BUSI-2304 – BUSINESS COMMUNICATION - (formerly-BCM247)  
Course Syllabus  
Fall 2020

Course Title: Business Communication  
Course Number and Section: BUSI-2304.005  
Name: Keith R. New  
Email: newkr@sfasu.edu  
Phone: 936-468-1649  
Office: BU 229-U in Suite 229 of the McGee Building  
Office Hours  
Mon. 11:00-Noon, 4:00-5:00 p.m.  
Tues. 11:00-Noon, 1:00-2:00 p.m., 3:30-4:30 p.m.  
Wed. 11:00-Noon, 4:00-5:00 p.m.  
Thur. 11:00-Noon, 1:00-2:00 p.m., 3:30-4:30 p.m.  
Classroom Hours  
Mon. 1:00-2:15p.m., 2:30-3:45 p.m.  
Tues. 2:00-3:15 p.m.  
Wed. 1:00-2:15p.m., 2:30-3:45 p.m.  
Thur. 2:00-3:15 p.m.  
Department: Business Communication and Legal Studies  
Class meeting time & place: 1:00 – 2:15 p.m., MW, Room BUSI 121

COVID-19 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.

Course Description:

BUSI 2304 Business Communication (BCM247) – Application of business communication principles through creation of effective business documents and oral presentations. Includes study and application of team communication and use of technology to facilitate the communication process. Prerequisites: six hours from English 131, 132, 133, or 235.

Hours Per Week: For this three-credit hour in class course, you should plan to spend about 2 actual hours per week working on the course, per each hour spent in class. During this time you will be reading chapters in the textbook, taking notes from your reading, reviewing completed quizzes from class, and studying the chapter preps, model docs, and style cards located in the back of your text book.
Text and Materials:

BCOM10 Business Communication, Edition:10 (Text Book is NECESSARY for successful completion of this course).

Author: Lehman/Dufrene. ISBN number for ordering is 9781337384445.

STUDENTS MUST HAVE ACCESS TO A PC OR DESKTOP COMPUTER for this course to be able to COMPLETE IN AND OUT OF CLASS WRITING ASSIGNMENTS.

STUDENTS MUST HAVE ACCESS TO THE INTERNET to be able to access D2L for ONLINE ASSIGNMENTS, QUIZZES, EXAMS, and ZOOM CLASS ACCESS.

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 in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (Written Communication, Oral Communication)

2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (Technology)

3. The student will exhibit an understanding of ethics and social responsibility. (Ethics)

4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (Critical Thinking)

5. The student will demonstrate multicultural and diversity understanding. (Diversity)

6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (Teamwork)

7. The student will effectively apply knowledge and skills in the functional areas of business. (Business Knowledge)
8. The student will demonstrate career readiness through completion of a structured field-based work internship experience. (Career Readiness)

General Education Core Curriculum Objectives/Outcomes

1. **Critical Thinking.** Students will be instructed in and will apply critical thinking skills to include creative thinking, innovation, inquiry, analysis, evaluation, and synthesis of information.

2. **Communication Skills.** Students will be instructed in and will apply communication skills to include development, interpretation and expression of ideas through written, oral, and visual communication.

3. **Teamwork.** Students will be instructed in and will apply, practice, and demonstrate Teamwork to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.

4. **Personal Responsibility.** Students will be instructed in and will apply, practice, and demonstrate Personal Responsibility to include the ability to connect choices, actions, and consequences of ethical decision-making.
General Education Core Curriculum

The Texas Higher Education Coordinating Board has identified six core learning objectives: Communication Skills, Critical Thinking Skills, Empirical and Quantitative Skills, Personal Responsibility, Social Responsibility, and Teamwork. SFA is committed to the improvement of its general education core curriculum by regular assessment of student performance on these six objectives.

BUSI2304 is a Core Curriculum Course that fulfills the Communication Skills--Written requirement. At one point during the semester, you will receive an assignment that fulfills both the requirements of this course and the needs of SFA’s Core Curriculum Assessment Plan with the Texas Higher Education Coordinating Board. When you complete the assignment, you will upload it to both the BUSI2304 drop box and the Communication Skills--Written drop box. 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.

