BCM 247.002  BUSINESS COMMUNICATION  
Fall 2017 - Course Syllabus

Instructor:  Dr. Carol Wright  
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Desire2Learn Address:  https://d2l.sfasu.edu/  
Office:  229D McGee Business Building  
Office Phone:  936-468-1780  
Office Hours:  Monday 8:00 – 9:00 and 10:00 – 11:00 and 1:00 – 2:30  
Tuesday 12:00 – 2:00 ONLINE  
Wednesday 8:00 – 9:00 and 10:00 – 11:00  
Thursday None  
Friday 8:00 – 9:00 and 10:00 – 11:30  
Other times by Appt.

Department:  Business Communication and Legal Studies  
Class Meeting time:  Mondays, Wednesdays, Fridays  9:00 – 9:50  BU 167

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 with a C grade or better.

Textbook:  

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.

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 Fall 2017</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 Fall 2017</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>Not assessed in this course</td>
</tr>
<tr>
<td>Teamwork</td>
<td>To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.</td>
<td>Team Assignment</td>
<td>Not assessed in Fall 2017</td>
</tr>
<tr>
<td>Personal Responsibility</td>
<td>To include the ability to connect choices, actions and consequences to ethical decision-making.</td>
<td>Ethics Situation Assignment</td>
<td>Not assessed in Fall 2017</td>
</tr>
<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>Not assessed in this course</td>
</tr>
</tbody>
</table>

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

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

**Grades: (Tentative)**

Grades can be accessed through Desire2Learn (D2L). You should check your posted grades often and communicate any questions. You must check your grades prior to final exam week. Unless you email prior to finals week, you indicate that you are in agreement with the grades posted. 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.

<table>
<thead>
<tr>
<th>Grade Category</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letters, Memos, Written Messages</td>
<td>255</td>
<td>28%</td>
</tr>
<tr>
<td>Research Based Assignments</td>
<td>175</td>
<td>19%</td>
</tr>
<tr>
<td>Objective Examinations</td>
<td>270</td>
<td>30%</td>
</tr>
<tr>
<td>Quizzes/Other Assignments</td>
<td>120</td>
<td>13%</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>80</td>
<td>9%</td>
</tr>
<tr>
<td>Total Possible</td>
<td>900</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grading Scale:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100% of Total Points</td>
</tr>
<tr>
<td>B</td>
<td>80-89% of Total Points</td>
</tr>
<tr>
<td>C</td>
<td>70-79% of Total Points</td>
</tr>
<tr>
<td>D</td>
<td>60-69% of Total Points</td>
</tr>
<tr>
<td>F</td>
<td>Below 60 % of Total Points</td>
</tr>
</tbody>
</table>

**Letters, Memos, Written Messages:** This is a writing intensive course. You will be expected to write a variety of types of messages including memos, letters, and electronic correspondence. Two exams will be written exams and will be composed and keyboarded on the computer using word processing software.

**Research Based Assignments:** As part of the research portion of the class, students will be expected to know how to conduct primary and secondary research and communicate this information in some form. Students will also learn how to document their sources using APA.

**Objective Examinations:** Three of the course exams will be objective exams based on information presented in the chapter text and the lecture. These exams may consist of true/false, multiple-choice and short answer questions.

**Quizzes and Other Assignments:** Quizzes may be given both in class and online in D2L; assignments may also be given as classroom activities or as outside work. Students must be present to complete in-class assignments and these cannot be made up. All outside assignments with instructions and due dates will be posted in D2L on the course’s home page. Students may also be instructed to submit assignments in D2L. In this case, a student will not be given credit for the assignment unless it is submitted according to the instructions given; this includes completing the assignment in the proper format and turning it in at the proper time. 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 by the due date and time. Written assignments may be turned in by e-mail, in person, or by mail. **Late assignments will not be accepted.**
**Oral Presentation:** Students will also be expected to learn how to communicate orally. A group presentation will be given during the semester.

**Classroom Procedure:** Class time is valuable and intended for educational purposes. EACH student is expected to bring pen and paper to class EACH day and be prepared to read, write, and/or discuss the subject matter for the day. All electronic devices including cell phones, laptops, and music players should be **put away** during class time, unless the technology is being used for a specific classroom activity.

