

BUSINESS COMMUNICATION BCM 247.500.10
Course Syllabus Fall 2017

Instructor: Dr. Laurie Rogers
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Desire2Learn Address: <https://d2l.sfasu.edu/>
Office: 229R - McGee Business Building
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Office Hours:

Office Hours	Monday	11:am-12:00pm / 1:30pm-3:00pm
	Tuesday	10:00am-12:00pm Online / 1:00pm-3:00pm Online
	Wednesday	11:am-12:00pm / 1:30pm-3:00pm
	Thursday	By Appointment
	Friday	9:00am-10:00am

*Social media Meetings are an option; contact the instructor for details.

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Class Time and Place: Online course, no face-to-face meetings

Required Text and Materials

The textbook used in this course is BCOM, Business Communication, 9, Lehman + DuFrene, Cengage Learning, 2017-2018. ISBN: 978-1-337-11684-8. This textbook is available from the SFA bookstores, other booksellers, or from the publisher. This particular ISBN includes a code that gives access to the eBook and online study tools. The online student resources are not graded, BUT in order to do well in this course, *be sure to purchase a textbook that has the online access so that you can prepare, learn, and review for quizzes and tests.*

SFA Tech Support

For D2L technical support, contact student support in the Center for Teaching and Learning (CTL) at d2l@sfasu.edu or 936-468-1919. If you call after regular business hours or on a weekend, please leave a voicemail. For general computer support (not related to D2L), contact the Technical Support Center (TSC) at 936-468-HELP (4357) or at helpdesk@sfasu.edu. To learn more about using D2L, visit SFAONLINE at <http://sfaonline.sfasu.edu>, where you will find written instructions and video tutorials.

There is also a link on the D2L My Home page; under Helpful Links on the right side of this screen is "D2L Tutorials for Students."

Software Used in the Course

All text-based documents and assignments, which are submitted online, must be in Microsoft Word. Assignments submitted in Microsoft Works, WordPerfect, or as PDF, graphics, or zipped files will not be accepted. You will also need software to read and/or create PowerPoint slides. Even if you do not have Microsoft Word or Microsoft PowerPoint on your computer, as a SFA student you have unlimited access to Office 365 through your mySFA account. Plan to use the software in an on-campus computer lab or some other PC location if you do not want to download the Office 365 onto your own PC. You may need Acrobat Reader to review some graded assignments in PDF format. If you prefer to purchase software for your computer instead, contact the SFA bookstore. For additional information on how to use the Office 365 as a student, please visit <http://www.sfasu.edu/mysfa/o365/student/productivity-apps/>"

Equipment for the Course

You will need *reliable* access to the Internet so that you can have routine access to this all-online course. You will also need easy access to the software mentioned above. We will be using an online format called YouSeeU to post video and PowerPoint presentations. Information on how to use the platform is in D2L, YouSeeU module. For one or more assignments, you will need appropriate equipment such as a webcam, a cell phone, a video camera, or use of the SFA College of Business resources to video record. Additional information is in the course D2L modules and assignment documents.

Course Description

Business Communication 247 – 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 grade of C or better.

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**)

- The student will demonstrate knowledge of fundamental information technology tools and concepts. **(Technology)**
2. The student will exhibit an understanding of ethics and social responsibility. **(Ethics)**
 3. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. **(Critical Thinking)**
 4. The student will demonstrate multicultural and diversity understanding. **(Diversity)**
 5. The student will demonstrate an understanding of teamwork as it occurs in business situations. **(Teamwork)**
 6. The student will effectively apply knowledge and skills in the functional areas of business. **(Business Knowledge)**
 7. 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 SFA Provost)

This course has selected to be part of Stephen F. Austin State University's core curriculum, though this may change. 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. If a course and/or assignment you are taking is to be assessed, 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 and the assignment(s) that will be used to assess the objectives in this course and uploaded to LiveText. **Not every assignment will be collected for assessment every semester.**

Core Objective	Definition	Course Assignment Title	Date Covered
Critical Thinking Skills	To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.	Business Report – Synthesis and analysis and evaluation of data for report	Week 11
Communication Skills	To include effective development, interpretation and expression of ideas through written, oral, and visual communication.	Business Presentation	Week 14
Empirical and Quantitative Skills	To include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.	Not assessed in this course	
Teamwork	To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.	Team Discussions – Member evaluations	Week 13,14
Personal Responsibility	To include the ability to connect choices, actions and consequences to ethical decision-making.	Business Report – Personal perspective of found data vs social perspectives and norms of selected topic	Week 11
Social Responsibility	To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global commonalities.	Not assessed in this course	

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 workskills. *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. *Communication.*
10. Deliver an effective oral business presentation. *Communication.*

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>

Course Methodologies

The following methods may be used in the course:

- Online discussions and email
- Documented report/proposal and online oral presentation
- Online homework assignments
- Online exams and quizzes
- Computer creation and editing of documents

Grades/Submission Policy

Online students are expected to submit online assignments by the deadlines. Grades can be accessed through Desire2Learn (D2L). You should check your posted grades and communicate any questions. You must check your grades prior to final exam week. Unless you email prior to finals week, you indicate you are in agreement with the grades posted. Do not contact the instructor during finals week asking to make up an assignment or be allowed extra credit! Please see Makeup Policy for more information.

