BCM 247.011 Business Communication  
Course Syllabus, Spring 2018

**Course Title:** Business Communication  
**Number/Section:** BCM 247.011  
**Instructor:** Dr. S. Ann Wilson  
**Department:** Business Communication and Legal Studies  
**Office:** 229F, McGee Business Building  
**Phone:** (936) 468-1747 (answered only during campus office hours) otherwise email me  
**Email:** wilsonsa@sfasu.edu

**Office Hours:**  
Monday 8:30 p.m. – 9:30 p.m.  
Online  
Tuesday 8:30 a.m. – 9:30 a.m.  
Office  
1:45 p.m. – 4:00 p.m.  
Office  
Wednesday 1:30 p.m. – 4:00 p.m.  
Office  
Thursday 8:30 a.m. – 9:30 a.m.  
Office  
1:45 p.m. – 4:00 p.m.  
Office

**Class Hours:**  
Tues. / Thurs. 9:30 a.m. – 10:45 a.m.  
BCM 450  
Tues. / Thurs. 12:30 p.m. – 1:45 p.m.  
BCM 247  
Wednesday 4:00 p.m. – 6:30 p.m.  
GBU 550

Appointments for other times are available by contacting Dr. Wilson by email at wilsonsa@sfasu.edu. Allow at least 24 hours in advance to schedule times other than those listed in the office hours.

**Class Time and Place:** Tuesday & Thursday, 12:30 – 1:45, Room 237

**Course Description:** Business Communication 247 (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 grade of C or better.

**Required Text and Materials:**  
The textbook used in this course is, BCOM, Business Communication, Edition 9, Lehman/DuFrene, Cengage Learning. ISBN: 978-1-337-38444-5. This textbook is available from the SFA bookstore for $80.35, Jackbackers for $74.25, or from the publisher. The hard copy text from the bookstores includes a code that gives access to the eBook and online study tools. (DO NOT follow the directions in your bundled software on how to access MindLinks, the online tools. Wait to follow the directions provided by the instructor.) **NOTE:** The textbook is required but the online study tools are not.

**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](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.

<table>
<thead>
<tr>
<th>5. 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 submitted in LiveText this semester</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>To include effective development, interpretation and expression of ideas through written, oral, and visual communication.</td>
<td>Blog Assignment</td>
<td>Not submitted 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>
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<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 submitted 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>Memo on Ethical Framework</td>
<td>Not submitted 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:
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. 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](http://www.sfasu.edu/assessment/index.asp)

Course Components:

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 Presentations: 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. If there was only one absence, five bonus points will be added.

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 absences unless the note specifically states that the student is unable to attend class. 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.

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 make up an assignment or to be allowed extra credit. Please see sections on Attendance and Makeup Policy.

<table>
<thead>
<tr>
<th>Grade Category</th>
<th>Total</th>
<th>%</th>
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<tbody>
<tr>
<td>Letters, Memos, Written Messages</td>
<td>205</td>
<td>21%</td>
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<tr>
<td>Research-based Assignments</td>
<td>150</td>
<td>15%</td>
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<tr>
<td>Objective Examinations</td>
<td>310</td>
<td>31%</td>
</tr>
<tr>
<td>Quizzes / Other Assignments</td>
<td>235</td>
<td>24%</td>
</tr>
<tr>
<td>Oral Presentations</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total Possible</strong></td>
<td><strong>1000</strong></td>
<td><strong>100%</strong></td>
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Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage of Total Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100%</td>
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<tr>
<td>B</td>
<td>80 – 89%</td>
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<tr>
<td>C</td>
<td>70 – 79%</td>
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<tr>
<td>D</td>
<td>60 – 69%</td>
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<tr>
<td>F</td>
<td>Below 69%</td>
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</table>
SFA Policies:

