourages free expression, and promotes open inquiry. As members of the Ball State Community, we treat each person in the Ball State community with civility, courtesy, compassion, and dignity and respect and learn from differences in people, ideas, and opinions. Please review Ball State University's [Statement on Freedom of Expression](#), the resources on Ball State's [Freedom of Expression webpage](#), and [Ball State's Beneficence Pledge](#).

Ball State First Day

This course is part of our course material delivery program, Ball State First Day. The bookstore will provide each student with a convenient package containing all required physical books and any digital materials will be integrated into Canvas for this course.

You should have received an email from the bookstore confirming materials provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you haven't done so already, please confirm your fulfillment preference so the bookstore can prepare your materials. Students who do not want to participate in the First Day program may choose to opt out.

To access your digital materials within Canvas:

Delivery Method	Direction
eBook	Select the "Course Materials" link
Courseware – SSO Partner Integration	Select the "Course Materials" link
Courseware – Access Code Reveal	Reveal the access code in the "Course Materials" link and redeem the code at the link provided on that page, or in the publisher's integration in Canvas

Courseware – Publisher Direct	Select the publisher’s link in your course
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Title IX

Ball State University is committed to providing a safe and inclusive learning environment for all students. If you or someone you know has experienced sexual harassment—including sexual assault, dating violence, domestic violence, or stalking, please know that you are not alone. The University offers support services and resources. For more information or to report an incident, please visit bsu.edu/titleix or contact the Title IX Coordinator at 765-285-1545 or at titleix@bsu.edu

As your instructor, I am a mandatory reporter under the Title IX policy and required to report any information I receive about possible sexual harassment. This includes information shared in class discussions, assignments, or private conversations.

What happens after I report? The Title IX Coordinator will email the person who experienced sexual harassment (complainant) and invite them to schedule a meeting. If the complainant **chooses** to meet with the Title IX Coordinator,

- Title IX Coordinator will offer supportive measures (e.g., counseling, extensions on deadlines, course-related adjustments, changes to work or class schedules, and/or referrals to campus offices), review the policy, and discuss options to move forward.
- If a complaint is filed by the complainant or the University, an investigation will begin following University policy.

Academic Honesty Statement

As students of the university, you must conduct yourself in accordance with the highest standards of academic honesty and integrity. Academic dishonesty includes any type of cheating or plagiarism, ***both inadvertent and intentional***. Academic dishonesty by a student will not be tolerated and will be treated in accordance with the BSU Code of Student Rights and Responsibilities, Section 7 (Student Academic Ethics Policy, sections 7.2.2a-d). An ethics violation, depending on the severity, *can lead to a zero for the assignment, failure of the course, or expulsion from BSU*. Per University policy, all ethics violations, even if resolved at the instructor level, are reported to the University.

Everything you turn in must be your own original work. If you are unclear about this policy or my expectations, you must notify me immediately. Claiming that you did not understand the concepts of plagiarism, proper referencing, or cheating will not be an acceptable defense after you have already turned in an assignment.

Disabilities Services Statement

If you need course adaptations or accommodations because of a disability, please contact me as soon as possible. This is to ensure that I have received the proper documentation for your specific needs. There are times when a breakdown in communication may cause me to not receive this documentation from the Office of Disability Services.

Ball State's Disability Services office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

Affirmative Action and Equal Opportunity

Ball State University does not discriminate on the basis of race, color, national origin, sex, religion, marital status, age, or disability in employment, admission, or the provision of services, educational programs and activities, and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities an equal opportunity to participate in all programs and activities. For information regarding nondiscrimination policies contact the Office of Equal Opportunity.

Course Content Ownership

The instructor of the course retains the rights to all course content, including this syllabus. Students may not reproduce, distribute, or publicly post course materials without permission. Students also may not record classes without explicit permission to do so. Selling or distributing course materials may violate the Ball State Code of Conduct and/or the Information Technology Users' Privileges and Responsibilities Policy.

Ball State University Academic Support Services

Disability Services

If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's Disability Services office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

The Learning Center

The Learning Center offers free Tutoring and Academic Coaching for many courses at Ball State. Students can make appointments for online (Zoom) or in-person (NQ 350) appointments. To make an appointment, visit my.bsu.edu and click on "Navigate" in the Additional Tools section, or just go directly to <https://bsu.navigate.eab.com>.

Testing accommodations for students with disabilities are available for students who have received the appropriate documentation from Disability Services. Tests may be administered in the Learning Center.

Supplemental Instruction is available in select courses. If you have an SI leader for your course, that person will provide students with information the first week of school regarding weekly study sessions.

For more information about all of our programming, visit bsu.edu/learningcenter or call 765-285-1006. Follow us on Instagram: BallStateLC.

The Writing Center

All writers improve with practice and feedback, so as a student in this course, you are encouraged to use the Writing Center (in Robert Bell 295 during weekdays, Bracken Library

First Floor West in the evenings, or online during any of our regularly scheduled hours) to get additional feedback on your writing. The Writing Center offers free planning, feedback, and accountability sessions (in person and online) to all students composing essays, reports, reflections, research projects, web content, lesson plans, slideshows, poster presentations, resumes, and other digital or print texts. To schedule a free appointment to discuss your writing, go to <http://www.bsu.edu/writingcenter>. Online and in-person appointments are available; however, plan ahead because appointments book quickly!

The Basic Needs Hub

If you are having difficulty affording enough food, do not have a safe and reliable place to sleep, and/or experiencing an emergency or crisis, help is available through the **Basic Needs Hub**. The Basic Needs Hub has information, resources, and provides individualized support to students. To talk with a supportive staff member about your experience, receive one on one assistance, or learn more about resources, you can submit a **Basic Needs Assistance Form**.

The Counseling Center

The Ball State University Counseling Center offers free and confidential services to all students. The Counseling Center is located in Lucina Hall, Room 320. To schedule an appointment, you can contact us at 765-285-1736. Ball State also offers a 24/7 Crisis Line, which can be reached at 765-285-HOPE (4673). The Crisis Line is a mental health resource for those who are struggling with any mental health concerns, including thoughts of self-harm and/or suicide.

At the Ball State Counseling Center, we see students for a variety of reasons, some of which include homesickness, relationship concerns, anxiety, and depression. At your first appointment, you will work with a therapist to create a plan that will connect you with resources that best fit your needs. We assist students with getting connected to therapy at our Center as well as connecting students to self-help resources, other on-campus resources, and community-based resources. All Ball State students also have access to several on-demand, self-help resources through a variety of different platforms. All of these resources, including a direct link to our website, can be found here.

The Speaking Center

The **Speaking Center** is a free resource available to all members of the BSU community wanting to improve their public speaking abilities. We offer personalized coaching designed to help you become a more confident and effective speaker. Our trained coaches provide constructive feedback and support throughout the entire speech preparation process, whether you are in the early stages of brainstorming ideas and organizing your thoughts, or you need to practice your delivery and refine your message.

The Center is in the David Letterman Communication and Media Building, room 302. To schedule an appointment, please access us through your Navigate app or use this **direct link** to sign up for a time. Appointments are available both in person and on Zoom. Appointments are available in person, on Zoom, and in virtual reality (VR) for those interested in practicing in an immersive speaking environment.