All writing assignments must be submitted via D2L using Microsoft Word. (See syllabus section on **Software** required for the course.) All assignments that are not submitted according to course instructions will result in a less or zero grade. If a file you have submitted to the dropbox cannot be opened, there will be nothing to grade, and you will receive a zero for the assignment. This is an easily avoidable situation.

Estimated Distribution of Points**Grading Scale**

Tests (four) 75 pts each with (1) 10 pt bonus	300
Primary Written Messages (3) 100 pts each	300
Course Project REPORT	125
Quizzes (14) 5 pts each	70
Course Project PRESENTATION (video/slides)	125
Resume & Peer Review (25/5)	30
Team Discussions (5) 10 pts each	50
TOTAL POINTS AVAILABLE	1000

A	900-1000
B	800-899
C	700-799
D	600-699
F	599 and below

Make-up Policy (University Excused)

Makeup exams/tests will be allowed only in the following situations:

- Serious illness verified by a doctor's note with a statement of inability to attend class/i.e. take the test.
- Personal or family emergency, documented appropriately.

Since this is an online course, being out of town is not an acceptable excuse from incompleteness of assignments. It is the student's responsibility to ensure that s/he plans ahead to complete assignments before the final submission date and time.

Other Policies/Procedures

Teams: Students will be randomly assigned to teams by D2L software. Teams will have two to four members depending on class enrollment. Your involvement in the team is not optional but is designed to be a positive experience for all. Team members will participate in discussion boards, the Course Project, and other assignments, in order to learn and add to the learning process. *However, all team activity grades will be assigned individually unless otherwise noted. For example, both the Course Project Report and Presentation are submitted individually for individual grades.*

The official channel of team communication will be the team discussion board on D2L. It is YOUR RESPONSIBILITY to keep in touch with your team and to discuss the assigned topics as outlined in this syllabus and in D2L.

A team member who is not performing effectively in the team may be FIRED from the team in consultation with the instructor. The team member may be fired by the team or by the instructor. The primary causes for firing include invisibility (no one has

communicated with or heard from the person) or nonperformance (person does not do his/her work in a timely manner.) The technology channels (Discussion Boards, Lockers, Chat rooms, etc.) will be examined to see what contributions the team member has made to the team. A fired team member will be at the mercy of his/her team members and the instructor as to what options follow his/her being fired.

Professional Courtesy: This class will be conducted in a professional manner. This means 1) submit work on time, 2) avoid profanity and/or offensive language in your communication, and 3) participate fully and courteously with your team members. In regards to courtesy to others in the course and on your team, do not send harassing Emails, texts, or messages using offensive language. Such communication may result in a reduction of the sender's grade.

"Joke" assignments, using inappropriate or questionable content for oral presentations or written assignments, may result in NO CREDIT for that assignment. If you have questions about what might be professional conduct, please contact me BEFORE submitting the assignment.

Student Academic Dishonesty (University Policy 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 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 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/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 Module 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-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.

Learning Modules

This course is organized by the following learning Modules. The Modules will be released throughout the course as will additional information. The Modules close on assigned dates and assignments due in that module are no longer accepted unless previously arranged with the professor. *Modules do not necessarily follow the same chapter organization as the textbook.

Module 1 Communication Theory and Writing Principles

- Chapter 1 Establishing a Framework for Business Communication
- Chapter 2 Focusing on Interpersonal and Team Communication
- Chapter 3 Planning and Decision Making
- Chapter 4 Preparing Written Messages
- Chapter 5 Communicating Electronically

Module 2 Good News, Bad News, and Persuasive News

- Chapter 6 Delivering Good- and Neutral-News Messages
- Chapter 7 Delivering Bad-News Messages
- Chapter 8 Delivering Persuasive Messages

Module 3 Reports

- Chapter 9 Understanding the Report Process and Research Methods
- Chapter 10 Managing Data and Using Graphics
- Chapter 11 Organizing and Preparing Reports and Proposals

Module 4 Presentations and Employment Communication

- Chapter 12 Designing and Delivering Business Presentations
- Chapter 13 Preparing Resumes and Application Messages
- Chapter 14 Interviewing for a Job and Preparing Employment

Dr. Laurie S. Rogers

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BCM 247.500.10 FALL 2017 - Dates subject to minor changes in order to adapt to class needs.