**This is a web-enhanced class.** You will need to visit Desire2Learn 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 in D2L. All homework will be posted in D2L. In the case of an absence from class, it is the student’s responsibility to check D2L for any homework assigned, and the assignment will still be due on the same due date as the rest of the class. **Missing class is not an excuse for not completing an assignment.**

**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. It is the responsibility of the student to determine what was covered in class and complete and turn in any assignments when due. On some days assignments can be given during class times that will count as part of the Activities and Quizzes portion of the total grade. **In-class activities and quiz grades cannot be made-up for any reason.**

Perfect attendance for all course days will result in 10 bonus points added to the student’s points earned for the semester. Five bonus points will be added for one absence. Students who miss three consecutive classes without official excuse will be denied access to this course in D2L until the student meets with the instructor. Any assignments that were due in D2L during that time, will not be allowed to be made up.

**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. 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.

**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.

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 it 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/4.1-student-academic-dishonesty.pdf

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 http://www.sfasu.edu/policies/course-grades.pdf.

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-code-of-conduct-10.4.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.

Students should conduct themselves in an appropriate manner during class sessions. This behavior includes showing respect to the instructor and other students. 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. Students should conduct themselves as if they are attending a professional business meeting.
<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter in Text</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>Aug. 28 – Sep. 1</td>
<td>Introduction &amp; Chap 1</td>
<td>Establishing a Framework</td>
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<td></td>
<td>Ethics Assignment (Personal Responsibility)</td>
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<tr>
<td>Sep. 4 – 8</td>
<td>Chap. 2</td>
<td>Interpersonal/Group Communication</td>
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<td>Chap. 5</td>
<td>Communicating Electronically</td>
</tr>
<tr>
<td>Sep. 11 - 15</td>
<td>Chap. 3</td>
<td>Planning Messages</td>
</tr>
<tr>
<td></td>
<td>Chap. 4</td>
<td>Preparing Messages</td>
</tr>
<tr>
<td>Sep. 18 - 22</td>
<td>Chap. 4</td>
<td></td>
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<td></td>
<td>Test 1 (Chapters 1-5)</td>
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<tr>
<td></td>
<td>Letter Format</td>
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<tr>
<td>Sep. 25 – 29</td>
<td>Chap. 6</td>
<td>Good/Neutral Messages</td>
</tr>
<tr>
<td>Oct. 2 – 6</td>
<td>Chap. 6</td>
<td></td>
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<tr>
<td></td>
<td>Chap. 7</td>
<td></td>
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<tr>
<td>Oct. 9 – 13</td>
<td>Lab Exam 1</td>
<td>Bad News Messages</td>
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<tr>
<td></td>
<td>Chap. 8</td>
<td></td>
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<tr>
<td>Oct 16 – 20</td>
<td>Lab Exam 2</td>
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<tr>
<td>Oct. 23 – 27</td>
<td>Chap. 9</td>
<td>Reports Process &amp; Research Methods</td>
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<td></td>
<td>Informed Blog Report</td>
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<td></td>
<td>APA Format</td>
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<tr>
<td>Oct. 30 – Nov. 3</td>
<td>Chap. 10</td>
<td>Managing Data &amp; Using Graphics</td>
</tr>
<tr>
<td>Nov. 6 – 10</td>
<td>Chap. 11</td>
<td>Organizing &amp; Preparing Reports (Written Communication and Critical Thinking)</td>
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<td>Informed Blog Report Due</td>
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<tr>
<td>Nov. 13 – 17</td>
<td>Test 2 (Chapters 9 – 11)</td>
<td>Presentations</td>
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<td>Chap. 12</td>
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<tr>
<td></td>
<td>Group Project</td>
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<tr>
<td>Nov. 20 – 24</td>
<td>Thanksgiving Holiday</td>
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<tr>
<td>Nov. 27 – Dec. 1</td>
<td>Chap. 12</td>
<td>Presentations (Oral Communication and Teamwork)</td>
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<tr>
<td></td>
<td>Chap. 13</td>
<td>Resumes and Application Messages</td>
</tr>
<tr>
<td>Dec. 4 – 8</td>
<td>Chap. 14</td>
<td>Interviewing/Employment Messages</td>
</tr>
<tr>
<td>Dec. 11- 15</td>
<td>Final Exams</td>
<td>Final Exam is Mon. Dec. 11 at 8:00 am</td>
</tr>
</tbody>
</table>

***This schedule is tentative and is likely to change throughout the semester.***