

**Nelson Rusche College of Business
Business Communication
BCM 247 – General Core Syllabus**

Name: General Core Syllabus
Email: XXXX
Phone: XXXX
Office: XXXX
Office Hours: XXXX
Department: Business Communication and Legal Studies
Class meeting time and place: XXXXX

Course Description:

Business Communication (BUSI 2304) – Application of business communication principles through creation of effective business documents and oral presentations. Includes study and application of team communication and use of technology to facilitate the communication process. Prerequisites: Six hours from English 131, English 132 or English 133.

Program Learning Outcomes:

1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (**Written Communication, Oral Communication**)
2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (**Technology**)
3. The student will exhibit an understanding of ethics and social responsibility. (**Ethics**)
4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (**Critical Thinking**)
5. The student will demonstrate multicultural and diversity understanding. (**Diversity**)
6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (**Teamwork**)
7. The student will effectively apply knowledge and skills in the functional areas of business. (**Business Knowledge**)
8. The student will demonstrate career readiness through completion of a structured field-based work internship experience. (**Career Readiness**)

General Education Core Curriculum Objectives/Outcomes:

1. **Critical Thinking.** Students will be instructed in and will apply critical thinking skills to include creative thinking, innovation, inquiry, analysis, evaluation, and synthesis of information.
2. **Communication Skills.** Students will be instructed in and will apply communication skills to include development, interpretation and expression of ideas through written, oral, and visual communication.
3. **Teamwork.** Students will be instructed in and will apply, practice, and demonstrate Teamwork to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.
4. **Personal Responsibility.** Students will be instructed in and will apply, practice, and demonstrate Personal Responsibility to include the ability to connect choices, actions, and consequences of ethical decision-making.

Student Learning Outcomes:

Upon successful completion of this course, the student should be able to:

1. Apply critical thinking to business communication strategies and principles to prepare effective communication for diverse business situations. *Critical thinking.*
2. Effectively develop, interpret, and express ideas through written, oral, aural, and visual communication. *Communication*
3. Identify different points of view and work effectively in a team setting. *Teamwork*
4. Participate as a team member in activities that utilize collaborative work skills. *Teamwork.*
5. Identify issues relating to ethical, legal, cultural, and global situations affecting business communication that will result in ethical decision making. *Personal Responsibility.*
6. Utilize analytical and problem solving skills appropriate to business communication when creating business documents. *Critical Thinking*
7. Select appropriate organizational formats and channels used in developing and presenting business messages. *Communication.*
8. Compose and/or revise accurate business documents using computer technology. *Communication*
9. Communicate via electronic mail, Internet, and other technologies.
10. Deliver an effective oral business presentation. *Communication.*

Text and Materials:

Lehman, C. & DuFrene, D. (2013). BCOM5. South-Western, Cengage-Learning.

Supplemental Student Resources in CourseMate. Included with new copy of text.

Course Requirements:

This course will require writing assignments that will include the good news or positive message; the bad news or negative message; the persuasive message, and a research-based report. In addition, presentations will be discussed and students will make oral presentation(s). Coverage will also include employment communication, ethical-decision making, and team building activities. Other assignments will include analysis of secondary research. The inclusion of primary research and additional assignments will be determined by the individual instructor.

The assignments in this course will fall within the ranges established for all sections of the course as follows:

<u>Item</u>	<u>Acceptable Percentage Range</u>
Letters, memorandums, and written messages (<i>critical thinking and written communication skills</i>)	25-30%
Documented report/proposal (<i>critical thinking, teamwork, and written and visual communication skills</i>)	15-25%
Examinations (at least two)	15-30%
Quizzes and other assignments	10-30%

Oral presentation(s)
(personal responsibility and oral communication skills)

5-10%

Course Calendar: This is the typical percentage of time devoted to course content. All of these topics will be included in every section, but the sequencing may vary as reflected in the percentage rates above.

	Topics	Percent of Course Time
1.	<p>Foundations of Communication Includes channels, models, legal and ethical constraints, diversity challenges, changing technology, and team environments. A focus on interpersonal and group communication including behavioral theories, nonverbal communication, listening, meeting management, and group communication is also used.</p> <p>Core Instruction The nature of critical thinking, communication skills (written, visual, and oral), teamwork, and social responsibility (to also be reinforced throughout the course where appropriate) is presented and appropriate assignments will be discussed.</p>	20%
2.	<p>Communication Analysis and Electronic Communication Includes audience analysis, receiver's point of view, contemporary language, and tactful tone. Designing effective written messages including crafting sentences, coherent paragraphs, improving readability, revising, and proofreading. Includes appropriate use of technology in communication.</p>	10%
3.	<p>Writing Specific Messages Includes presentation and use of organizational plans for good news messages, bad news messages, and persuasive messages.</p>	30%
4.	<p>Communication through Reports Includes understanding of reports and research techniques, managing data and using graphics (visual communication) such as charts in text. Organizing and preparing reports.</p>	25%
5.	<p>Oral Presentations & Employment Communication Includes designing and delivering presentations utilizing presentation software to organize visuals and other supportive content. Includes reviewing and analyzing resumes and understanding of employment interviews and job information.</p>	15%

Grading Policy:

Points are assigned for various assignments based on the ranges mentioned under course requirements. A section of the course will typically have the following assignments: good news message, bad news message, persuasive message, research report, oral presentation, and at least two objective examinations. In determining

grades, a scale will be used with A = 90-100% of total points; B = 80-89% of total points; C = 70-79% of total points; and D = 60-69% of total points.

Attendance Policy:

Attendance policies are determined by individual faculty members for each section.

Acceptable Student Behavior:

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

Academic Integrity (A-9.1)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Withheld Grades Semester Grades Policy (A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the

same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to <http://www.sfasu.edu/disabilityservices/>.

Revised June 19, 2013.