BUSINESS COMMUNICATION (BCM 247)
Stephen F. Austin State University

FALL 2018 COURSE SYLLABUS

Course Number: BCM 247.011
Instructor: Dr. Clive Muir, Associate Professor | 936.468.6280
Department: Business Communication & Legal Studies | 229 McGee Building
Class Meeting Time: Tuesday: 2pm-3:15pm & Thursday: 2 pm-3:15pm
Office Hours: Tue: 12pm-2pm | Wed: 1pm-3pm | Thu: 12pm-2pm
Online Office Hours: Wed: 10am-12pm | Wed: 6pm-8pm

NOTABLE QUOTE
“If all my possessions were taken from me with one exception, I would choose to keep the power of communication, for by it I would soon regain all the rest.” (Daniel Webster, U.S. Statesman)

COURSE DESCRIPTION (2018-19 Bulletin)

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 ENG 131, 132, or 133 with “C” or better.

COURSE FOCUS

This course emphasizes employment communication, research-based writing, and team-building activities. Topics include writing persuasive messages, good news and bad news messages, and oral presentations. Assignments will require secondary research, primary research, and the use of communication technologies. Several quizzes and two major examinations will be administered.

STUDENT LEARNING OUTCOMES (Developed by BCM 247 Committee)

1. Use critical thinking to examine and apply business communication strategies and principles. Critical thinking
2. 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 in team activities that utilize collaborative work skills. Teamwork
5. Identify ethical, legal, cultural, and global issues affecting business communication. Personal Responsibility
6. Use appropriate formats and channels to develop and present business messages. Communication
7. Compose and revise accurate business documents using computer technology. Communication
8. Communicate via electronic mail, Internet, and other technologies. Communication
9. Deliver an effective oral business presentation. Communication

COURSE MATERIALS REQUIRED

- Spiral Sketchbook (Small 5.5” x 8”) by Barnes & Noble SFA Bookstore or Barnes & Noble Online (https://bit.ly/2M3VsZE)
- Pack of 20 Thank You Cards - blank on inside (choose your design)
- Personal Computer (High-Speed Internet, MS Word, PDF Reader)
- Digital/Smartphone Camera for Photos and Videos

PROGRAM LEARNING OUTCOMES

Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completing 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 each business major and its foundation courses at http://www.sfasu.edu/cob/ug-plo.asp.
ASSIGNMENTS AND GRADES

<table>
<thead>
<tr>
<th>TYPES OF ASSIGNMENTS</th>
<th>POINTS</th>
<th>PERCENT</th>
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<tbody>
<tr>
<td>Written Messages (Letters, Memos, etc.)</td>
<td>75</td>
<td>30%</td>
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<tr>
<td>Examinations (Mid-Term &amp; Final)</td>
<td>50</td>
<td>20%</td>
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<tr>
<td>Quizzes and Other Assignments</td>
<td>50</td>
<td>20%</td>
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<tr>
<td>Research Report and Proposal</td>
<td>50</td>
<td>20%</td>
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<tr>
<td>Oral Presentation</td>
<td>25</td>
<td>10%</td>
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<tr>
<td>Total Points for Course</td>
<td>250</td>
<td>100%</td>
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GRADE SCALE

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<tr>
<th>Points Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>225 - 250 pts.</td>
<td>A</td>
</tr>
<tr>
<td>200 - 224 pts.</td>
<td>B</td>
</tr>
<tr>
<td>175 - 299 pts.</td>
<td>C</td>
</tr>
<tr>
<td>150 - 174 pts.</td>
<td>D</td>
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<tr>
<td>Below 150 pts.</td>
<td>F</td>
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Writing tasks are graded on form (how the document looks); flow (how the information is organized), and focus (what the information says). All documents must be single-spaced. Other criteria will be specified for each task.

Oral presentation is videotaped and graded on setting (how it looks or sounds); delivery (how you look and sound); and focus (what you say on the topic). Other criteria will be specified for each task.

Team-based tasks include brainstorming, discussion, research, and writing. Members must contribute to every task in order to earn the same team grade. Other criteria will be specified for each task.

Grades are posted in the D2L gradebook to help you monitor your performance. There are no bonus points or makeup assignments in this course, so please take all assignments seriously. Every point counts.

