Welcome to BCM247 Summer II 2019 online edition. This syllabus is in the Arial 14 point font with 1.0 spacing to improve readability for students that have visual disabilities. Due to the font size and spacing, the document appears to be longer than you would normally expect a syllabus to be.

This syllabus is your rule and guide to the semester. Read, follow, and understand the information and ask questions if you do not understand.

Critical aspects of the syllabus have been highlighted in yellow.

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I. Contact Information

Classes: Online Course BCM247 Section 501 CRN 40886
Course Title: Business Communications
Instructor: Mr. Michael Shane Allen
          Professor Allen, Shane Allen, Mr. Allen, not Dr. Allen
Email: The email within Brightspace will be used.
        The class will practice effective business communications. All
        emails, phone calls, chats, Zoom sessions, etc. will be business
        professional in writing, format, and demeanor. Spelling and
        grammar are important.
        University Business Only: allenmicha@sfasu.edu
Department: Business Communication and Legal Studies
Office: 229A McGee Business Building
Phone: 936-468-1727 (Only Answered/Checked During Office Hours)
        Brightspace email is the primary method of contact.
Office Hours: Monday & Thursday
        ▪ 10:00am – 12:00am central time zone
        ▪ 02:00pm – 04:00pm central time zone
        I will be in my office during these hours.
        Other days and hours by appointment.
        I am available for in-office visits, phone calls, Brightspace and
        Zoom chats and video sessions.

Disclaimer
This syllabus, course calendar, and Brightspace information are subject to
change. Brightspace is the formal name for D2L.

Mission Statement of the Professor
By the end of the semester, the student will know beyond the basics of proper,
efficient, and expected business communications through written, oral, and
presentation delivery methods. This course will benefit you during your
academic years by providing a foundation for conducting research, writing
papers, and giving presentations. I will do my very best to guide you through
business communications and will be at all times honest, fair, beyond reproach,
and due diligent.
II. Course Description
Application of business communication principles through the 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.

Additional Hours Per Week Required
Students should anticipate spending twelve hours per week for this online summer three-hour course. During this additional time you will be:
(01). Reading textbook chapters.
(02). Completing online quizzes and exams.
(03). Working on writing lab assignments and research papers.
(04). Working in a virtual team environment.
(05). Participating in discussions.

Twelve hours is only a guide, and the actual hours required will differ between students and the course load of a particular week.
Required Textbook

There is a reserved copy of the textbook in the library under the name of Dr. Marsha Bayless or may be referenced by BCM247 or BCOM9.

Prior versions of the textbook are discouraged and are used at your own risk.

Required Materials
(01). Webcam
(02). Reliable internet connection of sufficient speed
(03). Microsoft Word and Powerpoint or another suitable presentation software package such as Prezi. NOTE: The University makes available Office 360 to all students.

III. Course Requirements
(01). Brightspace and D2L are interchangeable wordings for the same software package.
(02). Brightspace will be used for virtually all aspects of the course.
   A. Examinations
   B. Quizzes
   C. Saving all documents for grading
   D. Posting of grades
   E. Assignments
      i. Course Calendar
      ii. Syllabus
      iii. Emails (All email communications must be through Brightspace)
   F. Chats through Brightspace
   G. Zoom will be used for chats and video conferencing.

Expectations
The ability to read, understand, comprehend, and follow written and verbal instructions or directions is important.
(01). Read the syllabus.
(02). Review the Brightspace offerings.
(03). Ask questions if you do not understand. I am not a mind reader, and my crystal ball has a crack in it.

Written Communications
(01). BCM247 is an intensive writing course.
(02). Documents must be saved to the correct Brightspace Dropbox corresponding to the lab assignment.
(03). Microsoft Word format only. All other formats result in a zero.
(04). Basics you need to know of Microsoft Word.
   A. How to save
   B. Spellcheck and grammar check.
   C. Word count, including the ability to word count specific sections.
   D. Changing the font and font size.
   E. Changing the margins.
   F. How to print.
   G. Setting up headers and footers.
(05). Spelling and grammar will be graded using Grammarly.
www.grammarly.com
(06). You may find it advantageous to purchase a copy of Grammarly or find a similar product. Microsoft Word only provides basic grammar functions.
(07). Spelling and grammar are paramount in business communications.

