Course Title: Business Communication
Course Number and Section: 247 020

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Office: BU 229-S in Suite 229 of the McGee Building
Office Hours: 5:30 – 6:30pm, M
Department: Business Communication and Legal Studies
Class meeting time & place: 6:45 – 9:15pm, M, Room BU237

Course Description:

Business Communication 247 (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 and basic keyboarding skills.

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://cobweb.sfasu.edu/plo.html.

General Education Core Curriculum Objectives/Outcomes:

Objective 1: To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
Objective 2: To understand the importance of specifying audience and purpose and to select appropriate communication choices.
Objective 3: To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
Objective 4: To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
Objective 5: To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
Objective 6: To develop the ability to research and write a documented paper and/or to give an oral presentation.
**Student Learning Outcomes:**

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

1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
2. Identify ethical, legal, cultural, and global issues affecting business communication.
3. Utilize analytical and problem solving skills appropriate to business communication.
4. Participate in team activities that lead to the development of collaborative work skills.
5. Select appropriate organizational formats and channels used in developing and presenting business messages.
7. Communicate via electronic mail, Internet, and other technologies.
8. Deliver an effective oral business presentation.

**Text and Materials:**


**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. Coverage will also include employment communication and team building activities. At least one oral presentation will be included in the course. At least two examinations must be administered.

Other assignments may include secondary research, primary research, and additional assignments as determined by the instructor.

**Course Calendar:**

See Attached Course Outline

**Grading Policy:**

<table>
<thead>
<tr>
<th>Assignment/Activity</th>
<th>Points</th>
<th>% For This Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examinations - 3 @ 100 points each</td>
<td>400</td>
<td>33.6%</td>
</tr>
<tr>
<td>Letters, memorandums, and written messages</td>
<td>380</td>
<td>31.9%</td>
</tr>
<tr>
<td>Documented Report</td>
<td>100</td>
<td>08.4%</td>
</tr>
<tr>
<td>Quizzes and other assignments</td>
<td>210</td>
<td>17.7%</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>100</td>
<td>08.4%</td>
</tr>
<tr>
<td>Approximate total points</td>
<td>1190</td>
<td>100%</td>
</tr>
</tbody>
</table>
Grading Scale:

A = 89.5% - 100%
B = 79.5% - 89.4%
C = 69.5% - 79.4%
D = 59.5% - 69.4%
F = below 59.5

Attendance Policy:

Students are expected to attend class as indicated in the SFASU General Bulletin.

ATTENDANCE and PARTICIPATION are important; you should plan to attend every class.

- Attendance will be taken regularly, AND may be taken at any point during the class period.
- Perfect attendance for all course days will result in (2) points added to the students final average. Only (1) class missed will result in (1) points added to the students final average. Points will not be awarded to students who leave prior to class dismissal.
- Points may be deducted for students who do not actively participate in class. Extra credit points may be awarded for students who positively impact class discussion.
- Students who miss three consecutive classes without official excuse will be "fired" from their teams by the instructor. Access to this course in D2L will be denied until the student meets with the instructor.

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/.

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.

Other Policies/Procedures for the Instructor

- UNPROFESSIONAL CONDUCT is unacceptable and includes:
  1) Use of Cell Phones, Pagers, etc. in class (advise instructor if you have an extenuating circumstance that would require monitoring your cell)
  2) Tardiness – is disruptive and shows a lack of respect for rights of others
  3) Inattentiveness – (sleeping, talking among class members, working on activities unrelated to class)
  4) Use of Profanity or insensitive language

- ASSIGNMENTS are Due on dates indicated with some uploaded in D2L. Assignments LATE will receive NO CREDIT. Credit for late major assignments (if any) will be determined by PRIOR conference with the professor. Tests and exam letters MAY NOT BE COMPLETED at times other than the scheduled times, unless the circumstances fall STRICTLY under the make-up GUIDELINES.

- A MAKE-UP TEST or EXAM LETTER may be scheduled ONLY if a serious illness (doctor appointments or visits to campus health center are NOT considered a serious illness), death in the immediate family, or official school business prevents you from completing a test or in-class writing lab AND if you notify the instructor within ONE CLASS DAY of the absence.

- PLAGIARISM is not acceptable. No points will be given for any assignment where plagiarism exists. Plagiarism includes copying information from another source (fellow student, magazine article, published text, etc.) without properly citing the source. Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

- ELECTRONIC MAIL AND DISCUSSION through D2L will be an integral part of the course. This communication link will provide a way to communicate with the instructor and other class members.
• WRITTEN DOCUMENTS: Handwritten documents will not be accepted for credit. Assignments that contain inappropriate business topics and unacceptable language will receive no credit.

