Course Title: Business Communication
Course Number and Section: BCM 247-502

Name: Ms. Ashley Hall
Email: D2L email (or hallaa@sfasu.edu if D2L is unavailable)
Phone: 936-468-2968
Office: McGee Business Building, Room 229R
Office Hours
T 8 – 11 a.m. (office)
1:30 – 3:30 p.m. (office)
W 12 – 1 p.m. (online)
5 – 7 p.m. (online)
R 1:30 – 3:30 p.m. (office)

Other times by appointment – Please email me at least 24 hours in advance to schedule an appointment. Virtual appointments are available upon request.

Department: Business Communication and Legal Studies
Class meeting time & place: No face-to-face meetings required

Course Description
BCM 247 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, 132, 133, or 235.

Program Learning Outcomes
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp.

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**

In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs. For additional information on meaningful and measurable learning outcomes see the assessment resource page [http://www.sfasu.edu/assessment/index.asp](http://www.sfasu.edu/assessment/index.asp)

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.*
9. Communicate via electronic mail, Internet, and other technologies. Communication.

Text and Materials

BCOM7 with CourseMate, 1 term 6 months Printed Access Card
Business Communication, Edition: 7
Author: Lehman/Dufrene.
ISBN number for ordering is 9781305401938

DO NOT follow the directions in your bundled software on how to access Coursemate. I will provide you with the instructions that will work.

You will need to visit Desire2Learn, SFA’s course management system, at d2l.sfasu.edu regularly to keep up with assignments, contact the instructor, and receive information for your success in the course.

All written assignments will be typed and submitted as a .doc or .docx files for grading (Microsoft Word). You will also need software to read PowerPoint slides, as well as create them for presentations. If you do not have Microsoft Word or Microsoft PowerPoint on your computer, plan to use the software in an on-campus computer lab or some other location where you have access to such software. A webcam or video recording device will be needed in order to complete the presentations via YouSeeU. Our class code in YouSeeU is 9FHDPAP.

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
- A research-based report

Coverage will also include employment communication and team building activities. At least two oral presentations will be included in the course. Five objective examinations will be administered (including a required final exam). Other assignments may include secondary research, primary research, and additional assignments as determined by the instructor.

Course Methodologies: The following methods may be used in the course:
- Online discussions and email
- Documented report/proposal and oral presentation
- Online homework assignments
- Online exams and quizzes
- Computer creation and editing of documents
- Group work
Course Calendar: The Tentative Schedule appears at the end of this syllabus. Students will be notified of any scheduling changes via D2L email and course announcements. The weekly assignments are due at 11:59 p.m. on Wednesday each week. Given the availability of several weeks of material at a time, late assignments will not be accepted without a documented excuse. It is YOUR RESPONSIBILITY to plan ahead and meet the posted deadlines.

REQUIRED FINAL EXAM: Available in D2L from Saturday, May 7 until 11:59 p.m. on Monday, May 9, 2016.

Attendance Policy: This is an online course. There are, however, specific deadlines. Students are expected to login to the course at least once per day during the week and be a contributing member to the class. Feel free to work ahead so that you are not scrambling to submit work at the last minute.

Grading Policy: All grades will be posted in D2L. There will be a total of 1,000 points possible in the course.

- Written messages: 30% 300 points
- Exams: 30% 300 points
- Report: 15% 150 points
- Presentations: 15% 150 points
- Quizzes and other assignments: 10% 100 points

Grading Scale

A: 895 – 1,000 points
B: 795 – 894 points
C: 695 – 794 points
D: 595 – 694 points
F: 594 or fewer points

Grades can be accessed through D2L. You should check your posted grades often and email any questions. To compute your current grade at any point in the semester, add up all the points you have earned and divide by the total points possible at that time in the semester.

You must check your grades prior to final exam week and email your instructor with any questions. Unless you email prior to this time, you indicate that you are in agreement with the grades posted. Please do not contact the instructor during exam week asking to make up an assignment or be allowed extra credit.

Exams: The course grade includes five objective exams based on information presented in the textbook and the lecture. These exams may consist of true/false, multiple choice, matching, and short answer questions. Exams will be given via D2L.
Assignments: All homework assignments with instructions and due dates will be posted in D2L. Course material will open in units of 2 or 3 chapters. Given the availability of several weeks of material at a time, late assignments will not be accepted without a documented excuse. It is YOUR RESPONSIBILITY to plan ahead and meet the posted deadlines.

Communication: The primary contact method will be by email through Desire2Learn. You should check your email for this class regularly (at least once per day during the week). I make every attempt to respond to students in a reasonable amount of time. Just as I tell you that you should check your email at least once a day, I will do likewise. My policy is to answer emails within 48 hours. You can usually expect to receive a response within 24 hours; however, please remember that I am not on call 24 hours a day. If you wait until shortly before assignments are due to address questions to me on the assignment, you may or may not get an answer before the deadline arrives.