<table>
<thead>
<tr>
<th>NUMBER OF MISSPELLINGS</th>
<th>EFFECT ON GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three</td>
<td>One grade lower</td>
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<tr>
<td>Four</td>
<td>Two grades lower</td>
</tr>
<tr>
<td>Five or More</td>
<td>Zero</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NUMBER OF GRAMMAR ERRORS</th>
<th>EFFECT ON GRADE</th>
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<tbody>
<tr>
<td>Three</td>
<td>One grade lower</td>
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<tr>
<td>Four</td>
<td>Two grades lower</td>
</tr>
<tr>
<td>Five or More</td>
<td>Zero</td>
</tr>
</tbody>
</table>

(08). HINT: There is nothing wrong with simple business sentences. Brevity and avoiding being verbose are encouraged. Business communications are direct and to the point; clear and concise.
(09). Not all details presented for a writing assignment need to be included in the final document, cognitive thinking in action.
(10). Do not expend great amounts of time customizing a header or a footer. There are no additional points for being the most creative or artistic.
(11). Read the assignment. Do not embellish, invent details, or add storylines not contained within the assignment. No “facts not entered into evidence.” This is not a creative writing class.
(12). Open or closed/ending punctuation is acceptable as long as it is consistent.
(13). All assignments have a due date and time. The Dropbox will seal at the appointed time and will not be reopened.
(14). All documents must be saved to the correct Dropbox folder corresponding to the LAB##. All documents will be saved as follows:
If the person is named Wyatt Earp, Wyatt being the first name and Earp being the last name, then the file would be saved as follows.
   A. LAB## - Last Name First Name.docx
   B. Example:  LAB05 – Earp Wyatt.docx

**MS Word Documents Formatting**
(01). Arial 14 point font
(02). 1" margins
(03). 1.0 spacing
(04). Blank space between paragraphs
(05). Dates in the format of MMMMM DD, YYYY or MMMM DDth YYYY.
(06). Example: January 14, 2019 or January 14th 2019
(07). Numbers from zero to one-hundred will be spelled out.
   A. There are thirty-four students in this class.
   B. There are 101 students in the fall semester class.
   C. If a number begins a sentence, it is spelled out.
   i. Seventeen seventy-six was the year America became a nation.
(08). A university non-scheduled outage exceeding twelve hours is a bona fide reason for missing a deadline. Late assignments must be saved to the Brightspace Dropbox of LAB00 - Penalty Box. You must notify me by email that you have submitted it. The Penalty Box will not be available during the final week of class. The email date/time stamp determines the penalty. Late assignments will incur a penalty as follows:
Research-Based Assignments
(01). Students are expected to know how to conduct primary and secondary research and communicate this in some form. Students will learn proper research methods and APA formatting.
(02). There is one research-based assignment.

IV. Examinations
(01). Quizzes for the exam must be taken before you can take the exam.
(02). Four exams through Brightspace
(03). Multiple choice.
(04). Forty questions.
(05). Non-Comprehensive final.
(06). No extensions nor make-ups.
(07). There are no second chances to “repeat” the exam.
(08). One attempt allowed.
(09). Timed limit of seventy-five minutes.

V. Quizzes
(01). Fourteen Brightspace online quizzes.
(02). All quizzes are available Tuesday, July 16th 2019, 2019 @ 08:00am
(03). Each quiz has a due date.
(04). No extensions or makeups.
(05). Two attempts per quiz.
(06). Time limit of sixty minutes.
(07). Ten questions.

<table>
<thead>
<tr>
<th>HOURS LATE</th>
<th>PENALTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-24</td>
<td>-1 Letter Grade</td>
</tr>
<tr>
<td>24-48</td>
<td>-2 Letter Grades</td>
</tr>
<tr>
<td>48+</td>
<td>Zero</td>
</tr>
</tbody>
</table>
VI. Team Projects
(01). One team-based assignment.
(02). See Addendum 04: Team Assignments
(03). The team can fire team members for lack of participation, work ethic, missed meetings, and assignments. The team must advise me if they wish to fire a team member.
(04). Fired team members receive a zero on the assignment.