• LAB COURTESY: Violations of lab policies will result in the loss of points from the total semester points, ranging from 5-50 per occurrence as determined by the instructor. These violations include checking e-mail, playing games, accessing offensive web sites, working on unrelated assignments, and printing documents unrelated to class work.

DISCLAIMER: 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 to the class.
<table>
<thead>
<tr>
<th>DATE</th>
<th>MATERIAL TO BE COVERED</th>
<th>ASSIGNMENT (due the following class period unless otherwise noted)</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 27</td>
<td>Introduction, Syllabus Chapter 1 “Establishing a Framework for Business Communication”</td>
<td>In-class activity; In class assignment: Communication Barriers HW1 (due 9/10 by class time): Personal PowerPoint Activity entitled “Who I Am”</td>
<td>Chapter 1 review card</td>
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<td></td>
<td>HW2 (due 9/16 by class time): Team Agreement &amp; topic selection (due at the end of class if all members present); HW3 (due 9/17 by class time)</td>
<td>Chapter 2 review card</td>
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<td>Memo Assignment (due 9/17 by class time)</td>
<td>Chapter 5 review card</td>
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<td></td>
<td></td>
<td>Chapter 2 review card</td>
<td>Chapter 5 model docs</td>
</tr>
<tr>
<td>Sep 10</td>
<td>Chapters 2 “Focusing on Interpersonal and Group Communication” Chapter 5 “Communicating Electr...</td>
<td>Team Assignments; in-class activity - HW2: Team Agreement &amp; topic selection (due at the end of class if all members present); HW3 (due 9/17 by class time)</td>
<td>Chapter 3 review card</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Memo Assignment (due 9/17 by class time)</td>
<td>Chapter 4 review card</td>
</tr>
<tr>
<td>Sep 17</td>
<td>Chapter 3 “Planning Spoken and Written Messages” Chapters 4 “Preparing Spoken and Written Messages”</td>
<td></td>
<td>Chapter 3 review card</td>
</tr>
<tr>
<td>Sep 24</td>
<td>Exam 1 – Chs. 1-5</td>
<td>Meet in Computer Lab 222 HW4 (due 10/01) Good/neutral news letter</td>
<td>Chapter 6 review card</td>
</tr>
<tr>
<td>Oct 01</td>
<td>Chapter 6 Letter Exam 1 (Good News letter)</td>
<td>Meet in Computer Lab 222 HW5 (due 10/8): Bad news letter</td>
<td>Chapter 6 model docs</td>
</tr>
<tr>
<td>Oct 08</td>
<td>Chapter 7 Letter Exam 2 (Bad News Letter)</td>
<td>Meet in Computer Lab 222 HW6 (due 10/15): Persuasive letter</td>
<td>Chapter 7 review card</td>
</tr>
<tr>
<td>Oct 15</td>
<td>Chapter 8 Letter Exam 3 (Persuasive Letter)</td>
<td>Meet in Computer Lab 222 Study for Exam-2, Chs. 6-8</td>
<td>Chapter 8 review card</td>
</tr>
<tr>
<td>Oct 22</td>
<td>Exam 2 – Chs. 6-8</td>
<td>Meet in Computer Lab 222</td>
<td>Chapter 8 model docs</td>
</tr>
<tr>
<td>Nov 05</td>
<td>Chapter 11 “Organizing and Preparing Reports and Proposals” Chapter 12 “Designing and Delivering Business Presentations”.</td>
<td>Study for Exam-3, Chs. 6-8</td>
<td>Chapter 11 Review card and Docs</td>
</tr>
<tr>
<td>Nov 12</td>
<td>Exam 3– Chs. 9-12</td>
<td>Meet in Computer Lab 222</td>
<td>Chapter 13 Review card and Docs</td>
</tr>
<tr>
<td>Nov 19</td>
<td>Oral Presentations</td>
<td>Complete team presentations</td>
<td></td>
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<tr>
<td>Nov 26</td>
<td>Chapters 13 “Resumes and Application Letters,”</td>
<td>Individual Report Assignments due tonight</td>
<td>Chapter 13 Review card and Docs</td>
</tr>
<tr>
<td>Dec 03</td>
<td>Chapter 14 “Interviewing for a Job and Preparing Employment Messages”</td>
<td>Meet in Computer Lab 222: Ch. 14 “Interviewing for a Job and Preparing Employment Messages”</td>
<td>Chapter 14 Review card and Docs</td>
</tr>
<tr>
<td>Dec 10</td>
<td>Exam 4- Chs.13,14</td>
<td>Meet in Computer Lab 222, M, 6:45-8:45p.m.</td>
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