**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/4.1-student-academic-dishonesty.pdf](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/5.5-course-grades.pdf](http://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), 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/](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](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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed. For information please see: [http://www.sfasu.edu/judicial/earlyalert.asp](http://www.sfasu.edu/judicial/earlyalert.asp)
<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
<th>Chapter in Book/Topic</th>
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<tbody>
<tr>
<td></td>
<td>Homework: Read Chapter 1 and be ready for class discussion</td>
<td>Ch. 1. Establishing a Framework for Business Communication</td>
</tr>
<tr>
<td>January 18</td>
<td>In Class: Discuss Chapter 1 and complete activity</td>
<td>Ch. 1. Establishing a Framework for Business Communication</td>
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<td></td>
<td>Homework: Complete D2L quiz over Chapter 1</td>
<td>Ch. 2. Focusing on Interpersonal and Group Communication</td>
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<tr>
<td>January 23</td>
<td>In Class: Discuss Chapter 2 &amp; complete activity</td>
<td>Ch. 2. Focusing on Interpersonal and Group Communication</td>
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<td>Homework: Complete D2L quiz over Chapter 2</td>
<td>Part 2: Communication Analysis</td>
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<tr>
<td>January 23</td>
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<td>Ch. 3. Planning and Decision Making</td>
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<tr>
<td>January 25</td>
<td>In Class: Discuss Chapter 3 and complete activity</td>
<td>Ch. 3. Planning and Decision Making</td>
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<td>Homework: Complete D2L Quiz over Chapter 3</td>
<td>Ch. 4. Preparing Written Messages</td>
</tr>
<tr>
<td>January 30</td>
<td>In Class: Discuss Chapter 4 and complete activity</td>
<td>Ch. 4. Preparing Written Messages</td>
</tr>
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<td>Homework: Complete D2L Quiz over Chapter 4</td>
<td>Part 3: Communication Through Voice, Electronic, and Written Messages</td>
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<tr>
<td>February 1</td>
<td>In Class: Discuss Chapter 5 and complete activity</td>
<td>Ch. 5. Communicating Electronically</td>
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<td>Homework: Complete D2L Quiz over Chapter 5</td>
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<tr>
<td>February 6</td>
<td>In Class: Exam 1 (Chapters 1 – 5)</td>
<td>Ch. 6. Delivering Good- and Neutral- News Messages</td>
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<tr>
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<td>Homework: Read Chapter 6 and be ready for class discussion</td>
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<tr>
<td>February 8</td>
<td>In Class: Discuss Letter Format and Chapter 6</td>
<td>Ch. 6. Delivering Good- and Neutral- News Messages</td>
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<td></td>
<td>Homework: Complete Good News Message Lab Assignment</td>
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<td>Homework: Complete D2L Quiz over Chapter 6</td>
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<td></td>
<td>Homework: Prepare for Good News Message Lab Exam 1</td>
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<tr>
<td>February 13</td>
<td>In Class: Lab Exam 1 – Good News Message</td>
<td>Ch. 7. Delivering Bad-News Messages</td>
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<tr>
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<td>Homework: Read Chapter 7 and be ready for class discussion</td>
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<tr>
<td>February 13</td>
<td>In Class: Lab Exam 2 – Bad News Message</td>
<td>Ch. 7. Delivering Bad-News Messages</td>
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<td></td>
<td>Homework: Read Chapter 8 and be ready for class discussion</td>
<td>Ch. 8. Delivering Persuasive Messages</td>
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<tr>
<td>February 20</td>
<td>In Class: Lab Exam 3 – Persuasive Message</td>
<td>Ch. 8. Delivering Persuasive Messages</td>
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<tr>
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<td>Homework: Study for Exam 2 (Chapters 6-8)</td>
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<tr>
<td>February 27</td>
<td>In Class: Exam and Assignment Introduction</td>
<td>Part 4. Communication Through Reports and Business Presentations</td>
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<tr>
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<td>1. Exam 2 (Chapters 6-8)</td>
<td>Ch. 9 Understanding the Report Process and Research Methods</td>
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<td>2. Introduce Research Assignment, discuss APA referencing,</td>
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<td>(Meets Core Objectives: 1. Critical Thinking Skills; 2. Communication</td>
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<td></td>
<td>Homework: Read Chapter 9 and be ready for class discussion</td>
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<tr>
<td>March 1</td>
<td>In Class: Discuss Chapter 9</td>
<td>Ch. 9 Understanding the Report Process and</td>
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<tr>
<td>Date</td>
<td>In Class:</td>
<td>Homework:</td>
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<tr>
<td>March 6</td>
<td>Presentation from Associate Director for Library Information Services, Mr. Jonathan Helmke on using library databases and researching articles for research assignment</td>
<td>Read Ch. 10. And be ready for class application</td>
</tr>
<tr>
<td>March 8</td>
<td>Lab Day to complete Ch. 10 graphic assignment and to work on research assignment</td>
<td>Complete D2L Quiz over Chapter 10 Read Chapter 11 and be ready for class discussion/application Continue working on research assignment</td>
</tr>
<tr>
<td>March 10–18</td>
<td><strong>SPRING BREAK</strong></td>
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<tr>
<td>March 20</td>
<td>Discuss Chapter 11</td>
<td>Complete D2L Quiz over Chapter 11 Continue working on research assignment Review for Exam 3 (Chapters 9-11)</td>
</tr>
<tr>
<td>March 22</td>
<td><strong>Exam 3 (Chapters 9-11)</strong></td>
<td>Read Chapter 12 and be ready for class application</td>
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<tr>
<td>March 27</td>
<td>Chapter 12 Team Discussion and application</td>
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<tr>
<td>March 29</td>
<td><strong>Easter Holiday</strong></td>
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<tr>
<td>April 3</td>
<td>Discuss Team Presentation Assignment Teams finalize presentation topic and begin work on presentation Meet with Team for Presentation</td>
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<tr>
<td>April 5</td>
<td>Work in teams to finalize decision for Presentation Topic Meet with Team for Presentation</td>
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<tr>
<td>April 10</td>
<td>Group Work Day for Team Presentations Meet with Team for Presentation</td>
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<tr>
<td>April 12</td>
<td><strong>Team Oral Presentations – 3 teams</strong> Practice Presentation in One Button Studio</td>
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<tr>
<td>Date</td>
<td>In Class</td>
<td>Homework</td>
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<tr>
<td>April 17</td>
<td>Team Oral Presentations – 3 teams</td>
<td>Meet with Team for Presentation</td>
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<tr>
<td>April 19</td>
<td>Team Oral Presentations – 2 teams</td>
<td>Upload Team Evaluation to D2L</td>
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<td>Read Chapter 13 and be ready for class</td>
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<td>discussion/application</td>
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<td>Gather historical information for resume</td>
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<tr>
<td>April 24</td>
<td>Chapter 13 - Resumes and Application Messages</td>
<td>Complete D2L Quiz over Chapter 13</td>
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<td>Draft application message for class</td>
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<tr>
<td>April 26</td>
<td>Finalize Resume and Application Message</td>
<td>Read Chapter 14 and be ready for class</td>
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<td>discussion/application</td>
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<tr>
<td>May 1</td>
<td>Turn in Resume and Application Message</td>
<td>Discuss Chapter 14</td>
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<td>Complete D2L Quiz over Chapter 14</td>
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<tr>
<td>May 3</td>
<td>Mock Interviews and Review for Final Exam</td>
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<tr>
<td>Thursday,</td>
<td>Final Exam (Chapters 12-14)</td>
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<tr>
<td>May 10</td>
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* This schedule is *tentative* and is likely to change throughout the semester.