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Professor Information and Office Hours (OH)/Class Times and Locations

Lecturer: Dr. Sia Rose-Robinson
Email: sroserob@gmu.edu; review email policy on pages 6-7 before emailing Dr. Rose
Telephone: (703) 993-9579
OH: Mondays, 2-6 pm, ENT149A

Lab Coordinator: Nicola Scott
Email: nscott1@gmu.edu
Telephone: (703) 993-2598
OH: Mondays, 9-11:45 am, 12-1:15 pm, ENT149A

Lab Professors:
David Heath
Email: dheath@gmu.edu
OH: Thursdays, 3-5 pm, ENT126

Kevin Lefton
Email: klefton@gmu.edu
OH: Wednesdays, 4:45-5:45 pm, ENT126

Rachel Mitrovich
Email: rmitrovi@gmu.edu
OH: Thursdays, 4:45-5:45 pm, ENT126

Patrick Soleymani
Email: psoleyma@gmu.edu
OH: Fridays, 12-1 pm, ENT32
Kevin Stoy  
Email: kstoy@gmu.edu  
OH: Mondays, 5:15-6:15 pm, ENT126

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**Course Description and Overview**

SOM 301 is the business communications course for the School of Management (SOM), as well as the Writing Intensive (WI) course for all SOM majors. The fundamentals of business models are introduced, communication skills are developed, and writing as a learning tool is emphasized. Students will write at least 3,500 words in total throughout the semester covering a range of writing genres.

A minimum grade of C (73%) is required to satisfy SOM degree requirements, and students will not be permitted to make more than three attempts to achieve a C or higher in this course. Effective fall 2010, registration in this course will be prohibited beyond three attempts that resulted in a grade lower than C. If you have questions about this policy, please see an academic advisor in ENT8.

**Course Co-Requisites**
Grades of C or better in OM 210 and ACCT 203 (or equivalent).
Course Materials
The following course materials are required for completion of SOM 301:

- **Business Communications Today, 10th Edition by Bovee and Thill**
- **Blackboard**: SOM 301 is supplemented with Blackboard (mymason.gmu.edu)
  - All assignments and course documents will be posted to Blackboard
- **i>clicker remote** (see i>clicker information in class policies section of syllabus)
  - Bring to all lectures
- **Laptop** (see the School of Management laptop policy for more information, as well as laptop information in class policies section of syllabus)
  - Bring to all labs
- **USB flash drive**
  - Bring to all labs

SOM Undergraduate Programs Learning Goals
The following are the learning goals of the School of Management undergraduate programs:

- Our students will be aware of the uses of technology in business.
- Our students will be effective communicators.
- Our students will have an interdisciplinary perspective.
- Our students will be knowledgeable about global business and trade.
- Our students will recognize the importance of ethical decisions.
- Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
- Our students will understand the value of diversity and the importance of managing diversity in the context of business.
- Our students will be critical thinkers.

Course Learning Objectives
After completing SOM 301, students will be able to:

- Communicate orally and in writing in a business context.
- Present ideas in writing in an organized, logical, concise, grammatically correct, and professional manner.
- Communicate and solve problems in a business context.
- Demonstrate the ability to use the library and other resources for research purposes.
- Identify the key aspects of each functional business area.
- Explain how the functional areas are integrated together as part of the business model.

Class Policies

Professor Responsibilities and Roles
Lecturer: The lecturer is responsible for providing you with all material presented in the lecture portion of the class. Contact Dr. Rose about questions related to lecture, including lecture quizzes. Always be sure to review the course email policy before contacting her to ensure that your question should be directed to her.
Lab Professor: Your lab professor is responsible for providing you with all material presented in the lab portion of the class. You should direct all questions regarding lab material, activities, and assignment grades to your lab professor.

Lab Coordinator: The lab coordinator is responsible for overseeing the labs and supervising the lab professors. If you have a question or concern regarding lab, please always contact your lab professor first. Should you need additional lab information after communicating with your lab professor, you should contact Nicola Scott at nscott1@gmu.edu. Please do not contact Dr. Rose with questions or concerns about lab unless she is your lab professor.

PLEASE NOTE: Your lab professor will be responsible for managing the evaluation of your graded written work. If you are dissatisfied with your grades on written work, please speak to your lab professor about ways to improve on future assignments. Simply being dissatisfied with a grade or enforcement of a class policy are not appropriate reasons to contact the lecturer or lab coordinator, and you can expect to be referred back to your lab professor to discuss the issue.

