BCM 247 – BUSINESS COMMUNICATION
Course Syllabus
Fall 2017

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

Name: Keith R. New
Email: newkr@sfasu.edu
Phone: 936-468-1729
Office: BU 229-S in Suite 229 of the McGee Building
Office Hours 4:00 – 6:00pm, Mon., 4:00 – 5:00pm, Wed.
Department: Business Communication and Legal Studies
Class meeting time & place: 6:45 – 9:15pm, Mon., Room BUSI 121

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.

Text and Materials:

BCOM9 with CourseMate, 1 term 6 months Printed Access Card, Business Communication, Edition: 9

Author: Lehman/Dufrene. ISBN number for ordering is 9781337384445.

DO NOT follow the directions in your bundled software on how to access Coursemate. I will provide you with the instructions that will work at this moment as I am working with the textbook publisher.

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>Informed Blog Assignment (Day 4)</td>
<td>Not assessed in LiveText this semester.</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>Oral Presentations (Day 12)</td>
<td>Not assessed in LiveText this semester.</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 points of view and to work effectively with others to support a shared purpose or goal.</td>
<td>Team Assignment (Day 13)</td>
<td>Not assessed in LiveText this semester.</td>
</tr>
<tr>
<td>Personal Responsibility</td>
<td>To include the ability to connect choices, actions and consequences to ethical decision-making.</td>
<td>“Communicating Electronically” (Day 3)</td>
<td>Not assessed in LiveText this semester.</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></td>
</tr>
</tbody>
</table>
**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.*

8. Compose and/or revise accurate business documents using computer technology. *Communication*

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


**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 - 4 @ 100 points each</td>
<td>400</td>
<td>31%</td>
</tr>
<tr>
<td>Letters, memorandums, and written</td>
<td>285</td>
<td>22%</td>
</tr>
<tr>
<td>messages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research-based documents</td>
<td>195</td>
<td>15%</td>
</tr>
<tr>
<td>Quizzes and other assignments</td>
<td>320</td>
<td>25%</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>100</td>
<td>8%</td>
</tr>
<tr>
<td>Approximate total points</td>
<td>1300</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.
Class Policies:

- **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.
Academic Integrity (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 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/.
**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](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.
# Course Outline – Fall 2017

<table>
<thead>
<tr>
<th>DATE</th>
<th>MATERIAL TO BE COVERED</th>
<th>ASSIGNMENT</th>
<th>NOTES</th>
</tr>
</thead>
</table>
| August 28 | Introduction, Syllabus Chapter 1 – “Establishing a Framework for Business Communication” | In-class activity; In-class assignment: Communication Barriers
HW1 (due 9/4 by class time); Personal PowerPoint Activity entitled “Who I Am” | Chapter 1 review card |
| September 04 | Chapters 2 “Focusing on Interpersonal and Group Communication”
Chapter 3 “Planning Spoken and Written Messages” | Team Assignments; in-class activity - HW2: Team Agreement & topic selection (due at the end of class if all members present); | Chapter 2 review card
Chapter 3 review card |
| September 11 | Chapters 4 “Preparing Spoken and Written Messages”
Chapter 5 “Communicating Electronically” | HW3: Memo – Due 9/18 by class time | Chapter 4 review card
Chapter 5 review card |
| September 18 | Exam 1 – Chs. 1-5 | Meet in Computer Lab 222
Read Ch.6 - Good/neutral news letter | |
| September 25 | Chapter 6 Letter Exam 1 (Good News Letter) | Meet in Computer Lab 222
Read Ch.7 - Bad news letter | Chapter 6 review card
Chapter 6 model docs |
| October 02 | Chapter 7 Letter Exam 2 (Bad News Letter) | Meet in Computer Lab 222
Read Ch.8 - Persuasive letter | Chapter 7 review card
Chapter 7 model docs |
| October 09 | Chapter 8 Letter Exam 3 (Persuasive Letter) | Meet in Computer Lab 222
Study for Exam-2, Chs. 6-8 | Chapter 8 review card
Chapter 8 model docs |
| October 16 | Exam 2 – Chs. 6-8 | Meet in Computer Lab 222 | |
| October 23 | Chapter 9 “Understanding the Report Process and Research Methods”
Chapters 10 “Managing Data and Using Graphics” | | Chapter 9 Review card and Docs - Style card /APA - Chapter 10 review card and Docs |
| October 30 | Chapter 11 “Organizing and Preparing Reports and Proposals”
Chapter-12 “Designing and Delivering Business Presentations”. | Study for Exam-3, Chs. 6-8 | Chapter-11 Review card and Docs
Chapter-12 Review card and Docs |
| November 06 | Exam 3– Chs. 9-12 | Meet in Computer Lab 222 | |
| November 13 | Oral Presentations | Complete team presentations | |
| November 27 | Complete and submit Team Reports and Evaluations | Team Report and Team Evaluations due tonight 11-27-17
Meet in Computer Lab 222 | |
| December 04 | Chapters 13 “Resumes and Application Letters,” Chapter 14 “Interviewing for a Job and Preparing Employment Messages” | Meet in Computer Lab 222 | Chapter 13 Review card and Docs, Chapter 14 Review card and Docs |
| December 11 | Exam 4- Chs.13,14 | Meet in Computer Lab 222, Mon., 6:45-8:45 p.m. |  |

**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.