Dr. Marsha L. Bayless, Professor & Department Chair  
Department of Business Communication & Legal Studies  
BCM 447 500--Organizational Communication  
Syllabus – Spring 2019

Phone: 936 468-1496 or 936 468-3103 (Department Phone Number)  
Office: BU 229L, Department of Business Communication & Legal Studies, McGee Business Building  
E-Mail: Please use email in BRIGHTSPACE. If you have an issue with BRIGHTSPACE, you can send to my SFA email at mbayless@sfasu.edu.  
If you have forwarded your BRIGHTSPACE email to another account like gmail, remember that you can READ your BRIGHTSPACE email in gmail but YOU CAN NOT reply. If you reply, it will go into oblivion and I will NOT SEE IT. You must go back to BRIGHTSPACE and reply in your BRIGHTSPACE email.

Office Hours:

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>As department chair, I am usually available in the office from 9-5 on most days unless called out for department duties.</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td></td>
<td>No face to face classes.</td>
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<tr>
<td>Wednesday</td>
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<td>Thursday</td>
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<td>Friday</td>
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TERMINOLOGY: The university has a computerized learning management system. We have called it D2L for Desire 2 Learn. The company has decided to rebrand the company. One of its products is the computerized learning management system. It is now being called Brightspace. Of further note, the particular version of Brightspace we are using is called Daylight. So any of these terms are likely to be references to our learning management system.

Required Text: ISBN Number 9780205983704 Modaff, D. P., DeWine, S., & Butler, J. (2016). Organizational Communication Foundations, Challenges, and Misunderstandings. 4th ed. Boston, MA: Pearson Education Inc./Allyn and Bacon. This textbook is required reading. You are unlikely to be able to successfully complete the course without studying the textbook. This was a NEW text for this course in Spring 2017. The print version is a loose leaf text. You may wish to get a small binder to put it in.

Estimated Prices are $116.65 for a print, new text. $87.50 for a print used text. $105.00 for a print, new rental; $70.00 for a print used rental. Ebook, buy $87.00. Ebook, rent (for 180 days) $48.00.

Course Description: The study of the total organizational communication process within business organizations, including organizational culture, diversity, power, leadership, conflict resolution, ethics, and international communication.

Hours Per Week: For this three-credit hour online course, you should plan to spend about 9 actual hours per week in working on the course. During this time you will be reading chapters in the textbook, completing online chapter quizzes, completing assignments for each chapter, participating in periodic class chats, doing discussions, taking exams, completing peer reviews, and completing two projects. For some weeks you may find yourself spending more than 9 actual hours per week.

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)

**Student Learning Outcomes:** Upon successful completion of this course, you should be able to:

1. Understand and explain the major theories and perspectives used to examine organizational communication.
2. Recognize communication issues in organizations and apply organizational communication concepts, models, and theories to resolve such issues.
3. Demonstrate competent written and analytical communication skills necessary for effective performance in different organizational contexts.

In this course, we will explore the situations and issues that influence how communication occurs within organizations. The concepts we study are not limited to business organizations. They are applicable to profit and non-profit, social, community, and family organizations as well. Along the way, we will refine our personal communication skills that can help us communicate better.

**Course Methods:** As a participating member of the class, you may take part in the following types of activities:

- readings from the text book and from the posted module content
- individual and group discussions
- make a virtual presentation
- written assignments
- electronic communication
- technology applications to the content
- virtual study groups
- interview a business leader

**Course Organization:** First, there are NO scheduled face-to-face meetings. Feel free to come by my office if you are on campus and wish to meet. There will be scheduled online chats using Zoom. You are expected to participate in 3 of the 5 chats.

**EXAMS** – For this course you will have three exams over chapters in the textbook. All exams will be conducted through BRIGHTSPACE. Exam 2 will be a proctored exam. You may take this exam in the College of Business Testing Center (open from 9:00 a.m. to 4:00 p.m.) or by using Proctor U. At this point there will be no charge to you for this exam.