VII Online Classroom Management and Expectations
(01). Check your Brightspace email at least twice per day, including weekends. Important information will be conveyed. Please read, understand, comprehend, and respond accordingly.
(02). All course work will be completed within Brightspace.

VIII. Makeup Policy (University Excused)
Makeup exams will only be allowed if arranged before the date of the test. The student must provide documentation for the excused absence. It is the responsibility of any student-athletes, performers, etc. to provide me a list of university excused absences. Notes from any health clinic or provider will not be accepted as excused absences unless the note specifically states that the student is unable to attend class. Please see the SFASU policies and procedures for information regarding excused absences.

IX Grading
(01). This class is points based.
(02). The race is on to 1,000 points.
(03). Each exam, quiz, lab, etc. has an assigned value of points.
(04). Do not leave points on the table. Every point counts.

<table>
<thead>
<tr>
<th>POINTS</th>
<th>LETTER GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>900-1,000+</td>
<td>A</td>
</tr>
<tr>
<td>800-899</td>
<td>B</td>
</tr>
<tr>
<td>700-799</td>
<td>C</td>
</tr>
<tr>
<td>600-699</td>
<td>D</td>
</tr>
<tr>
<td>000-599</td>
<td>F</td>
</tr>
</tbody>
</table>

(05). All grades and points can be viewed at any time within Brightspace.
(06). You are required to check your grade and points often and notify me of any discrepancies.

(07). There will be no grade pleadings after Tuesday, August 13th 2019.

(08). Each written assignment will be graded, and two documents will be posted against the assignment. An MS Excel rubric/matrix explaining how the grade was arrived at and an MS Word document highlighting the positives and negatives of the paper.
POIINT ANALYSIS
The following is an explanation of how your semester grade will be computed and the point total for each assignment. There is an MS Excel macro-enabled spreadsheet contained within Brightspace that you may use to calculate your standing and final grades. Brightspace will contain all of your grades.

<table>
<thead>
<tr>
<th>WHAT</th>
<th>POINTS EACH</th>
<th>YOUR POINTS</th>
<th>% OF TOTAL</th>
<th>TOTAL %</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER QUIZ BRIGHTSPACE QUIZ01</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td>210.0</td>
</tr>
<tr>
<td>QUIZ02</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ03</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ04</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ05</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ06</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ07</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ08</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ09</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ10</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ11</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ12</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ13</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
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<tr>
<td>QUIZ14</td>
<td>15.0</td>
<td>0.0</td>
<td>1.5%</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL QUIZ POINTS:** 210.0

| EXAMS BRIGHTSPACE EXAM01           | 60.0        | 0.0         | 6.0%       | 300.0   |
| EXAM02                             | 80.0        | 0.0         | 8.0%       |         |
| EXAM03                             | 80.0        | 0.0         | 8.0%       |         |
| EXAM04                             | 80.0        | 0.0         | 8.0%       |         |

**TOTAL EXAM POINTS:** 300.0

| LAB ASSIGNMENTS:                  |             |             |            |         |
| LAB00-Ongoing Chat Participation  | 50.0        | 0.0         | 5.0%       | 490.0   |
| LAB01-Thank You Letter            | 10.0        | 0.0         | 1.0%       |         |
| LAB02-Good News                   | 50.0        | 0.0         | 5.0%       |         |
| LAB03-Bad Neutral News            | 50.0        | 0.0         | 5.0%       |         |
| LAB04-Persuasive Message          | 50.0        | 0.0         | 5.0%       |         |
| LAB05-Paraphrase                  | 50.0        | 0.0         | 5.0%       |         |
| LAB06-Indiv. Research Paper       | 150.0       | 0.0         | 15.0%      |         |
| LAB07-Team Project               | 45.0        | 0.0         | 4.5%       |         |
| LAB08-Resume                      | 35.0        | 0.0         | 3.5%       |         |