Student Responsibilities
The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for knowing and following established policies.

Students are responsible for carefully following the course schedules and reading text material prior to attending lecture and lab for the week.

Students are required to bring their i>clicker to every lecture. Students are required to bring a laptop and USB flash drive to every lab.

Students are responsible for their own time management and completing assignments in accordance with the assignment guidelines while meeting assignment due dates. Students must take responsibility for carefully reading assignments, rubrics, and other resources posted to Blackboard or distributed by their professors.

Attendance
Students are expected to attend every lecture and lab, and to be on time. If you anticipate vacations, work conflicts, child care issues, etc., this may not be the appropriate time for you to take the class. Professors are unable to work around individual schedule conflicts; exceptions or excused absences are granted in cases of documented and approved illness or emergency only (see the late/make-up policy for more information).

Students should be respectful of professors and classmates by arriving to class on time to avoid distractions. If you miss class, you are still responsible for all material that has been covered. You should get class notes or missed information from a classmate. If classes are canceled, schedules may be adjusted. Lecture and lab announcements or cancellations will be posted to Blackboard and/or sent via GMU webmail.
i>clickers
Effective spring 2012, all SOM 301 students are required to have an i>clicker, which is a system that allows students to respond to quiz questions asked randomly during lecture. The i>clicker remotes can be purchased at the GMU Bookstore.

- Students must bring their i>clicker remote to all lectures, as remotes will be used by students to provide response to the quiz questions administered randomly throughout the semester.
- Students must register their i>clicker remotes at http://www.i>clicker.com/registration so that the system, which recognizes each remote that responds to questions, can link students to their remotes. Note: students are solely responsible for registering their i>clicker remotes themselves at the aforementioned website.
- Forgetting your i>clicker is not an acceptable reason to be unprepared (see late/make-up policy for more information).
- Using an i>clicker remote on behalf of someone or having someone use an i>clicker remote on your behalf is an Honor Code violation.

Laptops
Effective fall 2011, all SOM students are required to have a laptop or access to a laptop with Windows 7 and Microsoft Office 2007. Laptops must be brought to all SOM 301 labs.

Students without working laptops in lab for the Competency Writing Assessment 1, Competency Writing Assessment 2, In-Class Graded Writing 1, In-Class Graded Writing 2, or In-Class Graded Writing 3 will be unable to complete a make-up for the given assignment unless they can provide approved documentation verifying a technical issue with their laptop.

Forgetting your laptop is not an acceptable reason to be unprepared (see late/make-up policy for more information).

Required laptop specifications:

- Processor: 2.3 GHz dual processors (recommended) / 2.3 GHz (min. requirements)
- Memory: 2 GB (recommended) / 1 GB (min. requirements)
- Hard Drive Capacity: 150 GB (recommended) / 80 GB (min. requirements)
- Network Capability: Built-in 10/100 Fast Ethernet LAN (with RJ-45 connector)

Please review the classroom etiquette expectations section for further information about use of laptops in class.

Email Policy
Always refer to resources posted to Blackboard before emailing professors. Oftentimes, your question can be answered by simply reviewing the syllabus or assignment directions. If you have reviewed the resources on Blackboard and still have a question, please follow these guidelines to know who should receive your message:

- Issues related to lecture should be directed to Dr. Rose.
- Issues related to lab should be directed to your lab professor.
If you have a question or concern about lab that your lab professor cannot answer, contact Professor Nicola Scott, the Lab Coordinator and supervisor of the lab professors at nscott1@gmu.edu.

Due to the large number of students enrolled in the course, students not enrolled in Dr. Rose’s labs should limit email to Dr. Rose to matters of importance only related to lecture.

Students must use their Mason email accounts—either the existing “MEMO” system or a new “MASONLIVE” account—to receive important University information, including messages related to this class. See http://masonlive.gmu.edu for more information.

Consistent with federal privacy laws, SOM 301 faculty may not respond to non-GMU email addresses.

Assignments emailed to professors will not be accepted unless prior arrangements and approval have been made.

