

BCM 247.009
BUSINESS COMMUNICATION Fall 2010
Course Syllabus

Instructor: Mrs. Carol Wright

Email: use MyCourses email

MyCourses Address: <http://mycourses.sfasu.edu>

Office: 229M McGee Business Building

Office Phone: 936-468-1780

Office Hours: Monday 8:15 – 9:00 and 10:00 – 11:00
Tuesday 8:15 – 11:00
Wednesday 8:15 – 9:00 and 10:00 – 11:00
Thursday 12:30 – 2:30
Friday 8:15 – 9:00 and 10:00 – 11:00
Other times by Appt.

Department: General Business

Class Meeting time: Tuesdays and Thursdays 11:00 – 12:15

Course Description: 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.

Program Learning Outcomes:

- Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
- Identify ethical, legal, cultural, and global issues affecting business communication.
- Utilize analytical and problem solving skills typical in business communication.
- Select appropriate organizational formats and channels used in developing and presenting business messages.
- Create and revise accurate business documents using computer technology.
- Make an effective oral presentation.

General Education Core Curriculum Objectives:

- To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
- To understand the importance of specifying audience and purpose and to select appropriate communication choices.

- To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
- To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
- To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
- To develop the ability to research and write a documented paper and/or to give an oral presentation.

Textbook:

Lehman, C. M & DuFrene, D. D. (2011). *BCOM2 2010-2011 Edition*. ISBN-13: 978-0-538-75335-7

Purchasing the textbook is required. Print versions are available at bookstores or can be ordered online from the publisher’s website.

Prerequisites:

Six hours from English 131, 132, 133, or 235 and keyboarding skills of 30 wpm are necessary for success in this course. Students must have scored a C or higher in ENG 131 and 132.

Communications:

When corresponding with the instructor, all email should be sent through the course site on WebCT/MyCourses, unless unavailable at the time.

Grades: (Tentative)

You can access your grades through MyCourses. You should check your grades and email prior to final exam week 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 makeup an assignment or be allowed extra credit. Please see sections on Attendance and Makeup Policy.

Exam 1	100		Grading Scale:	
Exam 2	100		A	90-100% of Total Points
Final Exam*	100		B	80-89% of Total Points
Assignments/Quizzes/Class Participation	125		C	70-79% of Total Points
Lab Exam 1 (Written)	100		D	60-69% of Total Points
Lab Exam 2 (Written)	100		F	Below 60 % of Total Points
Team Oral Presentation*	75			
Team Project/Written Report* (Individual & group assignments)	300			
Total Possible	1000			

*Note: The Final Exam, Team Written Report and Team Oral Presentation must be completed to receive a passing grade for the course.

This is a web-enhanced class. You will need to visit MyCourses regularly to keep up with assignments, contact the instructor, and receive supplemental information for your success in the course. Classroom activities, homework assignments, other instructional materials, and grades will all be posted on MyCourses. All homework will be posted on the MyCourses calendar. In the case of an absence from class, it is the student's responsibility to check MyCourses for any homework assigned, and the assignment will still be due on the same due date as the rest of the class.

Attendance: Regular and punctual attendance is expected, and attendance will be taken. Material may be covered in class that is not included in the text material. Each student is responsible for all information and instructions covered in class. On some days assignments can be given during class times that will count as part of the Assignments and Quizzes portion of the total grade. It is the responsibility of the student to determine what was covered in class. In class assignments and quizzes cannot be made-up for any reason. If you are absent from class for more than three consecutive days, you will be denied access to the course in MyCourses. To regain access, you must contact the instructor for steps to be re-instated in MyCourses.

Exams: The course grade includes 5 exams throughout the semester. Two exams and the final exam will be given based on information presented in the chapter text and the lecture. These exams will consist of true/false and multiple-choice type questions, and the exams will be given in the computer lab using MyCourses. In addition, two exams will be written exams and will be composed and keyboarded on the computer using appropriate windows word processing software. All exams will be given in the computer lab.

Assignments: Assignments can be given as classroom activities or as outside work. All homework assignments will be posted on MyCourses's calendar with instructions and due dates. The calendar entry will specify how the homework will be submitted for grading. If a student is to be absent during class time, the assignment may be turned in through MyCourses e-mail or delivered in person prior to the due date. Students may also be instructed to submit assignments through the Assignment module in MyCourses. In this case, a student will not be given credit for the assignment unless it is submitted correctly.