**TOTAL LAB POINTS:** 490.0

| SUBTOTAL POINTS:                  | 1,000.0     | 0.0         | 100.0%     |         |

**ADDITIONAL POSSIBLE POINTS:**

| Discretionary (BONUS)             | 0.0         | 0.0         |            |         |

**TOTAL ADDITIONAL POINTS:** 0.0

| FINAL SEMESTER TOTAL POINTS:      | 1,000.0     | 0.0         | 0.00        |         |
| FINAL SEMESTER GRADE PCT:         | 0.0         | F           |            |         |

Z:\SHANEAMASTERDIRECTORY\YEARS\2019\201901SUMMERII\MASTER\Syllabus\Allen Michael Shane Syllabus BCM247-501 Summer II 2019.docx
X. Course Calendar

The course calendar within Brightspace is the master calendar. The following pages are of an Excel calendar created for your benefit. The two calendars should be identical. Please report any discrepancies. The calendar is subject to change based on the class schedule and the needs of the class. **It is your responsibility to know when assignments are due.**

### July 2019 Course Calendar

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<td>6</td>
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<td>7</td>
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<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td>WEEK 01 Read Ch01-Ch05</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>21</td>
<td>WEEK 02 EXAM 1 Close 11pm Read Ch06-08</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>28</td>
<td>WEEK 03 Read Ch09-11 Research Paper</td>
<td>29 LAB05 11pm</td>
<td>30 Attendance due</td>
<td>31 Mid-Term</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>LAB01 Thank You / LAB02 Good Neutral News / LAB03 Bad News</td>
<td>LAB04 Persuasive / LAB05 APA Format If you miss the deadline on a LAB assignment, then you must use the LAB00 Penalty Dropbox and notify me by email. Quizzes are never reopened. Do not be late on quizzes. All times are Central Daylight Time</td>
<td></td>
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</tbody>
</table>

*July 2019 Course Calendar*
# August 2019 Course Calendar

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>WEEK-03</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>LAB06 noon</td>
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<td></td>
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<td></td>
<td></td>
<td>QZ06-08 11pm</td>
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<td></td>
<td></td>
<td></td>
<td>EXAM II Open 7am</td>
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<tr>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>WEEK-04</td>
<td>WEEK-04</td>
<td></td>
<td>No Office Hours</td>
<td>Last Day to Drop WO MF/WF</td>
<td>LAB07 noon</td>
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<tr>
<td>Exam II Close 11pm</td>
<td>Read CH09-11 Team</td>
<td></td>
<td></td>
<td></td>
<td>QZ09-11 11pm</td>
<td></td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Exam III Open 7am</td>
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<tr>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>WEEK-05</td>
<td>WEEK-05</td>
<td>LAB08 noon</td>
<td>Last Class Day</td>
<td>Final Exam</td>
<td>Final Exam IV Close Noon</td>
<td></td>
</tr>
<tr>
<td>Exam II Close 11pm</td>
<td>Read CH12-14 Resume</td>
<td>LAB08 noon</td>
<td>QZ12-14 11pm</td>
<td>Exam IV Close Noon</td>
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<td>22</td>
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<td>24</td>
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<tr>
<td></td>
<td>Grades Posted</td>
<td>Final Grades By Noon</td>
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<tr>
<td>Labor Day</td>
<td></td>
<td>LAB06-Research Paper / LAB07- Team / LAB08 - Resume</td>
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</tr>
</tbody>
</table>

If you miss the deadline on a LAB assignment, then you must use the LAB06-Penalty Dropbox and notify me by email. Quizzes are never reopened. Do not be late on quizzes.