The chart below indicates the core objectives addressed by BUSI2304. The assignment that will be used to assess the Communication Skills--Written objective must be uploaded to the Communication Skills--Written drop box by the date listed on the chart. If you have questions, please see your instructor or call the Institutional Effectiveness Office at (936) 468-1130.

<table>
<thead>
<tr>
<th>CORE OBJECTIVES</th>
<th>DEFINITIONS</th>
<th>ASSIGNMENT TITLE</th>
<th>DUE IN D2L</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUNICATION SKILLS</td>
<td>To include effective development, interpretation and expression of ideas through written, oral, and visual communication.</td>
<td>Team Oral Presentation</td>
<td>Fall 2020</td>
</tr>
<tr>
<td>CRITICAL THINKING SKILLS</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information.</td>
<td>Not Assessed in Fall 2020</td>
<td></td>
</tr>
<tr>
<td>PERSONAL RESPONSIBILITY</td>
<td>To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.</td>
<td>Not Assessed in Fall 2020</td>
<td></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 Report</td>
<td>Fall 2020</td>
</tr>
</tbody>
</table>

Student Learning Outcomes:

In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs. For additional information on meaningful and measurable learning outcomes see the assessment resource page http://www.sfasu.edu/assessment/index.asp
Upon successful completion of this course, the student should be able to:

1. Apply critical thinking to business communication strategies and principles to prepare effective communication for diverse business situations. Critical thinking.

2. Effectively develop, interpret, and express ideas through written, oral, aural, and visual communication. Communication

3. Identify different points of view and work effectively in a team setting. Teamwork

4. Participate as a team member in activities that utilize collaborative work skills. Teamwork.

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

6. Utilize analytical and problem solving skills appropriate to business communication when creating business documents. Critical Thinking

7. Select appropriate organizational formats and channels used in developing and presenting business messages. Communication.

8. Compose and/or revise accurate business documents using computer technology. Communication

9. Communicate via electronic mail, Internet, and other technologies.


Course Requirements:

This course will require writing assignments that will include the good news or positive message; the bad news or negative message; the persuasive message, and a research-based report. Coverage will also include employment communication and team building activities. At least one oral presentation will be included in the course. At least two examinations must be administered.

Other assignments may include secondary research, primary research, and additional assignments as determined by the instructor.
Course Calendar:

See Attached Course Outline

Grading Policy:

<table>
<thead>
<tr>
<th>Assignment/Activity</th>
<th>Points</th>
<th>% For This Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examinations - 4 @ 100 points each</td>
<td>400</td>
<td>30%</td>
</tr>
<tr>
<td>Letters, memorandums, and written messages</td>
<td>300</td>
<td>22%</td>
</tr>
<tr>
<td>Research-based documents</td>
<td>200</td>
<td>15%</td>
</tr>
<tr>
<td>Quizzes and other assignments</td>
<td>350</td>
<td>26%</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>100</td>
<td>07%</td>
</tr>
<tr>
<td><strong>Approximate total points</strong></td>
<td>1350</td>
<td>100%</td>
</tr>
</tbody>
</table>

Grading Scale:

A = 89.5% - 100%
B = 79.5% - 89.4%
C = 69.5% - 79.4%
D = 59.5% - 69.4%
F = below 59.5

Attendance Policy:

Students are expected to attend class as indicated in the SFASU General Bulletin.

ATTENDANCE and PARTICIPATION are important; you should plan to attend every class.

- Attendance will be taken regularly, AND may be taken at any point during the class period.
- Perfect attendance for all course days will result in (2) points added to the students final average. Only (1) class missed will result in (1) points added to the students final average. Points will not be awarded to students who leave prior to class dismissal.
- Points may be deducted for students who do not actively participate in class. Extra credit points may be awarded for students who positively impact class discussion.
- Students who miss three consecutive classes without official excuse will be "fired" from their teams by the instructor. Access to this course in D2L will be denied until the student meets with the instructor.
Class Policies:

- **UNPROFESSIONAL CONDUCT** is unacceptable and includes:
  1) Use of Cell Phones, Pagers, etc. in class (advise instructor if you have an extenuating circumstance that would require monitoring your cell)
  2) Tardiness – is disruptive and shows a lack of respect for rights of others
  3) Inattentiveness – (sleeping, talking among class members, working on activities unrelated to class)
  4) Use of Profanity or insensitive language

- ASSIGNMENTS are Due on dates indicated with some uploaded in **D2L**. Assignments LATE will receive NO CREDIT. Credit for late major assignments (if any) will be determined by PRIOR conference with the professor. Tests and exam letters MAY NOT BE COMPLETED at times other than the scheduled times, unless the circumstances fall STRICTLY under the make-up GUIDELINES.