Remember that email is to be a formal means of communication. Emails directed towards professors need to be polite, grammatically correct, include a proper salutation, and show correct capitalization and spelling. Email not following these and the other business writing guidelines presented in this class may not receive a response.

In order to receive a response, always include both your lecture and lab section numbers in all emails. Here are some ways to quickly and easily include the required lecture and lab information in your email:

- **Subject line:** Appointment Request (Lecture 003, Lab 201)
- **In message salutation:**
  
  Dear Professor Scott,

  I am in Lecture 003, Lab 201.

- **In message complimentary close:**
  
  Sincerely,

  Joe Student
  
  Lecture 003, Lab 201

**SafeAssign**

In order to develop writing skills and teach students more about academic honesty, SafeAssign will be used in this class for certain assignments. Unless otherwise noted, these “SafeAssignments” also require that a hard copy be submitted to your lab professor. If one or both criteria are not met, the assignment will be considered late and will receive a grade of zero.

Your lab professor will remind you of the SafeAssign and hard copy requirements for each assignment. Therefore, be sure you are in class, taking notes, and checking Blackboard and email often. Failing to hear or read a reminder will not excuse you from the assignment requirements.

For SafeAssignments completed out of class:
The deadline for SafeAssign submissions is the lab start time on the due date, and the deadline for hard copy submissions is the lab end time on the due date. Failure to submit assignments to SafeAssign by the start of lab will result in the assignment being considered late and marked as a zero, even if a hard copy is delivered to the lab professor by the end of lab. Conversely, failure to submit an assignment hard copy by the end of lab will result in the assignment being considered late and marked as zero, even if an electronic copy is submitted to SafeAssign by the start of lab.

The SafeAssign submission is not graded, but is only checked for adherence to the Honor Code. Therefore, if you only submit to SafeAssign, you will not receive credit for the assignment.

For SafeAssignments completed in class:

The deadline for SafeAssign submissions is the lab end time on the due date, and the deadline for hard copy submissions is the lab end time in the following week’s lab. Failure to submit assignments to SafeAssign by the end of lab will result in the assignment being considered late and marked as zero, even if a hard copy is delivered to the lab professor by the end of the following lab. Conversely, failure to submit an assignment hard copy by the end of the following lab will result in the assignment being considered late and marked as zero, even if an electronic copy is submitted to SafeAssign by the end of the previous lab.

The SafeAssign submission is not graded, but is only checked for adherence to the Honor Code. Therefore, if you only submit to SafeAssign, you will not receive credit for the assignment.

The SafeAssign submission and hard copy must be the same version of the document. Submitting a different version in hard copy form than what you wrote in class will be considered an Honor Code violation.

Citation Style

Any time you use material derived from specific sources, you are ethically obligated to let your reader know who deserves the credit. Further, you must tell the readers precisely what information you used and where the material came from so that they can locate it for themselves. In this course, you will use APA citation format. Refer to the free citation guide posted at http://owl.english.purdue.edu/owl/resource/560/01/. This is the site SOM 301 faculty will use as an APA guide.

Internal citations are required for all source material used in all written assignments. It is not sufficient to only document sources in a bibliography format; the reader needs to know the source of information while reading a document. This is accomplished by using internal citations. Failure to include internal citations for all sources used in the document may result in a grade of zero for the assignment and/or a referral to the Honor Committee. Additionally, SOM 301 requires a lead-in/signal phrase at the start of all passages of research, and a page number (or equivalent) at the end of all passages of research. This will ensure that the reader will always know where your research begins and ends. Failure to follow this format will result in a grade penalty.

Formatting Guidelines

Presentation, especially in business, is an evaluation factor; it is important to remember that one way to “invite” reading of your work is to make it attractive and easy to follow. Therefore, formatting will be a component of your grade for written work in this course.
**Default Formatting Expectations**

Many assignments in SOM 301 will be formatted according to the requirements given in the assignment directions. Use the following formatting expectations unless directions state otherwise. Not adhering to format guidelines will result in a grade reduction for format.

- Unless otherwise specified, your name, lab section number, and the paper due date must be TYPED in the upper left or right corner of the first page of your paper. Failure to include this basic information will result in a deduction from the format grade.