Teams: Students will be assigned to teams for part of the course. Teams will have three to six members depending on class enrollment. Your involvement in the team is important and NOT optional. Team members will participate in team activities for a grade. The official channel of team communication will be the team discussion board on D2L. It is YOUR RESPONSIBILITY to keep in touch with your team about team assignments. A team member who is not performing effectively in the team may be fired from the team in consultation with the instructor. The team member may be fired by the team or by the instructor. The primary causes for firing include invisibility (no one has communicated with or heard from the person) or nonperformance (person does not do his/her work in a timely manner). The technology channels (D2L, Wikis, etc.) will be examined to see what contributions the team member has made to the team. A fired team member will not receive credit for group assignments and may not complete group work individually.

Professional Courtesy: This class will be conducted in a professional manner. This means 1) submit work on time – no excuses, 2) avoid profanity and/or offensive language in your communication, and 3) participate fully and courteously with your team members. In regards to courtesy to others in the class and on your team, do not send harassing emails, texts, or messages using offensive language. Such communication may result in a reduction of the sender’s grade. Students should show respect to the instructor and other students and refrain from any behavior that may distract others.

“Joke” assignments, using inappropriate or questionable content for oral presentations or written assignments, may result in NO CREDIT for that assignment. If you have questions about what might be professional conduct, please contact me BEFORE submitting the assignment.

Submission Policy: All written assignments will be typed and submitted as a .doc or .docx files for grading. Handwritten documents, or documents of different file types, will not be accepted. Assignments submitted in Pages, Microsoft Works, WordPerfect, or as PDF, graphics, or zipped files will not be accepted. Your grade on those assignments will be a zero.
DO NOT make the mistake of submitting a file with the file extension .lnk or a file with the document name beginning with a $ replacing the first letter of the file name. Look at the file name you have uploaded. If it has either of these problems you need to delete the file you have uploaded and upload again. The .lnk usually occurs when you have placed a link to a file on your desktop and uploaded from there. The $ in front of the file name usually means you have the file open and instead of choosing the file, you have chosen the temporary file. In either case, the file will not open when submitted meaning I will have nothing to grade, and you will receive a zero.

All writing assignments will be graded on both content and mechanics. Your work is a representation of you, and soon to be of the company for which you will be working. You need to avoid spelling, punctuation, and grammar errors in your writing in order to project a professional skill level. Therefore, these aspects will be included along with the content when determining your grade on each assignment.

**Make-up Policy:** If you are on school business, arrangements should be made before the missed class. You must contact the instructor within one class day of the absence in order to make up the assignment. A grade of “0” will be assigned for missed work, except in the following situations: Serious illness verified by a doctor’s note with a statement of inability to attend class, personal or family emergency (documented appropriately), or official school business (with documentation from the appropriate campus representative).

Makeup exams will be allowed only if arranged prior to the date of the test. The student must provide documentation for the excused absence. Notes from the school’s Health Clinic will not be accepted as excused unless the note specifically states that the student is unable to attend. Please see your General Bulletin for a further explanation of excused absences. Makeup exams for non-excused absences will be determined at the sole discretion of the instructor and, if allowed, will usually consist of an essay-type exam.

**Cheating and Plagiarism:** An assignment where plagiarism exists will receive a zero. See the SFA website for the university policy on cheating and plagiarism. All incidents will be reported to the Dean of the College of Business.

**Student Academic Dishonesty (University Policy 4.1)**

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

**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 on any assignment or exam; (2) falsifying or inventing 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 one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work
that has been purchased or otherwise obtained from the Internet or another source; and/or
(3) incorporating the words or ideas of an author into one’s paper without giving the author
credit. Penalties may include, but are not limited to reprimand, no credit for the assignment
or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from
the university. Please read the complete policy at
http://www.sfasu.edu/policies/student_academic_dishonesty.pdf

Withheld Grades – Course Grades (University Policy 5.5)

At the discretion of the instructor of record and with the approval of the academic unit
head, 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, except as allowed through policy related to active military
service. If students register for the same course in future semesters, the WH will automatically
become an F and will be counted as a repeated course for the purpose of computing the
grade point average. Please refer to the complete policy at

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), Room 325 in the
Human Services Building, 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/.

Student Conduct (University Policy 10.4)

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 full Student
Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.)
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 iCare
Early Alert Program. This program provides students with recommendations for resources or
other assistance that is available to help SFA students succeed.

