BUSINESS COMMUNICATION BCM 247.001 & 247.003
Course Syllabus SPRING 2018

Instructor: Dr. Laurie Rogers
Email: Primary: Email in Desire2Learn
Secondary: use only if D2L is NOT operational:
rogerslauri@sfasu.edu
Desire2Learn Address: https://d2l.sfasu.edu/
Office: 229R McGee Business Building
Office Phone: 936-468-1510
Office Hours:

<table>
<thead>
<tr>
<th>Office Hours</th>
<th>Monday</th>
<th>11:00am-12:00pm / 1:30pm-3:00pm</th>
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</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>10:00am-12:00pm Online / 1:00pm-3:00pm Online</td>
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<tr>
<td>Wednesday</td>
<td>11:00am-12:00pm / 1:30pm-3:00pm</td>
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<tr>
<td>Thursday</td>
<td>By Appointment</td>
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<tr>
<td>Friday</td>
<td>9:00am-10:00am</td>
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Social media meetings are an option; contact the instructor for details.

Communications
For additional course information and instructions, utilize the D2L site for this course. All electronic communications from the instructor will be through D2L, and it is the student’s responsibility to check it regularly for instructions and emails. To initiate outside-of-class communication with the instructor for non-emergency questions or discussion, the steps are as follows: 1. Primary Email; 2. Office (in person/phone/online); 3. Collaborate or Skype (requires prior planning). Only in extreme cases will the instructor be available to discuss non-emergency topics in person right before or right after class.

Class Meeting time: Mondays, Wednesdays, Fridays
Sec.001 – 8:00am-8:50am
Sec.003 - 10:00am – 10:50am

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:
The textbook used in this course is BCOM, 9th + BCOM Online, 1 term (6 months) Printed Access Card + LMS Integrated Sticker for BCOM Online Lehman/Dufrene ISBN Bundle: ISBN: 9781337384445 . 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. To learn more about using D2L, visit SFAONLINE at
http://sfaonline.sfasu.edu, where you’ll find written instructions and video tutorials.

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 and the assignment(s) that will be used to assess those objective. *Not every assignment will be collected for assessment every semester.* If applicable, your instructor will notify you which assignment(s) must be submitted for assessment in LiveText.

<table>
<thead>
<tr>
<th>Core Objective</th>
<th>Definition</th>
<th>Course Assignment Title</th>
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<tbody>
<tr>
<td>Critical Thinking Skills</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
<td>Business Report – Synthesis and analysis and evaluation of data for report</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>Business Presentation</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>
</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 Discussions – Member evaluations</td>
</tr>
<tr>
<td>Personal Responsibility</td>
<td>To include the ability to connect choices, actions and consequences to ethical decision-making.</td>
<td>Business Report – Personal perspective of found data vs social perspectives and norms of selected topic</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 commonalities.</td>
<td>Not assessed in this course</td>
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**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.*
8. Compose and/or revise accurate business documents using computer technology. *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](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 Points</th>
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<tr>
<td>Letters, Memos, Written Messages</td>
<td>250</td>
</tr>
<tr>
<td>Research Based Assignments</td>
<td>150</td>
</tr>
<tr>
<td>Objective Tests (4)</td>
<td>300</td>
</tr>
<tr>
<td>Quizzes /other assignments</td>
<td>175</td>
</tr>
<tr>
<td>Oral Presentation(s)</td>
<td>125</td>
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<tr>
<td><strong>Total Possible</strong></td>
<td><strong>1000</strong></td>
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<tr>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>A 90-100% Total Points</td>
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<tr>
<td>B 80-89% Total Points</td>
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<tr>
<td>C 70-79% Total Points</td>
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<tr>
<td>D 60-69% Total Points</td>
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<td>E 59% and Below Total Points</td>
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Add up points made and divide by total number of points available for those assignments.
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. Some activities will be written assignments composed and keyboarded on the computer using word processing software. We will also have writing assignments which are assigned and completed in the College of Business writing computer labs such as room 222. Your instructor will provide information on this as needed.