  Joe Student (name)
  201 (lab section)
  January 30, 2012 (due date)

- Do not include cover pages.
- Use white paper and black printer ink only.
- Use standard Times New Roman, 12-point font.
- Use one inch margins on all four sides of paper.
- Staple all pages together in order. Multi-page papers that are unstapled will result in a deduction from the format grade. Paperclips are not an acceptable replacement.
- Use block or modified block format for documents.
- Use single spacing, but skip a space between paragraphs or sections.
- Use bold type for section headings.

**Using Research in Your Writing**

- Italicize titles of major works (books, journals, newspapers, films, plays, anthologies, etc.). Works within works (chapters, articles, acts/scenes, stories in an anthology) are to be punctuated with quotation marks. Examples: Oliu, Brusaw, and Alred’s *Writing That Works*, 7th Ed.; Mike Musgrove’s *Washington Post* article, “Slow PC Sales Mean Brisk Fix-It Business”; Scott Adams’s *Dilbert* in *The Washington Post*’s “Business” section.
- Introduce reference material as if the reader has no idea to what you refer. Example: “In Musgrove’s article “Slow PC Sales Mean Brisk Fix-It Business,” he suggests that…..”
- Do not use unattached and/or unexplained quotes from sources; it does not add anything to what you have to say, makes the reader confused, and suggests weak writing skills. Instead, paraphrase or summarize reference material whenever possible (always citing it appropriately); if you must use quoted material, incorporate the key points into your text with appropriate introduction, citation, reference, and punctuation.

**Miscellaneous Formatting Rules**

- Always spell check and proofread.
- Write out all whole numbers under 10. Avoid whenever possible starting a sentence with a number. Numbers that start a sentence should be spelled out. Example: “Fifty-two percent of pensioners saw a decline in their investment portfolios.”
- If you use an acronym, write out the full name of the entity at the first reference and put the acronym directly after the entity in parentheses. Example: “The Pan American Health Organization (PAHO) is an auxiliary organization of the World Health Organization. Health officials at PAHO work towards improving medical conditions in Latin America and the Caribbean.”
• Periods and commas always go inside quotation marks in American English; colons and semi-colons always go outside quotation marks. Question and exclamation marks go either inside or outside depending on the context of the phrase.

• To denote a word as an example, italicize the word. For example: *Data* is a plural noun; the singular form is *datum*.

• Foreign words and phrases, such as “*an ad hoc committee*,” should be italicized. The exceptions are those words which have become part of the English language (such as *sauna*).

• If you use foreign words that include non-English letters or letters with diacritical marks, insert the proper letter. Examples: á, ç, ö, å, ñ, š, ß, þ.

• Use appropriate symbols in your texts. Some currency symbols are easily created and/or inserted in word processing software packages. Examples: €, £, ¥. Other symbols are created as well: ¡, ¢, ¤, ©, ®, ¶, ¼, ¿, ™, ~.

**Late/Make-Up Policy**

All submission criteria must be met for an assignment to be considered on time (see the SafeAssign policy for more information).

Written work completed out of class can be turned in early if an absence is known/anticipated. Written work completed in class cannot be completed early if an absence is known/anticipated.

Late assignments will not be accepted in SOM 301. An exception will be made only in case of illness or emergency and only upon receipt of documentation from a doctor or advisor and approval by the designated professor. For missed lecture quizzes due to illness or emergency, students must contact the lecturer to discuss the instance before the next lecture. For missed lab assignments due to illness or emergency, students must contact their lab professor to discuss the instance before the next lab. If the student does not contact the appropriate professor prior to the next class, an exception will not be made. Simply contacting your teachers does not guarantee that the absence will be considered excused. This policy is enforced for all assignments, regardless of point value and whether completed in or out of class.

If you are late to lecture or lab, you risk missing a graded assignment, including presentations, activities, and quizzes. Traffic and parking are unpredictable. Plan accordingly, as exceptions for these events are only permitted when a university-wide exception is required.

**i>clickers**

There will be a total of 10 lecture quizzes, and all will require the i>clicker. The quizzes will be given randomly throughout the semester and questions will be asked during random points in the lecture. ALL lecture quizzes will use the i>clicker remote. These lecture quizzes will consist of several short questions that are based on the subject matter covered in the previous or current lecture.

• Each of the 10 lecture quizzes is worth 5 points (for a semester total of 50 points).

• Students who answer all the i>clicker questions correctly during a lecture quiz will receive 5 points for that lecture. Students who answer no questions asked on a day will receive 0 points for that day. Students who answer one or more, but not all, of the questions asked on a day receive credit for only those questions answered correctly.