*All assignments due by 11:30pm unless otherwise noted.

*Use textbook “Student Online Study Bits” for additional learning resources.

*Additional small assignments, including Bonus opportunities, will be added as the semester progresses. These will be emailed to you with sufficient notice before due date.

*MODULES ARE ONLY OPEN FOR LISTED DATES...get the work submitted within the appropriate period.

BCM 247.500.2018.10 FALL Calendar

Module 1 AUGUST 28 – SEPTEMBER 16				
WEEK 1	Getting Started -Chapter 1 Establishing a Framework for Business Communication -Chapter 2 Focusing on Interpersonal and Group Communication	a. <i>Team Discussion #1: Introduction of Self</i> b. Read Chapters/Take Quizzes in D2L	a. Aug. 28-Sept. 4	a. See <u>Getting Started</u> in D2L Contents for Team assignments. b. Quizzes due by end of Module
WEEK 2	-Continue Chapter 2 -Chapter 3 Planning and Decision Making	a. Read Chapters/Take Quizzes b. Team Discussion – preferred times to be online for class work		
WEEK 3	-Chapter 4 Preparing Written Messages - Chapter 5 Communicating Electronically	a. Read Chapters/Take Quizzes b. Touch base with team members		
		* Quizzes over chapters 1 – 5 * Exam 1 Chap 1-5	By Sept. 16 Sept. 13,14,15,or 16	All exams are timed. See D2L for information.
Any time during Module 1	YouSeeU	* Review <u>YouSeeU</u> sub-module in D2L Contents. Follow instructions on creating YouSeeU student account for this course.	By end of Module.	The code is found in YouSeeU sub-module in D2L.

Module 2 SEPTEMBER 18 – OCTOBER 14				
WEEK 4	-Chapter 6 Delivering Good- and Neutral-News Messages	a. Read Chapter/Take Quiz b. Discussion #2: Team discuss "Top Boss" for Course Project c. Primary Writing Assignment #1	a. Sept. 18 – Oct. 14 b. Sept. 25	b. See Course Project for information. c. D2L Content has more information
WEEK 5	-Chapter 7 Delivering Bad-News Messages	a. Read Chapter/Take Quiz b. Team Discussion c. Primary Writing Assignment #2	c. Oct. 2	
WEEK 6	-Chapter 8 Delivering Persuasive Messages	a. Read Chapter/Take Quiz b. Team Discussion c. Primary Writing Assignment #3	c. Oct. 9	
WEEK 7		*Quizzes over chapters 6,7,8 *Exam 2 Chap. 6-8	By Oct 14 Oct. 11,12,13,or 14	
Module 3 OCTOBER 16 – NOVEMBER 11				
WEEK 8	-Chapter 9 Understanding the Report Process and Research Methods	a. Read Chapter/Take Quiz b. Review and begin Course Project_Report assignment c. Discussion #3: Open Discuss Course Project Report	c. Oct. 16 – Nov. 11	b. See Course Project in Contents.
WEEK 9	-Chapter 10 Managing Data and using Graphic	a. Read Chapter/Take Quiz b. Work on writing Project Report c. Team Discussion		
WEEK 10	-Chapter 11 Organizing and Preparing Reports and Proposals	a. Read Chapter/Take Quiz b. Work on writing Project Report c. Team Discussion		

WEEK 11	-Course Project Report on "Top Boss"	Course Project Report Due	Nov. 4	Major assign.
		Quizzes over chapters 9,10,11 Exam 3 Chap 9-11	By Nov. 11 Nov. 8,9,10, or 11	
	<i>Getting a jump start....Module 4 will open Nov. 6</i>	<i>Review and begin Course Project Presentation assignment.</i>		<i>See Course Project in Contents</i>
Module 4 NOVEMBER 13 - DECEMBER 13				
WEEK 12	-Chapter 12 Designing and Delivering Business Presentations	a. Read Chapter/Take Quiz b. Work on Course Project Presentation c. Discussion #4: Video Presentation	c. Nov. 13 – Dec. 9	
WEEK 13	THANKSGIVING WEEK	NO CLASSES	*****	*****
WEEK 14	-Chapter 13 Preparing Resumes and Application Messages	a. Read Chapter/Take Quiz b. Work on Course Project Presentation c. Team Discussion d. Course Project Presentation	d. Dec. 2	Major assign.
WEEK 15	-Chapter 14 Interviewing for a Job and Preparing Employment Messages	a. Read Chapter/Take Quiz b. Team Discussion #5 "The 3 What's" c. Resume/Peer Review	b. Dec. 9 c. Dec. 9	
		*Quizzes Chapters 12,13,14	Dec. 9	
WEEK 16 Finals Week	FINAL	FINAL Exam 4 Chap 12-14	Dec. 11,12,or 13	DUE BY NOON DECEMBER 13