ADMINISTRATIVE COMMUNICATION (BCM 347)
SPRING 2018 COURSE SYLLABUS
Course Number: BCM 347.500
Instructor: Dr. Clive Muir, Associate Professor | 936.468.6280
Department: Business Communication & Legal Studies | 229 McGee Building
Office Hours: Tues. 12pm-2pm | Wed. 10am-12pm | Thu. 12pm-2pm
Online Hours: Wed. 2pm-4pm | Wed. 7pm-9pm and by appointment
Class Time: Fully Online - No F2F Meetings

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 (2017-18 Bulletin)
A study of administrative communication skills with focus on written and visual communication. Electronic tools are used to assist in document development. Prerequisites: BCM 247, ENG 273 or equivalent.

COURSE FOCUS
This course applies writing, design, and speech principles to internal corporate communication practices. Students brainstorm and discuss ideas to produce personal profiles, memos, graphics, photos, summaries, technical reports, podcasts, and videos. The course does not cover employment communication.

COURSE ADJUSTMENTS
Syllabus changes may be necessary to correct errors and for unexpected events, weather patterns, and other situations. Every effort was made to create an accurate schedule of activities and tasks. When any changes are made, you will be notified immediately.

COURSE OBJECTIVES
1. Demonstrate improved analytical writing and visual skills.
2. Use critical and design skills to evaluate and share ideas.
3. Define concepts and principles of internal documentation.
4. Analyze internal communication channels and audiences.
5. Create audiovisuals (graphics, photos, videos, podcasts, etc.)
6. Research and present issues relevant to managers and staff.
7. Participate in team-based research, writing, and discussion.

COURSE MATERIALS
- Personal Computer + High-speed Internet Access
- MS Word with PDF Converter
- Digital Voice App for podcasts
- Digital Camera App for photos and videos

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 each business major and its foundation courses at http://www.sfasu.edu/cob/ug-plo.asp.
COURSE ASSIGNMENTS AND GRADES

<table>
<thead>
<tr>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
<th>PERCENT</th>
<th>GRADE SCALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing Tasks + Discussion Posts</td>
<td>100</td>
<td>40%</td>
<td>A</td>
</tr>
<tr>
<td>Audio/Video Projects</td>
<td>50</td>
<td>20%</td>
<td>B</td>
</tr>
<tr>
<td>Team-based Projects</td>
<td>50</td>
<td>20%</td>
<td>C</td>
</tr>
<tr>
<td>Exams + Course Evaluation</td>
<td>50</td>
<td>20%</td>
<td>D</td>
</tr>
<tr>
<td>Total Points</td>
<td>250</td>
<td>100%</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). Documents must be single-spaced. Other criteria are specified for each task.

Audio/Video projects are graded on setting (how it looks or sounds); delivery (how you look and sound); and focus (what you say on the topic). Other criteria are specified for each task.

Team-based projects incorporate brainstorming, discussion, research, and writing. All members must contribute to every task to get the same grade. Other criteria are specified for each task.

Grades are posted in the D2L gradebook, so you are responsible for monitoring your own performance. There are no bonus points or makeup assignments in this course.

COURSE POLICIES

Deadlines are specified for all tasks. Some tasks have several steps you must complete to get a grade. Give yourself at least two hours to upload assignments to the drop box, especially videos. If you need assistance with D2L, call the Office of Instructional Technology at 936.468.1919.

Attendance is taken daily, Monday to Friday, except when classes are not held. Please log on to D2L for course updates. If you don’t log on for two class consecutive days, you lose 5 points per occurrence.

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

COURSE SCHEDULE

<table>
<thead>
<tr>
<th>DATES</th>
<th>CHAPTERS &amp; TOPICS</th>
<th>ASSIGNMENTS (points)</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>01</td>
<td>16 - 01</td>
<td>19</td>
<td>Course Overview</td>
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<td>01</td>
<td>22 - 01</td>
<td>26</td>
<td>Ch. 1 - Purpose, Audience, Tone</td>
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<td>01</td>
<td>29 - 02</td>
<td>02</td>
<td>Ch. 2 - Workplace Correspondence</td>
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<td>02</td>
<td>05 - 02</td>
<td>09</td>
<td>Ch. 3 - Effective Visuals + Handout</td>
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<tr>
<td>02</td>
<td>12 - 02</td>
<td>16</td>
<td>Ch. 5 - Summaries</td>
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<tr>
<td>02</td>
<td>19 - 02</td>
<td>23</td>
<td>Ch. 4 - Short Reports</td>
</tr>
<tr>
<td>02</td>
<td>26 - 03</td>
<td>02</td>
<td>Ch. 6 - House Organs</td>
</tr>
<tr>
<td>03</td>
<td>05 - 03</td>
<td>09</td>
<td>Chapters 1, 2, 3, 4, 5, 6 + Handouts</td>
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<tr>
<td>03</td>
<td>19 - 03</td>
<td>28</td>
<td>Ch. 10 - Proposals</td>
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<tr>
<td>04</td>
<td>02 - 04</td>
<td>06</td>
<td>Ch. 7 - Instructions and Procedures</td>
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<tr>
<td>04</td>
<td>09 - 04</td>
<td>13</td>
<td>Teamwork Analysis + Handout</td>
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<tr>
<td>04</td>
<td>16 - 04</td>
<td>27</td>
<td>Ch. 9 - Presentation + Handout</td>
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<td>04</td>
<td>30 - 05</td>
<td>04</td>
<td>Course Review and Evaluation</td>
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<tr>
<td>05</td>
<td>07 - 05</td>
<td>11</td>
<td>Chapters 7, 9, 10 + Handouts</td>
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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