• Students will not receive credit for a quiz until their i>clicker is correctly registered. Once scores are downloaded for a given class, the instructor will not go back and give credit for
students who answered, but who had not registered their remotes by the time scores were
downloaded.

• One or more quiz questions may be asked at the start of class, so being on time and ready at the
start of class is important. One or more questions may be asked towards the end of class, so stay
until lecture is dismissed.
• Using an i>clicker remote on behalf of someone or having someone use an i>clicker remote on
your behalf is an Honor Code violation. Students may be asked to present ID to verify identity.

Laptops
Students are expected to bring laptops to every lab. Students without working laptops in lab for the
Competency Writing Assessment 1, Competency Writing Assessment 2, In-Class Graded Writing 1, In-
Class Graded Writing 2, or In-Class Graded Writing 3 will be unable to complete the given assignment
unless they can provide approved documentation verifying a technical issue with their laptop. Students
“forgetting” their laptops on the days these specific assignments are given will not be able to complete
the assignment. If a student misses one of these specific assignments due to a laptop issue, the student
must contact their lab professor to discuss the issue before the next lab. If the student does not contact
their lab professor prior to the next class, an exception will not be made. Simply contacting your
teachers does not guarantee that the absence will be considered excused.

Feedback on Drafts
Your lab professor is happy to discuss lab concepts and assignments with you during their office hours.
Lab professors will be able to provide feedback on your written work at this time. If you are unable to
attend office hours, you are welcome to email your specific questions to your lab professor. However,
lab professors will never edit/rewrite/fix your work for you either in person or via email. The School of
Management requires that your work is your own. Becoming a stronger writer is a process that requires
the writer to think, reflect, and revise their own work.

Grading of Papers
A detailed rubric will be used to grade major assignments. Grading in SOM 301 is consistent across all
sections; professors grade many assignments together, and may grade papers from students in labs that
are not their own to ensure there is no bias in grading standards. Grading can be a lengthy process. At a
minimum, each assignment submission takes 10-20 minutes to grade. With 60-120 students per lab
professor, grading for just one assignment generally takes 10 hours or more. Your lab professor will
make every effort to return work within two class meetings of submission so you can use feedback for
future work. Your professor will inform you if illness or emergency will impact this two-class
turnaround.

Honor Code
You are expected to know and follow the GMU Honor Code, which can be found through the website of
Specifically, knowledge of the following is expected:
1. All written assignments will be completed individually unless otherwise specified. Collaboration
and group participation will be encouraged in developing ideas, but students shall write papers
on their own, unless otherwise stated by the professor.
2. In-class graded work will be closed book unless otherwise stated by the professor. The use of study aids, memoranda, books, data, or other information will not be permissible, unless otherwise stated by the professor.

3. Source citations must be provided for all work in this course. The intellectual property belonging to someone else must be properly cited.

4. Original work is expected for this class. If you are repeating this course, all work must be newly developed material (see the FAQ’s at end of this document for more information on this issue). Materials prepared for other courses are not to be used to satisfy the requirements of this course.

5. All instances of plagiarism, intentional or unintentional, will result in a report sent to the University Honors Committee and a recommendation of a zero for the assignment, and possibly the course.

Special Accommodations

Disability: Students needing special accommodations must contact the Office of Disability Services (ODS) at George Mason University. The mission of the ODS is to facilitate equal access for students with disabilities to university programs, events, and services. The ODS is committed to upholding the legal, ethical, and philosophical principles of the Americans with Disabilities Act of 1990 by providing reasonable accommodations and services that will help ensure that students with disabilities have equal opportunities to achieve their full human potential. The ODS is located in Student Union Building 1, Room 4205, and the phone number is (703) 993-2474. Consult the ODS web site at http://ods.gmu.edu. Students requiring special accommodations should contact ODS and inform the lecturer and their lab professor of their needs as soon as possible. Accommodations for an assignment cannot be made after the assignment due date.

Religion: Students who will miss class for religious reasons should inform the lecturer and their lab professor of anticipated absences by the second class of the semester.

