IMPORTANT: SFASU course numbering has changed. If you have already satisfactorily completed BCM247, then you need to drop this course. Please check this and other courses TO BE SURE YOU HAVE NOT ALREADY TAKEN THE COURSE with a previous number. It is YOUR RESPONSIBILITY to check. Repeating a course will not usually advance you toward graduation.

Welcome to BUSI2304 fall 2020. This syllabus is in the Arial 14 point font with 1.0 spacing to improve readability for students that have visual disabilities. The font size accounts for the length of the syllabus.

The mantra of this course is "Short, Clear, Concise, and Non-Verbose."

Stay updated with the news items, latest material, Q&A, FAQ, and scheduling changes through Brightspace. A discussion area has been created within Brightspace "Student Q&A and FAQ" and "Anonymous Post Area."

Student success in this course depends on students not getting behind and asking questions.

If you are experiencing difficulties that are impacting your education, it is up to you to reach out to me as I can not read your mind, and my crystal ball has a crack in it.

Your priority is to obtain the textbook, as described in this document. Your second priority is to review this syllabus as there is a bonus quiz.

Familiarize yourself with Brightspace as everything in this course has been set up. Brightspace provides you with due dates.

Welcome Aboard, and I am pleased that you are taking this course!


Professor Shane Allen
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Syllabus Revision History

<table>
<thead>
<tr>
<th>NUM</th>
<th>DATE</th>
<th>WHAT</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>August 15th, 2020</td>
<td>Created</td>
<td>Created from spring 2020</td>
</tr>
<tr>
<td>002</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>003</td>
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<td></td>
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<tr>
<td>004</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>005</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SFASU COVID-19 Face Mask Policy
Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class, and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


Professors COVID-19 Face Mask Policy Extension
(01). Face masks will be worn at all times.
(02). Face masks will be correctly worn covering the nose and mouth.
(03). Bandanas, gaiters, and masks with valves are not allowed.
(04). Face shields, if worn, must be worn with a face mask.
(05). Social distancing is enforced at all times.
(06). Procedure
   a. Not wearing a mask
      i. Asked to put on a mask
         1. Refusal: Asked to leave the classroom
            a. Refusal: Class dismissed
               i. Student reported
(07). Bonus Points
   a. An incident is entering the classroom without a mask, not having a mask, or not wearing a mask correctly.
      i. Zero mask incidents – Twenty Points
      ii. One mask incident – Ten Points
      iii. Two mask incidents – Five points
SFASU COVID-19 Reporting Procedures and Process

Safety protocols should be in place for all classroom instruction: distancing, masks, orderly entrance, and exit from class, hand sanitizing, cleaning touchpoints.

However, if a student has symptoms and receives a test for Covid-19, they are required to fill out a Covid-19 Test Report in MySFA. That report starts the cleaning and contact tracing process. The contact tracers will contact the individual who was tested and determine where they have been on campus and who they have been in contact with.

If the individual was in a class, and it is determined that the safety protocols were not followed, then the contact tracer will contact the college to help them determine who was in class with the individual. It would really help if professors take roll for each class and date it to help speed up the contact tracing process.

There are always exceptions to everything, and I can tell you that no Covid-19 case is like the other. There are many factors that come into play. If there is any risk of Covid exposure to the students in a class, they will be notified along with the professor. Deep cleaning of the classroom will also be conducted.

I would also recommend you point any faculty to the Open SFA website, specifically the Covid-19 test reporting sections.

http://www.sfasu.edu/fall2020

Dr. Jeremy K. Higgins
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Director, Environmental Health, Safety & Risk Management
Stephen F. Austin State University
P.O. Box 6113, SFA Station
Nacogdoches, Texas 75962
O: 936.468.4532 | C: 936 715 5358 | Fax: 936.468.7312
higginsjk@sfasu.edu
Disclaimer
The syllabus and course information are subject to change.

Brightspace Email
Brightspace email is a closed-loop system. Emails sent to a Brightspace email account from outside of Brightspace are not delivered. Use only Brightspace email in this course.

Contact & Course Information
Class: BUSI2304.001 111388 Fall 2020 / Formerly Known as BCM247
Course Title: Business Communication
Location: McGee 222
Time: MWF 08:00 am – 08:50 am
Professor: Mr. Michael Shane Allen
Professor Allen, Shane Allen, Mr. Allen, Dr. Allen
Email: allenmicha@d2l.sfasu.edu
The class will practice effective business communications. All emails, phone calls, chats, Zoom sessions, etc. will be professional business format in writing, format, and demeanor. Spelling and grammar are essential. Your email will be rejected if it is not business professional.