- A MAKE-UP TEST or EXAM LETTER may be scheduled ONLY if a serious illness (doctor appointments or visits to campus health center are NOT considered a serious illness), death in the immediate family, or official school business prevents you from completing a test or in-class writing lab AND if you notify the instructor within ONE CLASS DAY of the absence.

- **PLAGIARISM** is not acceptable. No points will be given for any assignment where plagiarism exists. Plagiarism includes copying information from another source (fellow student, magazine article, published text, etc.) without properly citing the source. Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

- **ELECTRONIC MAIL AND DISCUSSION** through **D2L** will be an integral part of the course. This communication link will provide a way to communicate with the instructor and other class members.

- **WRITTEN DOCUMENTS**: Handwritten documents will not be accepted for credit. Assignments that contain inappropriate business topics and unacceptable language will receive no credit.

- **LAB COURTESY**: Violations of lab policies will result in the loss of points from the total semester points, ranging from 5-50 per occurrence as determined by the instructor. These violations include checking e-mail, playing games, accessing offensive web sites, working on unrelated assignments, and printing documents unrelated to class work.
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 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. 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/.

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.

BUSI-2304.005 (MW 1:00-2:15 p.m.)
Business Communication – Mr. Keith New, Instructor
Course Outline – FALL 2020

<table>
<thead>
<tr>
<th>Dates</th>
<th>Assignments</th>
<th>Homework Assignments</th>
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<tbody>
<tr>
<td>August 24</td>
<td>Introduction to Course/D2L, Review Syllabus Assignment: Read Chapter 1, &quot;Establishing a Framework for Business Communication,&quot;</td>
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</table>
| August 26   | Chapter 1, "Establishing a Framework for Business Communication," In class assignment: Review Communication Barriers Assignment: Read Chapter 2, "Focusing on Interpersonal and Group Communication," | • Chapter 1 review card  
• Personal Power Point Activity entitled "Who I Am" due by 9/02/20 |
| August 31   | Chapter 2, "Focusing on Interpersonal and Group Communication," Discuss Team formation Assignment: Develop Team Topic | • Chapter 2 review card  
• Sign up for team based on presentation topic |
| September 02 | “Who I AM” PPT due by beginning of class Complete Team Formation Forms Assignment: Read Chapter 13, "Preparing Resumes and Application Messages," |                                                           |
| September 07 | Chapter 13, "Preparing Resumes and Application Messages," Review the "Target" resume for Resume assignment Assignment: Study Ch.13 and notes to prepare to write a resume | • Chapter 13 review card  
• Chapter 13 model docs |
| September 09 | Preparing Resume Lab 222 Assignment: Read Chapter 14, "Interviewing for a Job and Preparing Employment Messages," |                                                           |
| September 14 | Chapter 14, "Interviewing for a Job and Preparing Employment Messages," Review and discuss interview tactics and questions Assignment: Study for Exam-1, Chs.1,2,13,14 | • Chapter 14 review card  
• Chapter 14 model docs |
<p>| September 16 | Exam 1 Chs. 1,2,13, 14                                                       |                                                           |
| September 21 | Review Exam-1 Assignment: Read Chapter 5, &quot;Communicating Electronically,&quot;    | • Chapter 5 review card                                      |
| September 23 | Chapter 5, &quot;Communicating Electronically,&quot; Discuss electronic communications in the workplace Assignment: Study Ch.5 and notes for writing Memo | Chapter 5 model docs |</p>
<table>
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<tr>
<th>Date</th>
<th>Event</th>
<th>Assignments</th>
<th>Notes</th>
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<tbody>
<tr>
<td>September 28</td>
<td>Memo Exam via Zoom Assignment: Read Chapter 6, &quot;Preparing Good-and Neutral-News Messages,&quot;</td>
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</table>
| September 30 | Chapter 6, "Preparing Good-and Neutral-News Messages," Review and discuss the Deductive pattern of writing Assignment: Prepare for writing neutral news letter | ● Chapter 6 review card  
● Chapter 6 model docs |                                            |