Classroom Etiquette Expectations

Conduct in SOM 301 should be professional. Students should approach this course as practice for how to behave in a professional environment. This means being punctual, taking notes, showing interest in what is being said, and avoiding distractions. Mobile phones and other personal electronic devices must be silenced, and there should be no texting or electronic chatting in lectures or labs. It is disruptive to everyone for phones to ring during class, distracting to text or chat electronically, and rude to take and make calls during class.

Laptops are to be used for approved SOM 301 activities/assignments only. Students distracting from the class because of improper use of laptops or unprofessional behavior may be told to leave the classroom.

Your professors wish to promote a classroom where topics are open for discussion in a rational and nonthreatening manner. With that said, “bashing” of any kind is unacceptable and will not be tolerated.

Conduct and preparedness in lab will directly determine your class participation grade.

Graded Work

Please see the Course Schedule posted to Blackboard for due dates and semester weekly schedule.
A grade of C (73%) or better in this course is a SOM admission requirement. To pass the course, students must demonstrate the following:

- Ability to write at a 300 course level,
- Understanding of course concepts,
- Application of course concepts,
- Proficiency in written and verbal communication skills

Writing assignments will be based not only on content, but also on style, format, appearance, and overall professionalism. Grammar and mechanics will be worth 40-50% of assignment grades for most formal assignments, but these concepts will not be taught in SOM 301. Since this is a 300 level course, all students are expected to enter SOM 301 with a strong understanding of American English grammar and mechanics rules.

NOTE: Grades are never rounded in SOM 301.

Assignments

Listed in alphabetical order, not by due date.

1. Competency Writing Assessment 1 = 10 points maximum; grades will be no credit (0 points), does not follow directions (0 points), partial credit (5 points), or full credit (10 points). Completed in lab. Missing the Assessment for any reason other than documented, pre-approved, excused absence is unacceptable. Performance on this assignment is an accurate indicator of success on future SOM 301 assignments. Students receiving a grade of no credit on the Assessment should seriously consider dropping the course. Grades will be posted to Blackboard before the last day to drop with a 33% tuition penalty (February 14). Failure to complete this assignment will result in an automatic grade penalty of 100 points at the end of the semester. Only students with excused and documented absences will be allowed to complete a make-up, which must be completed by October 14.

2. Competency Writing Assessment 2 = 10 points maximum; grades will be no credit (0 points), does not follow directions (0 points), partial credit (5 points), or full credit (10 points). Completed in lab.

3. Course Topics Presentation = 10 points. A 1-2 minute individual presentation given in lab.

4. Cover Letter Draft = 5 points maximum; grades will be no credit (0 points), does not follow directions (0 points), partial credit (2.5 points), or full credit (5 points). Written outside of class; submitted in lab.

5. Cover Letter Final = 100 points. Written outside of class; submitted in lab.

6. Graded Lab Activities 1-6 = 12 points (2 points each); grades will be no credit (0 points), does not follow directions (0 points), partial credit (1 points), or full credit (2 points). Completed in lab.

7. In-Class Writing 1 = 100 points. Completed in lab.

8. In-Class Writing 2 = 125 points. Completed in lab.

9. In-Class Writing 3 = 150 points. Completed in lab.

10. Lab Participation = 25 points.

11. Lecture Quizzes 1-10 = 50 points (5 points each); unannounced quizzes. Students must bring their own i>clicker to all lectures. Completed in lecture.

Comment [N1]: Need to discuss; currently 18 points short of 1000.

Comment [N2]: If shorter ES, make fewer points?
12. Memo Topic and Abstract = 5 points maximum; grades will be no credit (0 points), does not follow directions (0 points), partial credit (2.5 points), or full credit (5 points). Written and submitted outside of class.

13. Memo Draft (Optional) = 0 points; for optional feedback purposes. Written outside of class; submitted in lab.

14. Memo Final = 250 points. Written outside of class; submitted in lab.

15. Plagiarism Quiz = 25 points. Students must bring their own Scantron and pencil to class. Completed in lab.

16. Resume Draft = 5 points maximum; grades will be no credit (0 points), does not follow directions (0 points), partial credit (2.5 points), or full credit (5 points). Written outside of class; submitted in lab.

17. Resume Final = 100 points. Written outside of class; submitted in lab.

**Extra Credit Opportunities**

1. Business Fest Quiz = 2.5 points. Completed at the 2012 Business Fest. Announcement with further information to be posted to Blackboard by the second week of the semester.