University Business Only: allenmicha@sfasu.edu
Department: Business Communication and Legal Studies
Phone: Office phone is not answered, and voice mails are not checked
Office: Virtual by ZOOM.
Contact: Brightspace email, Discussion Area, and ZOOM

Fall F1 Virtual Office/ZOOM Hours Other Days/Hours by Appointment

<table>
<thead>
<tr>
<th>DAY</th>
<th>TIME</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY</td>
<td>10:00 am – 11:00 am</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>01:00 pm – 02:00 pm</td>
<td></td>
</tr>
<tr>
<td>TUESDAY</td>
<td>10:00 am – 11:00 am</td>
<td>1</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>04:00 pm – 05:00 pm</td>
<td>1</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>10:00 am – 11:00 am</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>02:00 pm – 03:00 pm</td>
<td></td>
</tr>
<tr>
<td>FRIDAY</td>
<td>By Appointment Only</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL:</td>
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Class Hours

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<th>CRN</th>
<th>FORMAT</th>
<th>LENGTH</th>
<th>SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
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<td>11388</td>
<td>F2F</td>
<td>16 Weeks</td>
<td>Full</td>
</tr>
<tr>
<td>BUSI-2304-505</td>
<td>14176</td>
<td>Online</td>
<td>8 Weeks</td>
<td>F1</td>
</tr>
<tr>
<td>BUSI-2304-507</td>
<td>14903</td>
<td>Online</td>
<td>8 Weeks</td>
<td>F2</td>
</tr>
<tr>
<td>BUSI-3310-502</td>
<td>14183</td>
<td>Online</td>
<td>8 Weeks</td>
<td>F2</td>
</tr>
<tr>
<td>MGMT-2372-504</td>
<td>14237</td>
<td>Online</td>
<td>8 Weeks</td>
<td>F2</td>
</tr>
</tbody>
</table>

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 the student during their academic years by providing a foundation for conducting research, writing papers, and giving presentations.

Upon graduation, a future employer will recognize the student's ability to communicate appropriately within the business environment.

I will do my very best to guide the student through business communications and will be at all times honest, fair, beyond reproach, and exercise due diligence.

Professors Personal Mission Crest

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 the use of technology to facilitate the communication process. (BUSI 2304)

http://catalog.sfasu.edu/preview_course_nopop.php?catoid=1&coid=1452
Prerequisites
ENG 131; ENG 132 or ENG 133H

Additional Hours Per Week Required
Students should anticipate spending fifteen hours per week for this three-hour course. During this extra time you will be:
(01). Reading textbook chapters.
(02). Completing quizzes and exams.
(03). Working on writing lab assignments.
Fifteen hours is only a guide, and the actual hours required will differ between students and the course load of a particular week.

Required Textbook
BCOM\textsuperscript{10}, Business Communication, Edition 10th, Lehman/DuFrene, Cengage Learning. Cengage MindTap and SAM, Skills Assessment Manager, are not used in this course.

Cengage has several options available to students
https://www.cengage.com/c/bcom-10e-lehman/9780357026588PF/
Plagiarism / Academic Dishonesty
This course utilizes turnitin to check for plagiarism. Submissions from my students over the semesters are automatically cross-referenced and verified for originality. Instances of academic dishonesty will result in a zero on the assignment and the notification of the SFASU Associate Dean.

Online Learning Environment
BUSI2304 is offered both face-to-face and as an online course. For online courses, there will be no face-to-face meetings nor set class times.

Reasons that students succeed in BUSI2304:  
[Not]
(01). reading the syllabus
(02). being familiar with Brightspace
(03). paying attention to deadlines
(04). using the Brightspace weekly checklist
(05). reading and understanding the assignment
(06). viewing the videos
(07). taking the research assignment seriously
(08). reading the textbook
(09). using the checklist before submission of lab assignments
(10). budgeting time and allowing enough time for completing the task
(11). reading the Brightspace news items that are frequently posted.
(12). communicating with the professor and asking questions
(13). naming files correctly
(14). using correct spelling, punctuation, and grammar.
(15). #1 Reason! Getting Ahead and Not Procrastinating

Course Requirements
(01). Brightspace is used for this course.
   A. Quizzes and Examinations
   B. Saving all documents for grading to the correct Dropbox
   C. Posting of grades
   D. Course Calendar
   E. Syllabus
   F. Emails (All email communications must be through Brightspace)
(02). A good internet connection. Do not rely on hotspots or public WIFI.
(03). Textbook.
(04). Webcam. Face-To-Face classes will revert to online after Thanksgiving.