All times are Central Daylight Time
XI. Addendums
Addendum 01: Written Submission Checklist
This checklist is provided to you so that you may review and cross check your written assignments before submission. **Do not leave points on the table due to incorrect format, spelling errors, or incorrect file naming.**

- 01. Read, understood, and followed assignment directions?
- 02. Microsoft Word Document?
- 03. Arial 14pt font
- 04. 1.0 spacing
- 05. Blank space between paragraphs.
- 06. 1" margins with 1" header and footer?
- 07. Date as MMMM DD, YYYY or MMMM DDth YYYY?
- 08. Numbers spelled out accordingly.
- 09. Spell check?
- 10. Grammar check?
- 11. Consistency between open or closed/ending punctuation.
- 12. Header and footer if required?
- 13. Proper salutations and closing?
- 14. Word count if there is a requirement?
- 15. Word count excludes header, footer, and references?
- 16. Brevity, business direct, non-creative writing?
- 17. Saved to the correct Brightspace Dropbox?
- 18. Proper file naming convention? LAB## - Last First.docx
- 19. If past deadline, saved to the Brightspace Dropbox Penalty Box and emailed professor?
Addendum 02: Microsoft Word Proofing Options
From FILE → OPTIONS → PROOFING
By default, Microsoft Word does not check spelling for words in upper case or words that contain numbers. You should change the options for proofing as follows. Do not leave points on the table by submitting papers with spelling errors. Incorrect spelling is not acceptable in business communications.

Uncheck these options
Be sure to click OK
Addendum 03: Microsoft Word File Autosave
From FILE → OPTIONS → SAVE
Depending on your version of Microsoft Word, it may only autosave after five or ten minutes. You should change the autosave to one minute so that you never lose more than a minutes worth of work.
Addendum 04: Team Assignments
Brightspace has randomly assigned teams. The teams are set and are not subject to change.

TEAM01:
(01). Dickens, Tobious, dickensto
(02). Hayes, Austin, hayesae
(03). Nash, Nikol, nashn
(04). Rogers, Andrew, rogersae1
(05). Shamburger, Kaitlyn, shamburgkm

TEAM02:
(01). Cull, Riley, cullrr
(02). Freeman, Sarah, freemansr2
(03). Hogan, Brooke, hoganb
(04). Pyron, Sarah, pyronsj
(05). White, Michael, whitema6

TEAM03:
(01). Arreguin-Torres, Angela, arreguinal
(02). Egbert, Mikaela, egbertma
(03). Jiles, Deandrea, jilesdl
(04). Page, Takita, pagetc
(05). Vargo, Madelynne, vargomr

TEAM04:
(01). Banfield, Courtney, banfieldcd
(02). Gandy, Austen, gandyac
(03). Mabwa, Joseph, mabwajm
(04). Russell, Ryan, russellrm1
(05). Sheffield, Jakobe, sheffieljt
TEAM05:
    (01). Coleman, Hollyn, colemanhp2
    (02). Erdeljac, Brilee, erdeljacba1
    (03). Jiles, Nikkia, jilesnikki
    (04). Rodriguez, Rebeca, rodriguer20
    (05). Weatherby, Bryce, weatherbb

TEAM06:
    (01). Brockman, Erik, brockmanec
    (02). Hernandez, Edereida, hernandee20
    (03). Jones-Parks, Kennedie, jonesparkr
    (04). Samuel, Payton, samuelpt
    (05). Scott, James, scottj3
Addendum 05: Notes

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XII. SFASU Policies and Procedures
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 http://www.sfasu.edu/policies/academic_integrity.asp

Withheld Grades Semester Grades Policy (A-54)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. To receive a WH, the student must have completed a majority of the course. If a WH is given, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
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 http://www.sfasu.edu/disabilityservices

XIII. Required Information by SFASU and the State of Texas
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 the SFASU College of Business website @ http://www.sfasu.edu/academics/colleges/business

The student will demonstrate effective oral and written communication skills by Composing a professional quality business document and (2) preparing and delivering a professional presentation on a business topic. Written Communication and Oral Communication.
(01). The student will demonstrate knowledge of fundamental information technology tools and concepts. Technology.
(02). The student will exhibit an understanding of ethics and social responsibility. Ethics.
(03). The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. Critical Thinking.
(04). The student will demonstrate multicultural and diversity understanding. Diversity.
(05). The student will demonstrate an understanding of teamwork as it occurs in business situations. Teamwork.
(06). The student will effectively apply knowledge and skills in the functional areas of business. Business Knowledge.
(07). The student will demonstrate career readiness through completion of a structured field-based work internship experience. Career Readiness.
General Education Core Curriculum
The Texas Higher Education Coordinating Board has identified six core learning objectives: 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.