COURSE SCHEDULE

<table>
<thead>
<tr>
<th>DATES</th>
<th>CHAPTERS &amp; TOPICS</th>
<th>ASSIGNMENTS (Core Objectives)</th>
<th>POINTS</th>
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| 08|27 - 09|04 | Overview and Self-Introduction | Syllabus, Introduction, Thank Notes (05)  
(Communication, Personal Responsibility) | 05     |
| 09|05 - 09|14 | Ch. 1 & 2: Course Foundations | Personal Profile (20) & Quiz #1 (10)  
(Communication, Personal Responsibility) | 30     |
| 09|17 - 09|25 | Ch. 9: Research Report (Team) | Industry Report (20) & Quiz #2 (10)  
(Communication, Teamwork) | 30     |
| 09|26 - 10|05 | Ch. 8 & 14: Persuasive Messages | Resume (15) & Quiz #3 (10)  
(Communication, Critical Thinking) | 25     |
| 10|08 - 10|16 | Ch. 13 & 14: Job Application | Cover Letter (15) & Informed Blog (10)  
(Communication, Critical Thinking) | 25     |
| 10|17 - 10|19 | Mid-Term Exam - Chapters TBA | Mid-Term Exam (20)  
(Critical Thinking) | 20     |
| 10|22 - 11|02 | Ch. 9: Proposals + Design Thinking | Team Proposal (20) & Quiz #4 (10)  
(Critical Thinking, Teamwork) | 30     |
| 11|05 - 11|13 | Ch. 6 & 7: Good/Bad News/Reflection | Team Reflection (10) & Quiz #5 (10)  
(Communication, Personal Responsibility) | 20     |
| 11|14 - 11|30 | Ch. 12: Oral Presentation + Handout | Video Pitch (25)  
(Communication, Critical Thinking) | 25     |
| 12|03 - 12|07 | Course Review & Self-Evaluation | Course Review & Sketchbook Report (10)  
(Critical Thinking, Personal Responsibility) | 10     |
| 12|10 - 12|14 | Final Exam Week - Chapters TBA | Final Exam (30)  
(Critical Thinking) | 30     |
GENERAL EDUCATION CORE CURRICULUM

The Texas Higher Education Coordinating Board has identified six core learning objectives: Communication Skills, Critical Thinking Skills, Empirical and Quantitative Skills, Personal Responsibility, Social Responsibility, and Teamwork. SFA is committed to the improvement of its general education core curriculum by regular assessment of student performance on these six objectives.

BCM 247 is a Core Curriculum Course that fulfills the Communication Skills--Written requirement. At one point during the semester, you will receive an assignment that fulfills both the requirements of this course and the needs of SFA’s Core Curriculum Assessment Plan with the Texas Higher Education Coordinating Board. When you complete the assignment, you will upload it to both the BCM 247 dropbox and the Communication Skills--Written dropbox. Please note that this only applies to the specific assignment listed in the matrix below. All other assignments should be submitted according to regular class operations.

The chart below indicates the core objectives addressed by BCM 247. The assignment that will be used to assess the Communication Skills--Written objective must be uploaded to the Communication Skills--Written dropbox by the date listed on the chart. If you have questions, please see your instructor or call the Institutional Effectiveness Office at (936) 468-1130.

<table>
<thead>
<tr>
<th>CORE OBJECTIVES</th>
<th>DEFINITIONS</th>
<th>ASSIGNMENT TITLE</th>
<th>DUE IN D2L</th>
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<tbody>
<tr>
<td>COMMUNICATION SKILLS</td>
<td>To include effective development, interpretation and expression of ideas through written, oral, and visual communication.</td>
<td>Informed Blog</td>
<td>Due in D2L dropbox by 10/16/18</td>
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<td>CRITICAL THINKING SKILLS</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
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<td>PERSONAL RESPONSIBILITY</td>
<td>To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.</td>
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<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>
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COURSE POLICIES

Deadlines are specified for all assignments. However, some assignments involve several steps and deadlines that you must complete in order to get a grade for the overall assignment. Please allow yourself at least two hours to upload assignments to the drop box, especially videos. For assistance with D2L, contact the Office of Instructional Technology at 936.468.1919.

Attendance is taken every school day, Monday to Friday. Please log on to D2L on those days for course updates. You lose 5 points each time you fail to log on for two consecutive school days, or from Friday to the next Monday.

Emails should be sent via D2L. In your email, avoid giving unnecessary personal details or making statements such as, “I will understand if you say no.” Just state your request clearly and concisely.

Syllabus changes may occur due to unexpected events, weather patterns, and other situations. If changes are made you will be notified immediately.
UNIVERSITY POLICIES

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 www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf.

Withheld Grades Semester Grades Policy (A-54)

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 [i.e., Active Military Service (6.14)]. 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. For more detail, see www.sfasu.edu/policies/5.5_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), 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 www.sfasu.edu/policies/academic-accomodation-for-students-with-disabilities.pdf and also http://www.sfasu.edu/disabilityservices.

Student Conduct (University Policy 10.4)

Classroom (online) 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. 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. See the full Student Conduct Code at www.sfasu.edu/policies/student-code-of-conduct-10.4.pdf.