**Written Communications**
(01). BUSI2304 is a business writing course of short documents.
(02). Microsoft Word format only. **All other formats will result in a zero.**
(03). Spelling and grammar will be graded using Grammarly.

www.grammarly.com
(04). **Spelling and grammar are paramount in business communications.**
(05). HINT: There is nothing wrong with simple business sentences. Business communications are direct and to the point; clear and concise.
(06). Not all details presented for a writing assignment need to be included in the final document; this is cognitive thinking in action.
(07). Do not expend time customizing a header or a footer. There are no additional points for being the most creative or artistic.
(08). 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.
(09). Open or closed/ending punctuation is acceptable as long as it is consistent.
(10). All assignments have a due date and time. The Dropbox will seal at the appointed time and will not be reopened.

**File Naming Convention**
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##-First Name Last Name.docx
B. Example: LAB96–Wyatt Earp.docx

Microsoft Word will automatically append the .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 MMMMMM 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.
(01). There are thirty-four students in this class.
(02). There are 101 students in the fall semester class.
(03). If a number begins a sentence, it is spelled out.
   i. Seventeen seventy-six was the year America became a nation.

Course Assignments

Deadlines
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 clock continues to run until I receive an email. No late submissions will be accepted for LAB06-LAB09. The email date/time stamp determines the penalty. Late assignments will incur a penalty as follows:

<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>49-72</td>
<td>not graded. Zero</td>
</tr>
</tbody>
</table>

Exceptions will be made on a case-by-case basis due to the pandemic.

Research-Based Assignments
Students are expected to know how to conduct primary and secondary research and communicate this in some form. Students will learn proper research methods, paraphrasing, and APA formatting.

Examinations
(01). Four exams through Brightspace
(02). Multiple choice.
(03). Non-Comprehensive final and is not optional.
(04). No extensions nor makeups.
(05). One attempt allowed.
(06). Timed limit of fifty minutes. Online courses have an extended time window in which to complete the exam.
(07). For online courses, at least one online exam, maybe proctored.
Lab Assignments
There are nine written lab assignments within this course.

Quizzes
(01). Fourteen Brightspace quizzes will be available on the first class day.
(02). Each quiz has a due date.
(03). No extensions or makeups.
(04). Two attempts per quiz.
(05). Sixty-minute time limit.

Group Projects
(01). One group-based presentation.
(02). The group can fire group members for lack of participation, work ethic, missed meetings, and assignments. The group must advise me if they wish to fire a group member.
(03). Fired group members receive a zero on the assignment.
(04). **Failure to participate or attend the group presentation without a University-approved excuse will result in failure of the course.**

Face-to-Face Classroom Management and Expectations
(01). If you do not feel well or have any of the symptoms of the flu or COVID-19, do not come to class and do follow the SFASU COVID-19 procedures, including the reporting of testing.
(02). Each face-to-face lecture will be recorded and made available to students that did not attend class due to illness or exposure to COVID-19. Email the professor for a link to the lecture.
(03). Face-to-face seating will be by social distancing.
(04). Face-to-face seating: pick your seat and always sit in the same place. Attendance will be recorded based on the seat assignment.
(05). Read the news in Brightspace twice daily. Brightspace news is the primary vehicle of communication with the class.
(06). Check your Brightspace email often for private messages.
(07). All course work will be completed within Brightspace.
(08). Face-to-face attendance is required, mandated, and is expected. There is a 1:1 correlation between your final grade and attendance.
(09). Face-to-face attendance will be recorded in Brightspace for contract tracing.
(10). The following items for face-to-face classes have a direct influence on your final grade through the use of additional discretionary points that are "off the books" and not contained within the point structure, which will be outlined in another section. Any discretionary points that are awarded by me on a student-by-student basis are not subject to discussion or review. Discretionary points are only added to the total points available, and points are never subtracted.

b. The class starts and ends on time.
c. The class will span the entire time allotted.
d. Punctuality is important.
e. Do not sleep in class.
f. All electronic devices will be muted.
g. Participation is expected and encouraged.
h. Attendance is required and will be taken.
i. Sleeping in class and extensive use of mobile devices may result in you being asked to leave the class.