2. Perfect Interview Personal Pitch = 2.5 points. Completed and submitted outside of class. Announcement with further information to be posted to Blackboard by the fourth week of the semester.

**Total = 1005 possible points**

**Grading Scale**

- 930-1005 points = A
- 900-929.9 points = A-
- 870-899.9 points = B+
- 830-869.9 points = B
- 800-829.9 points = B-
- 770-799.9 points = C+
- 730-769.9 points = C
- 600-729.9 points = D
- 0-599.9 points = F

**Assignment Characteristics and Submission Requirements**

See the following chart for important information on course assignments (listed in alphabetical order, not by due date). Please see the Course Schedule posted to Blackboard for due dates and weekly schedule.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Completed in Class</th>
<th>SafeAssign Required</th>
<th>Hard Copy Required</th>
<th>Scantron Needed</th>
<th>Submitted Electronically (not SafeAssign)</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competency Writing Assessment 1</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td>25</td>
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<tr>
<td>Competency Writing Assessment 2</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Course Topics Presentation</td>
<td>X (prepared outside of)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Class)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Cover Letter Draft</td>
<td>X</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover Letter Final</td>
<td>X</td>
<td>125</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graded Lab Activities 1-6</td>
<td>X</td>
<td>X</td>
<td>5 each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-Class Graded Writing 1-3</td>
<td>X</td>
<td>X</td>
<td>80, 100, 125</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lab Participation</td>
<td>X</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lecture Quizzes 1-10 (given in lecture)</td>
<td>X</td>
<td>5 each</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Memo Topic and Abstract</td>
<td>X</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Memo Draft (Optional)</td>
<td>X</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Memo Final</td>
<td>X</td>
<td>X</td>
<td>200</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Plagiarism Quiz</td>
<td>X</td>
<td>X</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resume Draft</td>
<td>X</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resume Final</td>
<td>X</td>
<td>X</td>
<td>125</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Lab Participation**

You should be punctual, prepared, and involved. You are expected to take an active role in class. Students are encouraged to ask questions and respect should be given to fellow class members regarding their questions and opinions. Participation expectations are outlined below:

- Participation is graded on quality as well as quantity. Participation includes providing recapitulations and summaries, making observations that integrate concepts and discussions, citing relevant personal examples, providing support and feedback to others, and being an active participant in all discussions and activities.
- Participation also requires preparedness. Students are required to read designated assignments or activities prior to class, and to be prepared with questions or concerns. Some in-class activities will require outside research or preparation prior to class. Unpreparedness will negatively impact the participation grade.
- Participation is also about avoiding distractions (texting, web surfing, chatting, etc.). Your participation score will be negatively affected by engaging in these activities.

Your participation score will be based on the following criteria. Note that the criteria attempts to capture patterns of behavior.

<table>
<thead>
<tr>
<th>Points</th>
<th>Participation Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>22.5-25</td>
<td>Outstanding: Demonstrates excellent preparation: has analyzed material ahead of time. Offers analysis, synthesis, and evaluation of material to further class discussion. Contributes to activities and class discussion: keeps analysis focused,</td>
</tr>
</tbody>
</table>
responds thoughtfully, suggests alternatives to approaching material and demonstrates active involvement. Behaves professionally and appropriately.

20-22 Very Good: Demonstrates good preparation and constructively participates in all class activities and discussions; occasionally demonstrates insight by asking questions or making statements that are relevant, add to, and facilitate the class discussion. Behaves professionally and appropriately.

17.5-19.5 Fair: Demonstrates adequate preparation; occasionally participates in class discussion or other class activities. Generally demonstrates respect for professor and other classmates. Offers only straightforward information without elaboration or frequency.

13-17 Poor: Present, not disruptive. Tries to respond when called upon, but does not offer much or fails to engage during in-class activities.

0-12.5 Limited or no credit: Absent or present, yet not prepared or attentive.

**Additional Campus Resources**

- Writing Center: http://writingcenter.gmu.edu
- University Libraries “Ask a Librarian”: http://library.gmu.edu/mudge/IM/IMRef.html
- Counseling and Psychological Services: http://caps.gmu.edu

**SOM 301 Frequently Asked Questions**

The following information may be useful to you during your semester as a student enrolled in SOM 301.