All out of class assignments are due at the beginning of the class on the day it is due, unless otherwise noted. In the case of an absence the day an assignment is due, it is the student's responsibility to ensure the assignment is handed in on time. All assignments may be turned in by e-mail, in person, or by mail. Late assignments will not be accepted.

Written Documents: All documents are to be TYPED. Handwritten documents will not be accepted for credit unless specifically assigned by instructor. When submitting an assignment through e-mail, it should be formatted in Microsoft Word format (not Microsoft Works). If the assignment is

created in any other format, it should be saved as a text file (*.txt or *.rtf) and attached to an e-mail or in the assignment module.

General Student Policies:

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/>.

Students with documented disabilities who need course adaptations or accommodations should make an appointment with the instructor as soon as possible.

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.

Classroom Etiquette: Class time is valuable and is intended for educational purposes. Students should conduct themselves in an appropriate manner during class sessions. This behavior includes showing respect to the instructor and other students, and students should refrain from any behavior that may distract others. *All electronic devices including cell phones, pagers, laptops, and iPods should be turned off during class times.*

Professional Language Usage: All students are expected to use standard professional business language for oral and written communication. Assignments that contain inappropriate business topics and unacceptable language will receive no credit.

Lab Courtesy: Violations of lab courtesy policies as explained prior to use of the lab shall result in the subtracting of points from the total semester points. These violations include checking e-mail, playing games, accessing offensive web sites, working on unrelated assignments, and printing documents unrelated to class work.

Makeup Policy: (University Excused) 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.

Student Acknowledgments

(Required for access to course in MyCourses)

I have received and read Mrs. Wright's course syllabus for BCM 247. I have completed the stated course prerequisites, and I understand the requirements for successful completion of this course.

Printed Name

Signature

Date

(Optional)

As part of our on-going commitment to improving teaching, the Department of General Business maintains a student work portfolio. Random samples of students' work in the various courses taught by the department are selected for inclusion. This portfolio may be reviewed by both internal and external evaluators to aid in making recommendations for program improvement.

Please sign below to indicate that you are willing to have your work, if selected, included in the Department Portfolio. Names and other factors that would reveal identification will be omitted from the work included. Your decision as to whether to sign this release will not affect your grade in the course.

Signature

Date

(Optional)

Mrs. Wright uses selected student projects as class examples and for the Library reserve. Sign below if you are willing to have your work used as an exemplary model or placed on reserve. Your decision as to whether to sign this release will not affect your grade in the course.

Signature

Date

**BCM 247.009 FALL 2010
TENTATIVE SCHEDULE**

				Topic
Aug.	T	31	Introduction, Chap. 1	Establishing a Framework
Sep.	Th	2	Chap. 1	
	T	7	Chap. 2	Interpersonal Communication
	Th	9	Chap. 3	Group Communication
	T	14	Chap. 4	Written & Spoken Messages
	Th	16	Chap. 5	Communicating Electronically
	T	21	Test 1 (Chapters 1-5)	
	Th	23	Letter Format	Style cards
	T	28	Chap. 6	Good/Neutral Messages
	Th	30	Chap. 9	Revising Written Messages
Oct.	T	5	Chap. 7	Bad News Messages
	Th	7	Chap. 7	
	T	12	Lab Exam 1	Bad News Messages
	Th	14	Chap. 8	Persuasive Messages
	T	19	Lab Exam 2	Persuasive Messages
	Th	21	Chap. 10	Reports Process & Research Methods
	T	26	APA Format	Style Cards
	Th	28	Chap. 11	Managing Data & Using Graphics
Nov.	T	2	Chap. 11	
	Th	4	Chap. 12	Organizing & Preparing Reports
	T	9	Chap. 12	
	Th	11	Test 2 (Chapters 10-12 & Formats)	
	T	16	Chap. 13	Delivering & Designing Presentations
	Th	18	Chap. 14	Resumes & Application Messages
	T	23	Chap. 14	
	Th	25	Thanksgiving Holiday	
	T	30	Chap. 15	Interviewing & Preparing Employment Messages
Dec.	Th	2	Chap. 15	
	T	7	ORAL PRESENTATIONS	
	Th	9	ORAL PRESENTATIONS	
	T	14	No class (Finals Week)	
	Th	16	Final Exam (Chapters 13-15)	10:30 – 12:30