**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 give me a list of university excused absences. Notes from any health clinic or provider will not be accepted as excused absences unless the letter specifically states that the student is unable to attend class. Please see the SFASU policies and procedures for information regarding excused absences.

[http://www.sfasu.edu/policies/class-attendance-6.7.pdf](http://www.sfasu.edu/policies/class-attendance-6.7.pdf)
Grading
(01). This class is points-based.
(02). The race is on to 1,000 points.
(03). There are at least fifty bonus points available.
(04). Each exam, quiz, lab, etc. has an assigned value of points.
(05). Do not leave points on the table. Every point counts.

<table>
<thead>
<tr>
<th>POINTS</th>
<th>LETTER GRADE</th>
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<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>

(06). All grades and points can be viewed at any time within Brightspace.
(07). You are required to check your grade and points often and notify me of any discrepancies.
(08). I do not curve the final semester grade. There are ample opportunities for earning bonus points during the semester.
(09). Each written assignment will be graded, and two documents will be posted against the assignment within Dropbox. 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.

Point Analysis
The following is an explanation of how your semester grade will be computed and the point total for each assignment. Brightspace will include all of your grades.
<table>
<thead>
<tr>
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<th>POINTS EACH</th>
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<tbody>
<tr>
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<td></td>
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</tr>
<tr>
<td>QUIZ01</td>
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<tr>
<td>QUIZ02</td>
<td>15.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ03</td>
<td>15.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ04</td>
<td>15.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ05</td>
<td>15.0</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ06</td>
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<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ07</td>
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<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>QUIZ08</td>
<td>15.0</td>
<td>1.5%</td>
<td></td>
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<tr>
<td>QUIZ09</td>
<td>15.0</td>
<td>1.5%</td>
<td></td>
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<tr>
<td>QUIZ10</td>
<td>15.0</td>
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<td>QUIZ11</td>
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<td>QUIZ13</td>
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<td>QUIZ14</td>
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<td>EXAMS BRIGHTSPACE</td>
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<td>LAB ASSIGNMENTS</td>
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<td>LAB01-Thank You Letter</td>
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<tr>
<td>LAB02-Good News</td>
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<td></td>
</tr>
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<td>LAB03-Bad News</td>
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<td>LAB04-Persuasive Message</td>
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<tr>
<td>LAB05-APA &amp; Paraphrase</td>
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<td>5.0%</td>
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**Course Calendar**
All assignments in Brightspace have a start and end date. The Brightspace calendar and checklists should match this calendar. Report any discrepancies.

**August 2020**

![August 2020 Calendar](image)
September 2020

**Busi2304-001 Fall 2020 Prof. Shane Allen**

**September 2020 Calendar**

- **30**th **WK01**
- **31**st **WK02**
- **1**st **WK03**
- **2**nd **WK04**
- **3**rd **WK05**
- **4**th ** WK06**
- **5**th **WK07**
- **6**th **WK08**
- **7**th **WK09**
- **8**th **WK10**
- **9**th **WK11**
- **10**th **WK12**
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- **13**th **WK15**
- **14**th **WK16**
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- **25**th **WK27**
- **26**th **WK28**
- **27**th **WK29**
- **28**th **WK30**
- **29**th **WK31**

**Weeks and Activities**

- **WK01**: Class Introduction
- **WK02**: Chapters 1-4
- **WK03**: Chapters 5-6
- **WK04**: Chapters 7-8
- **WK05**: Chapters 9-10
- **WK06**: Chapters 11-12
- **WK07**: Preliminary Resume/LAB01 Thank You Letter/LAB02 Good News

**Notes**

**NOTE**: EXAM01 - Chapters 01-05 and does NOT include CH13**

**IMPORTANT**: A Week starts on Monday and goes to Sunday**
October 2020

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<td>LAB02 Good News/LAB03 Bad News/LAB04 Persuasive News/LAB05 APA and Paraphrasing</td>
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- **LAB02**: Good News/LAB03 Bad News/LAB04 Persuasive News/LAB05 APA and Paraphrasing
- ***NOTE: EXAM02 Chapters 06-08***
- ***NOTE: EXAM03 Chapters 09-11***
- **IMPORTANT: A Week starts on Monday and goes to Sunday**
### November 2020

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**LAB05 APA and Paraphrasing/LAB06 Individual Research Paper/LAB07 Team Presentation/LAB08 Resume/LAB09 Mock Interview**