Exam # 2 must be taken with an exam proctor. **Any student who takes this exam through BRIGHTSPACE without utilizing a proctor pursuant to the rules set forth in this syllabus will receive a grade of 0 (zero) on the exam!** Any excused exams must be scheduled for make up within five (5) days of the missed exam or the emergency has resolved itself, or students missing the exam will receive a point value of zero (0) for the missed exam. It is entirely the student’s responsibility to make arrangements with me to take the missed exam. If you have a conflict with another university event or a university excused absence, you must contact me well in advance of the examination. In case of an extreme emergency that prevents you from taking an exam, contact me before the scheduled examination if at all possible. If it is not possible to contact me before the exam, contact me as soon as possible after the emergency is resolved. Failure to do so may result in an examination grade of zero. **When taking exams, you may use your textbook and class notes BUT NO other electronic devices.**
IMPORTANT EXAM PROCTORING INSTRUCTIONS – READ CAREFULLY!!!:

All exams in this class will be administered online through BRIGHTSPACE. However, Exam #2 must be taken with an exam proctor. Any student who takes this exam through BRIGHTSPACE without utilizing a proctor pursuant to the rules set forth in this syllabus will receive a grade of 0 (zero) on the exam! There are three proctoring options for this exam:

- The College of Business has set up a computer lab in the business school as a “testing center” for online students. You will be required to present your student ID to check into the testing center, and the testing center will have computers set up for you to take the exam. Further details on the testing center hours and instructions for utilizing it will be uploaded to BRIGHTSPACE. Current hours will be 9 a.m. to 4 p.m.

- I will also arrange a time to open one of the labs on the second floor for you to come in and take the exam later in the evening from 4 to 8 p.m. The exact date for the exam will be discussed in one of the chats closer to the time of the chat.

- If you cannot come to the testing center to take your exam, you can arrange to have your exam proctored online utilizing the service ProctorU. SFA has an account with ProctorU, so you will not be required to pay for this proctoring service. Specific information (such as any password/login information you will need) will be uploaded to BRIGHTSPACE. Generally, ProctorU is an online proctoring service using live proctors, and allows you to take an online exam while being proctored by a live person at a remote location. Taking an exam through ProctorU requires that you have a functioning webcam and microphone. In addition, you will need a reflective surface, such as a hand mirror, CD, or DVD to make sure there is no material (such as sticky notes) on the monitor. You will also need access to a desktop or laptop computer. Tablets, smart phones, Chromebooks, and other mobile devices are not supported at this time. If you elect to use ProctorU to take these exams, please note the following:
  
  - It is your responsibility to schedule your exam(s) and abide by all rules for bringing only appropriate materials into your testing area. You will need to provide photo identification to your proctor prior to taking your exam. Appropriate identification includes: driver’s license, SFA student ID, passport, or other government-issued photo identification.
  
  - You must schedule your exam at least four (4) or more days in advance, or you will be required to pay an additional fee. If you schedule your exam four (4) or more days in advance, you will not need to pay anything! If you have to CHANGE your exam time after you have scheduled, you may need to pay a fee.
  
  - When you schedule your exam, be sure to take into account that verifying your identity and validating the integrity of your testing area will take a few minutes. Thus, you must schedule your
proctoring appointment for a time at least 30 minutes before the exam is set to expire to ensure that you can go through the set up process in time to begin the exam in the allotted time.

- Before scheduling your exam, you need to ensure your computer is compatible with ProctorU’s software.

- In the weeks/months before your exam, follow these steps to learn how ProctorU works and how to schedule an exam.
  2. Go to Test My Computer to test out your computer to see if everything such as your webcam, microphone, bandwidth, etc., meet the requirements for ProctorU.
  3. You can also visit Technical Specifications for Using ProctorU to see required specifications.

    Note: Google Chrome is the best browser to use when taking an exam with ProctorU!

- Additional specific information is available at ProctorU.com.

