BCM 247 BUSINESS COMMUNICATION
Fall 2012 Course Syllabus

Course Title: Business Communication
Number/Section: BCM 247.009
Instructor: Dr. Clive Muir
Department: Business Communication & Legal Studies
Phone: 936.468.6280
Email: muirc@sfasu.edu
Office: 229E McGee Building
Office Hours: Tuesday 12:30pm - 2:00pm
Wednesday 8:00am - 12:00pm & 1:00pm - 3:00pm
Thursday 8:30am - 9:30am & 12:30pm - 2:00pm
Other times by appointment
Class Meeting Time: Tuesday & Thursday 9:30am - 10:45am
Class Meeting Place: 167 McGee Building

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.
Course Description:

**BCM 247 (BUSI 2304) Business Communication** - Application to business of 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: English 131/132 or 133/235 and basic keyboarding skills.**

Text and Materials:


This required textbook includes review cards and a code for internet access to study materials. You will need this book to be successful in the course.

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.

Class Attendance Policy:

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

You should plan to attend every class and contribute to class activities. Attendance will be taken regularly, and may be taken at any time during the class. Five (5) bonus points will be added to your final grade if you are present for the duration of class every time attendance is taken. Five (5) points will be deducted from your final grade if you are absent more than two (2) times that attendance is taken.

Grading Policy:

<table>
<thead>
<tr>
<th>Assignment/Activity</th>
<th>Points</th>
<th>% For This Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letters, Memorandums, and Written Messages</td>
<td>90</td>
<td>30%</td>
</tr>
<tr>
<td>Examinations (3)</td>
<td>75</td>
<td>25%</td>
</tr>
<tr>
<td>Documented Report/Proposal with Recommendations</td>
<td>60</td>
<td>20%</td>
</tr>
<tr>
<td>Quizzes and Other Assignments</td>
<td>45</td>
<td>15%</td>
</tr>
<tr>
<td>Oral (Team) Presentation</td>
<td>30</td>
<td>10%</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>300</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Grading Scale:

A = 270 to 300 points  
B = 240 to 269 points  
C = 210 to 239 points  
D = 180 to 209 points  
F = Below 180 points  

NB: To calculate your grade at any point during the course, divide the number of points you’ve earned on assignments so far by the total number of points you could have earned on those assignments.
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 and Procedures for the Instructor

Professional Conduct is expected at all times. Please avoid use of profanity and/or offensive language; avoid use of smart phones and other gadgets in a distracting manner; avoid disruptive behaviors.

Written Assignments must be typed single-space and submitted in class by the due date. Assignments will be graded on both content and mechanics, so avoid punctuation, spelling, and grammar errors. Your name should appear in the appropriate place on the document (e.g. in the “From” line of the memo).

Missed Assignments will earn zero points, except in cases of serious illness; personal/family emergencies; or pre-arranged, university-sponsored events that take you away from campus. All such excuses must be accompanied by appropriate documentation from a doctor, school official, etc.
Learning Modules and Units:

**Unit 1 Communication Theory and Writing Principles**
Module 1 (Chapter 1) - Establishing a Framework for Business Communication
Module 2 (Chapter 2) - Focusing on Interpersonal and Group Communication
Module 3 (Chapter 3) - Planning Spoken and Written Messages
Module 4 (Chapter 4) - Preparing Spoken and Written Messages
Module 5 (Chapter 5) - Communicating Electronically

**Unit 2 Good News, Bad News, and Persuasive News**
Module 6 (Chapter 6) - Delivering Good- and Neutral-News Messages
Module 7 (Chapter 7) - Delivering Bad-News Messages
Module 8 (Chapter 8) - Delivering Persuasive Messages

**Unit 3 Reports**
Module 9 (Chapter 9) - Understanding the Report Process and Research Methods
Module 10 (Chapter 10) - Managing Data and Using Graphics
Module 11 (Chapter 11) - Organizing and Preparing Reports and Proposals