**NOTE: LAB06 Individual Research Paper DUE BEFORE 11:59pm on Friday, November 20th, 2020. No Late Submissions Accepted***

**NOTE: Online Meets by Zoom @ 08:00am. You Must Have a Webcam***

**December '20**

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*Page 19 of 30*
December 2020

***NOTE: Online Meets by Zoom @ 08:00am - You Must Have a Webcam***

***NOTE: EXAM04-Chapters 12-14 - NON-COMPREHENSIVE***
Addendums

Addendum 01: Written Submission Checklist

_____ 01. Short, Clear, Concise, and Non-Verbose?
_____ 02. Read, understood, and followed assignment directions?
_____ 03. Microsoft Word Document?
_____ 04. Arial 14pt font
_____ 05.1.0 spacing
_____ 06. Blank space between paragraphs.
_____ 07. 1" margins with 1" header and footer?
_____ 08. Date as MMMMM DD, YYYY or MMMM DD<sup>th</sup> YYYY?
_____ 09. Numbers spelled out accordingly zero to one-hundred?
_____ 10. No contractions such as don't – use do not instead.
_____ 11. Spell check?
_____ 12. Grammar check?
_____ 13. Consistency between open or closed/ending punctuation.
_____ 14. Header and footer, if required?
_____ 15. Proper salutations and closing?
_____ 16. Word count if there is a requirement?
_____ 17. Does the word count exclude the header, footer, and references?
_____ 18. Brevity, business direct, non-creative writing?
_____ 19. Is the file saved to the correct Brightspace Dropbox?
_____ 20. Proper file naming convention? LAB##-First Last.docx
_____ 21. 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.

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 minute's worth of work.
Addendum 04: Writing Sample

Please review the writing sample on the next page. During the course and professor evaluations, students requested that a writing sample of expectations and formats be included within the syllabus.

In the interest of TQM, Total Quality Management, and continuous improvement, I have included such a document for your edification. I read and respond to student evaluations.
January 2nd, 2029

This letter is a sample of the writing format you will use in this class utilizing MS Word. The first thing you should notice is that the date is spelled out. The line spacing is single with zero points before and after. This document is easy to read.

Some lab assignments will require a header and or a footer, and these will be explained on each lab assignment. There are a total of either eight or nine lab assignments in this course, depending on the semester. Notice that eight and nine are spelled out. All numbers between zero and one-hundred are spelled out. Exceptions to the number spelling are when writing dollars amounts and fractions. There are no contractions within this document.

Notice how each paragraph breaks naturally and is not long. Short paragraphs are easier to read and are used within business communications. The font is Aral 14, and there is a single space between paragraphs.

The file naming convention is LAB##-First Name Last Name.docx

This letter is named LAB96-Shane Allen.docx
The first lab, LAB01, will be named LAB01-Shane Allen.docx. Always include the leading 0 in the LAB name then the LAB number. Use your own first and last name.

Included within the syllabus is a checklist for you to review before the submission of the lab assignment. Do not lose points because of incorrect file names, wrong font, wrong spacing, etc.

This MS Word document has been spelled checked, and the grammar has been verified by the software Grammarly. This document is short, clear, concise, and non-verbose.

Regards,

Professor Shane Allen
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 BUSI2304 – 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.

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>
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<tr>
<th>CORE OBJECTIVE</th>
<th>DEFINITION</th>
<th>COURSE ASSIGNMENT TITLE</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>LAB06-Individual Research Paper</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>LAB06-Individual Research Paper LAB07-Group Presentation</td>
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<tr>
<td>Teamwork</td>
<td>To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.</td>
<td>LAB07-Group Presentation</td>
</tr>
<tr>
<td>Personal Responsibility</td>
<td>To include the ability to connect choices, actions, and consequences of ethical decision-making.</td>
<td>LAB Assignments LAB02-Good News, LAB03-Bad News, LAB04-Persuasive News</td>
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</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.

SFASU Policies and Procedures
The following items must be included in the syllabus per the direction of the Provost of SFASU.

Academic Integrity (A-9.1)
Academic integrity is the 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/4.1-student-academic-dishonesty.pdf](http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf)

**Withheld Grades Semester Grades Policy (5.5)**

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. 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. For additional information, go to [http://www.sfasu.edu/policies/course-grades-5.5.pdf](http://www.sfasu.edu/policies/course-grades-5.5.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 [http://www.sfasu.edu/disabilityservices](http://www.sfasu.edu/disabilityservices)

*** END OF SYLLABUS – LAST PAGE ***