Chats: Although there are no face-to-face class meetings, we will be having chats throughout the semester. Chats provide an opportunity for additional communication. We will have FIVE chats during the semester at different dates and times. You are required to PARTICIPATE in THREE chats at 20 points for each chat. If you participate in the remaining two chats, you may earn 5 bonus points for each chat. If you find that you are completely unable to participate in three chats, please contact the instructor. Chats will use Zoom in Brightspace (or, if you prefer, BRIGHTSPACE).

Course Pacing: This is NOT a self-paced course. We will be moving through the course materials as a group. Assignments will only be available during the module timeframe. At the end of the due date, all assignments for that module may be hidden. What does this mean? You cannot submit late work, discussion posts, or assignments. Therefore, you will need to be very conscientious about completing your assignments on time.

Virtual Study Groups: The class will be divided into three groups of around 10-12 students. This will be your virtual study group. You will have a discussion area. At times you may wish to do chats or ask each other questions.

Assignments: All class materials are organized into learning modules. Each learning module contains important instructional material and assignments. As you will see on the class schedule, you will have one chapter of reading materials and assignments to complete each week. You will have an objective quiz for each chapter. Additionally, you will have an activity associated with each chapter. Some of these activities may be group discussion topics; others will be individual assignments. Refer to your class schedule for specific due dates for each assignment.

You can access all discussion assignments, assignments, and quizzes through the related Chapter Learning Module. You can track your grades by selecting the Grades tool on the Navigation Bar. However, to preserve
the integrity of the exam, you will not have access to your quiz and exam grades until the availability period has ended.

**Communication:** Your email through Brightspace will be our primary channel of communication. I will check this e-mail at least once each day. I encourage you to do the same, as I will use this channel to make announcements regarding activities and assignments. If for some reason, Brightspace isn't operational, you may email me directly at mbayless@sfasu.edu.

**Caution:** I encourage you to change your settings to forward your BRIGHTSPACE email to whatever email account you access most frequently. For example, you can have it sent to your personal gmail account. If you are reading a forwarded email that I have sent to the class or to you, DO NOT REPLY in your other account like gmail. I will NEVER receive that email. It goes into oblivion. To reply, you must go to your Brightspace email and reply there for me to get your message. However, do NOT send assignments to me at this address. I must receive your assignments through the Dropbox in BRIGHTSPACE to assign grades for the work completed.

**Grading:**

**Objective exams** – Objective exams will be given during the semester. These exams will cover materials from the textbook and from the learning modules. There are three exams @ 100 points each for a total of 300 points. Exam 2 will be a proctored exam (see earlier section in syllabus about proctoring).

**Module quizzes** – Each module will have a brief quiz that checks your understanding of the content. There are 13 quizzes @ 10 points each for 130 points. Be sure to complete these quizzes on time. Find these in BRIGHTSPACE in Quizzes. Be sure to read the material before you try the quiz. If you earn a score of 50% or higher on your first attempt at the quiz (this means you probably read the chapter and didn’t just guess at answers), you will get a chance to take it a second time. Your highest quiz score will count. For example, if you got a score of 6 the first time and 10 the second time, the score of 10 will be counted.

**Chats** – There will be five chats throughout the semester. You must choose three to participate in for 20 points each or a total of 60 points. You can earn bonus points (5 each) for attending the other two chats. Look for the link to the Zoom Chat.

**Dropbox Assignments** – Each week you will have an assignment associated with the assigned chapter. These assignments are located in the Dropbox Module. There are 13 assignments @20 points each for a total of 260 points.

**Other activities.** As we proceed through the course, additional activities may be included which may add an additional 50 points to the total points. These will include any discussions or Virtual Team Activities.

**Projects** – You will complete two individual projects in this class.

**PROJECT 1** This project will involve exploring three different areas of the textbook, doing some research for additional information on the areas, creating a powerpoint slide, and making a video presentation with YouSeeU—a communication tool in Brightspace.