**Unit 4 Presentations and Employment Communication**
Module 12 (Chapter 12) - Designing and Delivering Business Presentations
Module 13 (Chapter 13) - Preparing Resumes and Application Messages
Module 14 (Chapter 14) - Interviewing for a Job and Preparing Employment Messages

**Tentative Schedule:**

<table>
<thead>
<tr>
<th>Dates</th>
<th>Chapter</th>
<th>Topic / Assignments</th>
<th>Points</th>
<th>Date Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/28 &amp; 8/30</td>
<td>N/A</td>
<td>Introduction to Course &amp; Class Participants</td>
<td>--</td>
<td>8/31</td>
</tr>
<tr>
<td>9/04 &amp; 9/06</td>
<td>Ch. 1</td>
<td>Framework for Business Communication / Quiz</td>
<td>10</td>
<td>9/06</td>
</tr>
<tr>
<td>9/11 &amp; 9/13</td>
<td>Ch. 2</td>
<td>Interpersonal &amp; Group Communication / Quiz</td>
<td>10</td>
<td>9/13</td>
</tr>
<tr>
<td>9/18 &amp; 9/20</td>
<td>Ch. 3/4</td>
<td>Planning/Preparing Spoken &amp; Written Messages / Quiz</td>
<td>10</td>
<td>9/20</td>
</tr>
<tr>
<td>9/25 &amp; 9/27</td>
<td>Ch. 5</td>
<td>Communicating Electronically / Exam (Chaps. 1 – 5)</td>
<td>20</td>
<td>9/27</td>
</tr>
<tr>
<td>10/02 &amp; 10/04</td>
<td>Ch. 6</td>
<td>Good &amp; Neutral News Messages / Letter Writing Lab</td>
<td>25</td>
<td>10/04</td>
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<tr>
<td>10/09 &amp; 10/11</td>
<td>Ch. 7</td>
<td>Bad News Messages / Memo Writing Lab</td>
<td>25</td>
<td>10/11</td>
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<tr>
<td>10/16 &amp; 10/18</td>
<td>Ch. 8</td>
<td>Persuasive Messages / Exam 2 (Chaps. 6 – 8)</td>
<td>25</td>
<td>10/18</td>
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<tr>
<td>10/23 &amp; 10/25</td>
<td>Ch. 9</td>
<td>Report Process &amp; Research Methods / Proposal Writing Lab</td>
<td>15</td>
<td>10/25</td>
</tr>
<tr>
<td>10/30 &amp; 11/01</td>
<td>Ch. 10</td>
<td>Managing Data &amp; Using Graphics Lab / Quiz</td>
<td>15</td>
<td>11/01</td>
</tr>
<tr>
<td>11/06 &amp; 11/08</td>
<td>Ch. 11</td>
<td>Organizing &amp; Preparing Reports / Report Writing Lab</td>
<td>15</td>
<td>11/08</td>
</tr>
<tr>
<td>11/13 &amp; 11/15</td>
<td>Ch. 13</td>
<td>Resumes &amp; Application Messages / Documented Reports Due</td>
<td>30</td>
<td>11/15</td>
</tr>
<tr>
<td>11/20 &amp; 11/22</td>
<td>--</td>
<td>Resume &amp; Bio Sheet Due / Thanksgiving Thursday Off</td>
<td>20</td>
<td>11/20</td>
</tr>
<tr>
<td>11/27 &amp; 11/29</td>
<td>Ch. 14</td>
<td>Interviewing for a Job / Interview Response Sheet Due</td>
<td>20</td>
<td>11/29</td>
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<tr>
<td>12/02 &amp; 12/07</td>
<td>Ch. 12</td>
<td>Designing &amp; Delivering Business Presentations / Team Presentations</td>
<td>30</td>
<td>Both Days</td>
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<tr>
<td>12/11 &amp; 12/13</td>
<td></td>
<td>Exam 3 (Final) (Chaps. 9 – 14)</td>
<td>30</td>
<td>TBA</td>
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