By enrolling in BCM 247 – Business Communication, you are also enrolling in a Core Curriculum Course that fulfills the CRITICAL THINKING, WRITTEN AND ORAL COMMUNICATION, TEAMWORK, AND PERSONAL RESPONSIBILITY requirement. You will see this course on your Brightspace list.

Core Curriculum Assessment Plan
Not Applicable Summer II 2019
At one point during the semester, you will receive an assignment that fulfills both the requirements of this course and the needs of Stephen F. Austin State University’s Core Curriculum Assessment Plan with the Texas Higher Education Coordinating Board. When you complete this one assignment, you need to upload the assignment to both your standard course Dropbox determined by your Instructor and the “Core Curriculum” Dropbox. The Core Curriculum Dropbox will be identified by the Objective for which work is being collected. (Examples: Critical Thinking, Teamwork, Social Responsibility Empirical & Quantitative Skills, Personal Responsibility, Communication Skills-Written, Communication Skills-Written & Visual, and Communication Skills- Oral & Visual.) Please note that this only applies to the approved assignment. All other assignments should be submitted according to regular class operations. If you have any questions, please see your Instructor or the Office of Student Learning and Institutional Assessment.

When you complete the assignment mentioned above, you will upload the assignment to both the BCM 247 – Business Communication Dropbox and the CRITICAL THINKING, WRITTEN AND ORAL COMMUNICATION, TEAMWORK, AND PERSONAL RESPONSIBILITY 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.

If you have any questions, please see your instructor or contact the Institutional Effectiveness Office at (936) 468-1130.

The chart below indicates the core objectives addressed by this course, the assignment(s) that will be used to assess the objectives in this course and uploaded to the Brightspace Communication Skills-Written Dropbox this semester, and the date the assignment(s) should be uploaded to the Brightspace Communication Skills-Written Dropbox. Not every assignment will be submitted for the core assessment every semester. Your instructor will notify you which assignment(s) must be submitted for assessment in the Brightspace Communication Skills-Written Dropbox

### 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>CORE OBJECTIVE</th>
<th>DEFINITION</th>
<th>COURSE ASSIGNMENT TITLE</th>
<th>DATE DUE IN BRIGHTSPACE</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 assessed in BRIGHTSPACE 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 assessed in BRIGHTSPACE this semester</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 Assignment</td>
<td>Not assessed in BRIGHTSPACE this semester</td>
</tr>
<tr>
<td>Personal Responsibility</td>
<td>To include the ability to connect choices, actions, and consequences of ethical decision-making.</td>
<td>Memo on Ethical Framework</td>
<td>Not assessed in BRIGHTSPACE this semester</td>
</tr>
</tbody>
</table>
Student Learning Outcomes

(01). Apply critical thinking to business communication strategies and principles to prepare effective communication for diverse business situations. **Critical Thinking.**

(02). Effectively develop, interpret, and express ideas through written, oral, aural, and visual communication. Identify different points of view and work effectively in a team setting. **Communication.**

(03). Identify different points of view and work effectively in a team setting. **Teamwork.**

(04). Participate as a team member in activities that utilize collaborative work skills. **Teamwork.**

(05). Identify issues relating to ethical, legal, cultural, and global situations affecting business communication that will result in ethical decision making. **Personal Responsibility.**

(06). Utilize analytical and problem-solving skills appropriate to business communication when creating business documents. **Critical Thinking.**

(07). Select appropriate organizational formats and channels used in developing and presenting business messages. **Communication.**

(08). Compose and/or revise accurate business documents using computer technology. **Communication.**

(09). Communicate via electronic mail, Internet, and other technologies. **Communication.**

(10). Deliver an effective oral business presentation. **Communication.**

*** END OF SYLLABUS – LAST PAGE ***