General Education Core Curriculum (information provided by the Provost)

This course has been selected to be part of Stephen F. Austin State University’s core
curriculum. The Texas Higher Education Coordinating Board has identified six objectives for
all core courses: Critical Thinking Skills, Communication Skills, Empirical and Quantitative Skills, Teamwork, Personal Responsibility, and Social Responsibility. SFA is committed to the improvement of its general education core curriculum by regular assessment of student performance on these six objectives.

Assessment of these objectives at SFA will be based on student work from all core curriculum courses. This student work will be collected in D2L through LiveText, the assessment management system selected by SFA to collect student work for core assessment. LiveText accounts will be provided to all students enrolled in core courses through the university technology fee. You will be required to register your LiveText account, and you will be notified how to register your account through your SFA e-mail account. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails. If you have questions about LiveText call Ext. 1267 or e-mail SFALiveText@sfasu.edu.

The chart below indicates the core objectives addressed by this course, the assignment(s) that will be used to assess the objectives in this course and uploaded to LiveText this semester, and the date the assignment(s) should be uploaded to LiveText. Not every assignment will be collected for assessment every semester. Your instructor will notify you which assignment(s) must be submitted for assessment in LiveText this semester.

<table>
<thead>
<tr>
<th>Core Objective</th>
<th>Definition</th>
<th>Course Assignment Title</th>
<th>Date Due in LiveText</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking Skills</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
<td>Blog Assignment</td>
<td>Not assessed in Spring 2016</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>To include effective development, interpretation and expression of ideas though written, oral, and visual communication.</td>
<td>Blog Assignment</td>
<td>Not assessed in Spring 2016</td>
</tr>
<tr>
<td>Empirical and Quantitative Skills</td>
<td>To include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.</td>
<td>Not assessed in this course</td>
<td></td>
</tr>
<tr>
<td>Teamwork</td>
<td>To include the ability to consider different</td>
<td>Team assignment</td>
<td>Not assessed in Spring 2016</td>
</tr>
</tbody>
</table>
points of view and to work effectively with others to support a shared purpose or goal.

<table>
<thead>
<tr>
<th>Personal Responsibility</th>
<th>To include the ability to connect choices, actions and consequences to ethical decision-making.</th>
<th>Assignment</th>
<th>Not assessed in Spring 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Responsibility</td>
<td>To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.</td>
<td>Not assessed in this course</td>
<td></td>
</tr>
</tbody>
</table>

This syllabus represents a “best” plan for the course; but, as with most plans, it is subject to change. Any necessary changes in this syllabus will be announced via D2L.
**Tentative Course Outline**

*This is a tentative schedule that is subject to change at the discretion of the instructor.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic/Description</th>
<th>Assignment(s)</th>
<th>Deadline</th>
</tr>
</thead>
</table>
| 1    | Intro to course   | • Introduction post on discussion board  
• D2L Scavenger Hunt | 11:59 p.m. 1/20/16 |
| 2    | Academic Integrity  
Read Ch. 1 | • Quiz (weeks 1 & 2)  
• Register YouSeeU account  
• VARK questionnaire | 11:59 p.m. 1/27/16 |
| 3    | Read Ch. 3 and 4  
YouSeeU video – introduction  
Exam #1: Ch. 1, 3, and 4 |  | 11:59 p.m. 2/3/16 |
| 4    | Read Ch. 9  
APA | • APA quiz  
• Research Assignment 1 | 11:59 p.m. 2/10/16 |
| 5    | Read Ch. 11 | • Quiz (weeks 4 & 5)  
• Research Assignment 2 | 11:59 p.m. 2/17/16 |
| 6    | Read Ch. 10 | • Exam #2: Ch. 9, 10, 11 and APA | 11:59 p.m. 2/24/16 |
| 7    | Read Ch. 2 | • Discussion board post | 11:59 p.m. 3/2/16 |
| 8    | Read Ch. 12 | • YouSeeU presentation | 11:59 p.m. 3/9/16 |
|      | **SPRING BREAK!** | | |
| 9    | Read Ch. 5 | • Blog assignment  
Exam #3: Ch. 2, 5, and 12 | 11:59 p.m. 3/23/16 |
| 10   | Read Ch. 6  
Letters and Memos | • Good-news letter | 11:59 p.m. 3/30/16 |
| 11   | Read Ch. 7 | • Bad-news letter | 11:59 p.m. 4/6/16 |
| 12   | Read Ch. 8 | • Persuasive letter  
Exam #4: Ch. 6, 7, and 8 | 11:59 p.m. 4/13/16 |
| 13   | Read Ch. 13 | • Discussion board post | 11:59 p.m. 4/20/16 |
| 14   | Read Ch. 14 | • Quiz (weeks 13 & 14) | 11:59 p.m. 4/27/16 |
| 15   | Semester Wrap Up | • Study for final | |
| 16   | **Final Exam** | • Exam #5: Ch. 13 and 14 | Available 5/7 – 5/9 |