Q. Why is there so much writing in SOM 301?
A. SOM 301 is the Writing Intensive (WI) course for all School of Management majors. Every GMU undergraduate student is required to take a 300-level WI course before earning their degree. A student must submit approximately 3,500 words of graded writing in their WI course. Because of this requirement, you may be writing much more in SOM 301 than you are used to. Most of your grade will be determined by the quality of the writing you submit.

Q. How can I pass SOM 301?
A. Great question! First, be sure you are attending all lectures and labs, and taking careful notes during each.

Next, give yourself time complete out-of-class assignments. The course standards are high, so you should not wait until the last minute to work on your out-of-class assignments. Like your other classes, much of your grade is determined by the quality of the work you submit. Since this is a WI class, things like grammar, punctuation, and word choice are all important elements of your grade. As your lab professor will discuss with you throughout the semester, writing is a process. Even if you are already a great writer, your first draft is not going to be your best work. When students take time to revise, edit, and proofread, the quality of their work improves and so do grades. If your goal is to earn a high grade in SOM 301, you will want to be sure you give yourself time to work on a few drafts of your out-of-class assignments before you turn them in.

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For in-class assignments, try to be as prepared as possible. Bring the resources you are permitted to use with you to class and arrive on time. Do not rush through the assignment.

Also, it is a good idea to take advantage of the resources provided to you. You may want to consider scheduling an appointment with a tutor in the Writing Center or visiting your professors in office hours.

Finally, other than spending time on the actual writing you submit, the best advice we can offer you is to follow directions. Failure to follow assignment directions is one of the main ways students lose points on their work in SOM 301.

Q. Can you tell me more about how students might lose points in SOM 301?
A. Here is a list of the most common ways that students lose points on their work:

- Failing to submit an assignment to SafeAssign
- Failing to submit a hard copy of an assignment
- Failing to cite sources
- Submitting a paper that does not address the assignment scenario
- Submitting a paper that does not include the required number of sources
- Submitting work that has not been proofread or edited
- Submitting work that is not stapled or professionally presented
- Submitting work that does not have the name, lab #, date header

Q. Why are there such specific guidelines in SOM 301?
A. Good question! Part of the reason why we insist that you follow certain guidelines is because we need to have rules that ensure consistent treatment of all students enrolled in the class. It would not be fair if one professor allowed students to turn in late work and another did not. To make sure this doesn't happen, the SOM 301 faculty agree on a list of guidelines that will be fair to the majority of students. Other policies are determined by SOM deans.

This class is also to be practice for the scenarios you are likely to encounter in the work place. Your employer will have specific rules for submitting documents so that things are consistent and aesthetically pleasing. The rules in SOM 301 will force you to consider these kinds of details. Please know that your lab professor will remind you of what they're looking for, so be sure to take notes!

Q. I submitted my paper to SafeAssign. Why do I need to submit a hard copy?
A. Grading is a lengthy process and for longer or more complex assignments, grading a hard copy ensures professors can point out the larger issues in a timely fashion so that your work is returned to you more quickly.

With over 1400 students enrolled in SOM 301 each academic year, we require that students be responsible for getting their work to their lab professor rather than have professors take on this responsibility. Since your lab professor can have anywhere from 60-120 students a semester, printing out papers for students is not an effective use of their time. It is your responsibility to meet all of the submission requirements for a given assignment.
Q. I am repeating the class. Can I resubmit old work?
A. Per the GMU Honor Code, submitted work must be newly developed material, and work prepared for other courses cannot to be used to satisfy the requirements of this course, including work prepared for a previous attempt of SOM 301.

However, your lab professor will permit you to re-use your Resume and Cover Letter only because these are an overview of your actual work history and would not change significantly from one semester to the next. However, if you are repeating SOM 301, it suggests that you should thoroughly revise these two assignments anyway. Again, all other work must be original to this semester.

Q. I have a question about something related to lecture. Who should I contact?
A. Contact Dr. Rose about questions related to lecture. Always be sure to review the course email policy before contacting her to ensure that your question should be directed to her.

Q. I have a question about something related to lab. Who should I contact?
A. Contact your lab professor about anything related to lab. If you have a question about lab that your lab professor cannot answer, contact Professor Nicola Scott, the Lab Coordinator and supervisor of the lab professors at nscott1@gmu.edu.