

Course Objectives and Procedures

Business Research & Publishing is part of the Business Management capstone experience and applies business theory and research methodology to develop academic and professional articles published in student-generated business journals.

❑ Objectives of Business 499B

The objectives of Business 499B include the following:

- Analyze written documents using rhetorical principles.
- Demonstrate business research skills.
- Apply principles of business communication through writing professional articles.
- Demonstrate leadership and management through editing a student-generated publication.

❑ Content of Business 499B

The course content of Business 499B include the following areas:

- **Rhetorical Analysis.** Students will analyze professional business journal articles for use of *logos*, *ethos*, *pathos*, and *kairos*.
- **Research Methodology.** Students will study principles and techniques of business research, methodologies, and data analysis of primary and secondary data collection.
- **Academic and Professional Discourse.** Students will research, develop, write, and submit two formal articles for a student generated business publication.
- **Editing and Publishing.** Students will review and practice mechanics and editing skills. Students will create a business journal through a student editorial board that will issue a call for articles, peer review the articles, and design/layout the articles for a class publication.
- **Leadership Development.** Students will examine multiple leadership styles and traits to create a leadership portfolio and prepare for future leadership roles. Students will exhibit leadership roles through student editorial boards.

❑ Assignments for Business 499B

Major assignments for Business 499B include the following:

- **Module Readings and Quizzes.** Students will complete ten weekly modules that present information on academic and professional discourse. Students will then complete a weekly quiz based on the module readings (10 points each –100 points).
- **Mechanics Review and Quizzes.** Students will review principles of mechanics and punctuation to prepare them for writing and editing articles. Students will then take a quiz on each of the eight units (10 points each—80 points).
- **Mechanics Review Exam.** Students will take a comprehensive exam on mechanics and punctuation (100 points).
- **Job Application Materials.** Students will apply for an editor in chief position by submitting a cover letter and resume (100 points).
- **Research Materials.** Students will submit the following preparatory research materials for two articles.
 - Bibliography—20 sources each (25 points each bibliography)
 - Outline (25 points each outline)
 - Notes—15 notes each (25 points each set of notes)
- **Formal Researched Articles.** Students will submit two formal researched articles using accurate APA documentation—10-12 pages each (200 points each).
- **Spori Business Review.** Student editorial boards will generate an online magazine through a student editorial board that will use a call for articles, peer review the articles, and design/layout the articles for class publication. Each student will be a member of an editorial board and write and

submit two articles for publication (300 points).

- **Leadership Portfolio.** Students will read two leadership articles a week, one from *Harvard Business Review* and one from LDS sources. Students will then write a weekly leadership journal response (400+ words each) responding to the articles and personal experience (25 points each—250 points).
- **Spori Business Conference.** Students will present ONE aspect of their researched articles in a formal in-class conference setting (100 points).

❑ **Conduct of the Class**

The basic pattern of the course is one of (1) *theory*, (2) *practice*, (3) *critique*. The course of theory includes the weekly modules. The theory of each assignment is thoroughly discussed in informal classroom sessions. Included in these discussions are numerous examples of the application of each principle to students' own fields and to their specific writing problem. Following such discussions, the students then write their papers and hand them in. The teacher then reads the papers and makes written or oral comments about the paper.

LATE ASSIGNMENTS NOT ACCEPTED

❑ **Prerequisites**

Business 499B has these pre-requisites:

- Business 301, 321, 341, 361
OR
- Business 302, 342, 322, 362

❑ **Grading and Evaluation**

The teacher will evaluate all formal writing assignments and comment on what works well in the document and offer suggestions for improvement. The teacher will assign a letter grade to the document and record a number grade in the roll book. Most often the number grade follows the breakdown below

A	=	95%	C	=	75%
A-	=	92%	C-	=	72%
B+	=	88%	D+	=	68%
B	=	85%	D	=	65%
B-	=	82%	D-	=	62%
C+	=	78%	F	=	59%

The teacher reserves the write to slightly alter the number points depending on the student's performance. For example, instead of recording a 92% for an A-, the teacher may record a 90%.

❑ **Teacher Conferencing**

Most student questions and writing concerns are handled in the classroom through class or individual discussion. Students may schedule an appointment with the teacher for more extended conferencing. Rarely will the teacher read an entire document during a conference but rather will assist the student in identifying the writing frustration and in developing options to solve the communication problems.

Students who wish to conference with the teacher about a graded paper must meet the following two conditions (there are no rewrite options to improve a graded assignment):

1. Wait 24 hours before making an appointment with the teacher.
2. Come to the appointment with a list of suggestions to improve the paper. The teacher will discuss those options with the student.

❑ **Attendance Requirements**

The student has the responsibility to attend class and to be prepared for class. If the student misses class, the student should contact the teacher out of courtesy via office phone-mail or email **prior** to class.

This is a highly interactive course that meets just once a week. The success of this course and your individual success depends on your regular presence and promptness, your thorough preparation for class, and your active participation within class. You may have **two class absences without a grade penalty**.

Please note: I make no distinction between "excused" and "unexcused" absence. You are responsible for saving your absence leave to accommodate unexpected illness or personal / family needs.

Excessive absence will result in *deduction from final average of 1 percentage point per hour of absence over the limit*. If you miss

more than three class periods, you will not be able to earn an A in the course. If you miss more than four class periods, the highest grade you can earn in the course is a C. If you miss five or more classes, you will earn an F in the course.

At the end of the semester, if you have **perfect attendance**, you will have a **bonus of 1 percentage point added to your final average**.

❑ **E-mail**

Students must have access to BYU-Idaho e-mail. If students prefer other email servers, students should arrange with their carriers to forward their campus email directly to them.

❑ **Academic Honesty**

“BYU-Idaho students should seek to be totally honest in all their dealings. They should complete their own work and be evaluated for that work. They should avoid academic dishonesty and misconduct in all its forms, including but not limited to plagiarism, fabrication or falsification, cheating, and other academic misconduct.”
(*BYU-Idaho Catalog 2010-2011*, p. 68.)

This course will adhere to procedures for handling incidents of academic dishonesty found in the *BYU-Idaho Catalog, 2010-2011*, pp. 68-69.

❑ **Special Limitations**

To accommodate students with special learning, physical, emotional, mental, social, or other limitations, the student must notify the teacher the first week of class. By law, BYU-Idaho is only required to assist those students who make these issues known during the first week.

❑ **Caveat**

The teacher reserves the right to make changes in course content and policy at any time during the semester.