**PROJECT 2** – For the Project 2 report, you will interview a business executive or leader about three concepts from three different chapters of your choice in the textbook. You will also ask about three areas that they feel
are important in communication. You will write a report about your interview. You will receive more details later in the semester 130 points.

## Estimated Course Points

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
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<tbody>
<tr>
<td>Exam 1 (Chapters 1-5)</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2 (Chapters 6-9) <strong>PROCTORED</strong></td>
<td>100</td>
</tr>
<tr>
<td>Exam 3 (Chapters 10-13) <strong>FINAL EX</strong></td>
<td>100</td>
</tr>
<tr>
<td>Module Quizzes</td>
<td>130</td>
</tr>
<tr>
<td>Chats</td>
<td>60</td>
</tr>
<tr>
<td>Assignments (submitted in Dropbox)</td>
<td>260</td>
</tr>
<tr>
<td>Other activities</td>
<td>50</td>
</tr>
<tr>
<td>Project 1</td>
<td>50</td>
</tr>
<tr>
<td>Project 2</td>
<td>130</td>
</tr>
<tr>
<td>Total points</td>
<td>980</td>
</tr>
</tbody>
</table>

### Grade Distribution:

ACTUAL points are used to determine the total number of points for the semester.

- 90% of actual points or higher = A
- 80-89% of actual points = B
- 70-79% of actual points = C
- 60-69% of actual points = D

## Chat Schedule for Spring 2019 – BCM 447

<table>
<thead>
<tr>
<th>Chat 1</th>
<th>Monday, January 28</th>
<th>7:30 p.m., Zoom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chat 2</td>
<td>Tuesday, February 19</td>
<td>8:30 p.m., Zoom</td>
</tr>
<tr>
<td>Chat 3</td>
<td>Wednesday, March 6</td>
<td>9:30 p.m., Zoom</td>
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<tr>
<td>Chat 4</td>
<td>Monday, April 8</td>
<td>8:30 p.m., Zoom</td>
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<tr>
<td>Chat 5</td>
<td>Tuesday, April 23</td>
<td>7:30 p.m., Zoom</td>
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</tbody>
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## BCM 447 500 – Organizational Communication

