



Standard Course Outline for IS 301L Business Communication Laboratory

I. General Information

- ♦ IS 301L
- ♦ Business Communication Laboratory
- ♦ 3 Units
- ♦ Prerequisites: CBA Major and IS301 pre-requisite or co-requisite
- ♦ Course Coordinator / SCO Prepared by: Debbie McElroy
- ♦ Date prepared / revised: November 2011

II. Catalog Description

Business Communication Laboratory (IS301L) is a writing intensive elective for undergraduate business majors who need assistance with English writing skills. A permit from the CBA Advising Center is required for registration. The class provides intensive practice in English usage and mechanics in written business communications. IS301L must be taken concurrently with IS301 or IS301 must have been completed with a C or higher grade. Enrollment is limited to undergraduate business majors with a score of 9 or 10 on the WPE.

III. Curriculum Justification(s)

Upon completion of this course, the student should complete tasks which align with the CBA learning goal:

- a. Students will be able to demonstrate effective written communication skills in English.

Throughout the course students complete a variety of written assignments in order to develop and enhance their written communication skills. In addition, each student will prepare a written portfolio for submission to the GVAR evaluation committee.

IV. Course Objective(s)

- a. The course will include a substantial amount of instruction in academic writing, either of a general nature or specific to the discipline in which the course is taught; the course must include regular feedback to students concerning their progress in meeting the University's expectations for upper-division expository writing.
- b. Prior to the end of the second week of instruction, students enrolled in the approved writing-intensive course must indicate that they wish to use the course to fulfill the GVAR and must pay the required fee. The instructor must then provide to each such student the scoring guide that will be used to evaluate the student's written work. Students may also take the writing-intensive course without designating it as their means of demonstrating GVAR competency.
- c. A student's written work in a writing-intensive course must include at least two pieces of formal writing. The writing may include work done outside the classroom, but only if the instructor is able to certify that the work is the student's own. The writing submitted in an effort to satisfy the GVAR must be kept free of bias in either direction; therefore, if these pieces of formal writing are also used to help establish the student's course grade, any grades or comments must either be added after the GVAR scoring or be returned on a



- separate sheet of paper. The writing samples themselves may be returned to the student.
- d. The writing samples used to satisfy the GWAR must be submitted no later than the last week of instruction. Each student's writing samples must be evaluated independently by three faculty, one of whom is the instructor of record for the course; all three faculty must have successfully completed the training process approved by the GWAR Committee. Insofar as practicable, the identity of the students should

e. Outline of Subject Matter

- a. Utilizing a writing process.
- b. Developing effective paragraphs.
- c. Incorporating grammar and punctuation rules .
- d. Evaluating sentence structure.
- e. Organizing written messages.

f. Methods of Instruction

The preferred method of instruction for this course is lecture based. Within every section, opportunities for class discussion, in-class writing, and student peer writing evaluations are encouraged. Instructors are encouraged to utilize in-class activities to enhance student learning through small group interactions. Lectures enhanced through slide presentations are strongly recommended. Students should be rewarded for regularly attendance. A variety of exercises and homework assignments should be incorporated to develop students' writing abilities.

Extent and Nature of Technology Use

Some use of technology will depend on individual instructors.

Required Text

Since IS301 is a pre-requisite or co-requisite, students will utilize the IS301 book in IS301L

g. Instructional Policies Requirements

- A. IS301L will conform to the policies of the university's GWAR committee for submission of the portfolio for assessment purposes.
- B. Attendance and Participation Activities



Students are expected to attend all class meetings and complete all assignments to ensure passing the class with a grade of CR or C or better.

C. Required Statement

In compliance with university policy final grades are based on at least three, and preferably four or more, demonstrations of competence. In no case will the grade on any class test count for more than one-third of the course grade.

D. Attendance, Withdrawal, Late Assignments

Students are expected to have regular, punctual attendance. Students are requested to notify instructor when they will be absent.

No late work is accepted, except by prior approval of instructor. Withdrawal policy is the same as that of the university.

E. Special Needs Students

Students with disabilities who need reasonable modifications, special assistance, or accommodations in this course should promptly direct their request to the course instructor. If a student with a disability feels that modifications, special assistance, or accommodations offered are inappropriate or insufficient, he/she should seek the assistance of the Director of Disabled Student Services on campus.



The lists below contain criteria that must be components of any GWAR-certified course. These criteria must be indicated in the standard course outline and reflected in the course syllabus.

Procedural criteria:

- Enrollment is limited to 25 students. Enrollment above this limit must be justified.
- Departments or programs will determine how students will be recruited or advised into this course.
- Students may or may not take the course to satisfy the GWAR. Those who wish to satisfy the GWAR through the course must indicate their intention and pay a \$25 fee by the end of the second week of classes. Undergraduate students taking the course for GWAR-certification must have attempted the Writing Proficiency Exam at least once. Instructors will be provided with packets for students to complete and to send to Testing and Evaluation Services.
- Students who wish to satisfy the GWAR through the course must submit a writing portfolio by the Final Exam week of the semester, or on the last meeting day of the course. Instructors must collect portfolios and deliver them to Testing and Evaluation Services within one week of the end of the semester. Required contents of the portfolio are detailed below.

Course criteria:

- Writing required in the course will be academic in purpose and vary in audience and form.
- The course will contain a detailed description of how academic writing will be taught and how the course will address the needs of first- and second-language English speakers and other appropriate populations.
- Students will produce, at minimum, approximately 4,500 words (15 typed pages) of finished writing during the semester.
- Students will produce a minimum of three pieces of formal writing, one of which will be done under timed-writing conditions.
- Students will produce multiple drafts of at least two pieces of writing.
- Students will be provided with a scoring guide or rubric indicating how their written work will be evaluated.

Portfolio criteria:

- Students will submit 15 pages of finished writing produced in the course (approximately 4,500 words).
- Students will submit three pieces of formal writing, one of which will be timed and one of which will include earlier drafts. Writing must be academic in nature, as described in the course criteria.
- Students will produce and submit a table of contents and a cover letter or essay (approximately 500 words) to introduce the portfolio. This letter or essay is part of the 15 page requirement and should briefly explain the assignment each piece of writing addresses and the reason(s) the portfolio merits a passing score.
- The portfolio must contain an honor pledge signed by the instructor of the course and by the student seeking to pass the GWAR that the writing is indeed that of the student.
- The portfolio submissions of finished pieces of writing must be free of instructor grades and comments. Student texts should be typed and double-spaced.
- Portfolios will be read by three trained faculty readers, one of whom will be the instructor of the course, within six weeks of portfolio submission. Readers will collectively assign a score of "pass" or "non-pass" to each portfolio, and will return all scored portfolios to the Testing Office, which will submit scores to Enrollment Services.