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: All* tests will be objective based on information presented in the chapter text and the lecture. These exams may consist of true/false, multiple-choice and short answer questions. Note: The tests in this course are taken online using D2L. The day of an exam we will meet in a pre-arranged writing computer lab. *Some exceptions apply.

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.

Oral Presentations: Students will also be expected to learn how to communicate orally in a professional and efficient manner. A group presentation will be given during the semester.

Classroom Procedure: Class time is valuable and intended for educational purposes. EVERY student is expected to bring the course textbook, pen and paper to class EACH day and be prepared to read, write, and/or discuss the subject matter for the day. This class will utilize the “flipped” approach, which means more interaction, less traditional lecture. However, it also means that you will need to read the chapter and some/all of the CourseMate interactives before that chapter comes up in class. By the time you get to class, you will have a clear understanding of the topic, thus allowing our class time to be spent applying the knowledge to real life events, student-led discussions, and other expanded activities on that chapter content. Bringing the textbook to class EVERY TIME will be paramount to your learning success in the course. 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.
Team: Students will be assigned to teams for part of the course. Teams will have three to six members depending on class enrollment. Your involvement in the team is important and NOT optional. Team members will participate in team activities for grades, with team members holding each other accountable for the desired grade. In some instances, the role of the teams will be that of simulating quasi-businesses, including the roles and responsibilities of business management personnel. Not participating in your team at 100 percent equals not contributing to your business’ success. A team member who is not performing effectively in the team may be FIRED 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 and efficient manner). The technology channels (D2L, Wikis, etc.) will be examined to see what contributions the team member has made to the team. Attendance in class (or lack thereof) may also be grounds for firing a team member. 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.

This is a web-enhanced class. Though our main instruction takes place in a face to face format, as a help to the student, course information, content, and helpful student resources are placed on D2L. It is highly recommended the student keep current with the D2L site. All module Quizzes are taken on D2L. The instructor will explain this further during course orientation (first or second day of class).

Attendance: Regular and punctual attendance is expected, and attendance will be taken. Material will be covered in class that is not included in the text material, with assignments based on this 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 may 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. Missing class is not an excuse for not completing an assignment.

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 which were due during the extended absence will be subject to denial by the instructor.

NOTE: If you are a member of a university-sponsored group such as athletics, it is your responsibility to let the instructor know of your planned absences and to arrange submission of any assignments. Failure to communicate directly with the instructor leaves the due dates subject to confusion and thus the assignments not acceptable.

Written Documents: All documents and assignments that are submitted must be in Microsoft Word. Assignments submitted in Microsoft Works, WordPerfect, or as PDF, graphics, or zipped files will not be accepted – your score on those assignments will be zero. You will also need software to read PowerPoint slides, as well as create them for a presentation. If you do not
have Microsoft Work or PowerPoint on a personal computer, plan to use the software in an on-campus computer lab or some other location where you have access to such software. To read PowerPoint slides, you may need to download Acrobat Reader. You may also need Acrobat Reader to review some graded assignments in PDF format. If you prefer to purchase software instead, contact the SFA bookstore.

As a student, you have access to Office 365 through your mySFA account. For additional information, please visit http://www.sfasu.edu/mysfa/o365/student/productivity-apps/

Note: You will need reliable access to the Internet so that you can check the course frequently. You will also need easy access to the software mentioned above.

Submission Policy: All assignments and projects are to be turned in on time by the due date and must be submitted in the correct format. Assignments which are to be uploaded must be done so prior to the ending time indicated on the assignment. No late work due to unexcused absences will be accepted [see Makeup Policy for additional details].

All assignments which are not submitted in the proper format and procedure will face censure by the instructor. All writing assignments will be graded on both content and mechanics. Use your Office tools such as Spell-check and Grammar Check, for starters!

Makeup Policy (University Excused): Makeup exams and assignments will be allowed only if the absence is excused according to professor and university policy. 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 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 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](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/](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 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.

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**SEE THE COURSE CALENDAR FOR ASSIGNMENT AND OTHER IMPORTANT DATES**

Dr. Laurie Rogers

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