### Class Schedule – Spring 2019

<table>
<thead>
<tr>
<th>Week and Start Date</th>
<th>Module</th>
<th>Assignment Due</th>
<th>Due Date (all assignments due no later than 11:30 p.m.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 – Jan 22</td>
<td>Getting Started</td>
<td>Intro Discussion</td>
<td>Thu, Jan 24</td>
</tr>
<tr>
<td></td>
<td>Ch 1 – Introduction</td>
<td>Virtual Team Discussion</td>
<td>Thu, Jan 24</td>
</tr>
<tr>
<td>Week 2 – Jan 28</td>
<td>Ch 2 – Classical Theories of</td>
<td><strong>CHAT 1</strong></td>
<td><strong>Mon, Jan 28, 7:30, Zoom</strong></td>
</tr>
<tr>
<td></td>
<td>Organizations</td>
<td>Quiz 1, Assignment 1</td>
<td>Tue, Jan 29</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quiz 2, Assignment 2</td>
<td>Thu, Jan 31</td>
</tr>
<tr>
<td>Week 3 – Feb 4</td>
<td>Ch 3 – Humanistic Theories of</td>
<td>Quiz 3</td>
<td>Tue, Feb 5</td>
</tr>
<tr>
<td></td>
<td>Organizations</td>
<td>Assignment 3</td>
<td>Thu, Feb 7</td>
</tr>
<tr>
<td>Week 4 – Feb 11</td>
<td>Ch 4 – Systems Theory</td>
<td>Quiz 4</td>
<td>Tue, Feb 12</td>
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<td></td>
<td></td>
<td>Assignment 4</td>
<td>Thu, Feb 14</td>
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</tbody>
</table>
| Week 5 – Feb 18 | Ch 5 – Organizational Culture | CHAT 2  
Quiz 5  
Assignment 5 | Tue, Feb 19, 8:30, Zoom  
Tue, Feb 19  
Thu, Feb 21 |
|-----------------|--------------------------------|---------------------------------------------------|
| Week 6 – Feb 25 | **Chapters 1-5**  
Ch 6 – Critical Theory  
Begin Work on Project 1 | **EXAM 1**  
Quiz 6  
Assignment 6 | **Sunday, Feb 24 -Wed, Feb 27, 11:30 p.m.**  
Tue, Feb 26  
Thu, Feb 28 |
| Week 7 – Mar 4  | Ch 7 – Realistic Recruitment  
Work on Project 1 | **CHAT 3**  
Quiz 7  
Assignment 7  
**PROJECT 1 DUE** | **Wed, Mar 6, 9:30 p.m.**  
Tue, Mar 5  
Thu, Mar 7  
**Fri, Mar 8, 11:30 p.m.** |
| Week 8 – Mar 11 | Ch 8 – Socialization of New Members | Quiz 8  
Assignment 8 | Tue, Mar 12  
Thu, Mar 14 |
| **SPRING BREAK – March 18-22** | | | |
| Week 9 – Mar 25 | Ch 9 – Individual in the Organization | Quiz 9  
Assignment 9 | Tue, Mar 26  
Thu, Mar 28 |
| Week 10 – Apr 1 | **Chapters 6-9**  
Ch 10 – Superior-Subordinate Communication | **EXAM 2 - PROCTORED**  
Quiz 10  
Assignment 10 | **Sun, Mar 31 to Wed, Apr 3**  
Tue, Apr 2  
Thu, Apr 4 |
| Week 11 – Apr 8 | Ch 11 – Peer and Co-Worker Communication  
**Start Project 2** | **CHAT 4**  
Quiz 11  
Assignment 11 | **Mon, Apr 8, 8:30 p.m.**  
Tue, Apr 9  
Thu, Apr 11 |
| Week 12 – Apr 15 | Ch 12 – Organizational Teams  
**Work on Project 2** | Quiz 12 | Tue, Apr 16 |
| **Easter Break – April 18 & 19** | | | |
| Week 13 – Apr 22 | Ch 13– Leaders and Leadership  
**Work on Project 2** | **CHAT 5**  
Assignment 12  
**PROJECT 2 REPORT DUE** | **Tue, Apr 23, 7:30 pm**  
Tue, Apr 23  
**Fri, Apr 26, 11:30 p.m.** |
| Week 14 – Apr 29 | Review chapters 10-13 | Quiz 13  
Assignment 13  
Extra Credit (optional) | Tue, Apr 30  
Thu, May 2  
Thu, May 2 |
| Week 15 – May 6 – Dead Week | Review chapters 10-13 | **EXCHANGE ASSIGNMENT (optional)**  
Course Evaluation | Tue, May 7  
Thu, May 9 |
| Final Exam Week –May 13 | **Chapters 10-13 – Final Exam**  
Final Exam will open on Sunday, May 12, and Close on TUESDAY | **EXAM 3** | **Closes TUE May 14 at 11:30 p.m.** |
To Summarize:

- If you follow the timeline, you will understand when your material should be read, when the modules should be read, when work is to be completed, and when assignments are due.
- Though the class is online, you will need to complete assignments by their due dates; late work is unacceptable, and unless there are really extenuating circumstances, you will not be granted extensions.
- Some online courses grant unlimited access to modules and assignments. BCM 447 IS NOT ONE OF THOSE COURSES. Getting behind has a way of snowballing. Missing one assignment will not seriously affect your final grade; missing more than one assignment may!
- If you do find yourself getting behind, don't just give up, go away, or drop out. Call or e-mail me. There is a solution to every problem, and I'm here to help you find them. So keep in touch!

General Student Policies: The following policies apply to all students enrolled in courses at Stephen F. Austin State University.

Academic Integrity (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 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

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."
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.