| October 05 | Good- and Neutral-News Message Lab Exam via Zoom Compose neutral News letter using deductive writing pattern Assignment: Read: Chapter 7, "Preparing Bad-News Messages,” |                                                                               |                                            |
| October 07 | Chapter 7, "Preparing Bad-News Messages,” Review and discuss the Inductive pattern of writing Assignment: Prepare for writing bad news letter | ● Chapter 7 review card  
● Chapter 7 model docs |                                            |
| October 12 | Bad-News Message Lab Exam via Zoom Compose Bad News letter using Inductive writing pattern Assignment: Read Chapter 8, "Preparing Persuasive Message s,” |                                                                               |                                            |
| October 14 | Chapter 8, "Preparing Persuasive Message s,” Review and discuss writing persuasive messages using Inductive pattern of writing Assignment: Prepare for writing persuasive message | ● Chapter 8 review card  
● Chapter 8 model docs |                                            |
| October 19 | Persuasive Message Lab Exam via Zoom Compose Persuasive letter using Inductive writing pattern Assignment: Study for Exam-2, Chs.5,6,7,8 |                                                                               |                                            |
| October 21 | Exam 2 Chs. 5, 6, 7, 8 Assignment: Read Chapter 9, "Understanding the Report Process and Research Methods," |                                                                               |                                            |
| October 26 | Chapter 9, "Understanding the Report Process and Research Methods," Review and discuss the manuscript format of reports Assignment: Chapter 10, "Managing Data and Using Graphics," | ● Chapter 9 review card  
● Chapter 9 model docs  
● Style card /APA Referencing |                                            |
| October 28 | Chapter 10, "Managing Data and Using Graphics," Review and discuss utilizing graphics in reports Assignment: Read Chapter 11, "Organizing and Preparing Reports and Proposals,“ | ● Chapter 10 review card  
● Chapter 10 model docs |                                            |
<p>| November 02 | Chapter 11, &quot;Organizing and Preparing Reports and Proposals,&quot; Review and discuss preparing reports and proposals | ● Chapter 11 review card |                                            |
| November 04 | Teams work on Completing Report(Secondary) Research - via Zoom Assignment: Study for Exam-3 Chs. 9,10,11 |                                                                               |                                            |
| November 09 | Exam-3 Chs. 9,10,11 and Team Report Due Assignment: Read Chapter 3, &quot;Planning Spoken and Written Messages,&quot; |                                                                               |                                            |</p>
<table>
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<tr>
<th>Date</th>
<th>Activity</th>
<th>Details</th>
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<tbody>
<tr>
<td>November 11</td>
<td>Chapter 3, &quot;Planning Spoken and Written Messages,&quot;</td>
<td>Review and discuss how to plan for spoken and written messages</td>
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<tr>
<td></td>
<td>Assignment: Read Chapter 4, &quot;Preparing Spoken and Written Messages,&quot;</td>
<td></td>
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<tr>
<td>November 16</td>
<td>Chapter 4, &quot;Preparing Spoken and Written Messages,&quot;</td>
<td>Review and discuss how to prepare for spoken and written messages</td>
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<tr>
<td></td>
<td>Assignment: Read Chapter 12, &quot;Designing and Delivering Business Presentations,&quot;</td>
<td></td>
</tr>
<tr>
<td>November 18</td>
<td>Chapter 12, &quot;Designing and Delivering Business Presentations,&quot;</td>
<td>Review and discuss how to design and deliver business presentations.</td>
</tr>
<tr>
<td></td>
<td>Assignment: Prepare for team presentations</td>
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<tr>
<td>November 30</td>
<td>Teams Working on Video Presentations</td>
<td></td>
</tr>
<tr>
<td>December 02</td>
<td>Teams Working on Video Presentations</td>
<td>Team Presentations due by December 4, 2020.</td>
</tr>
<tr>
<td>December 07</td>
<td>Exam-4 Chs. 3,4,12 (Final Exam- Mon. 1:30 p.m.-4:00 p.m.)</td>
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</tbody>
</table>

**DISCLAIMER:** This syllabus represents a “best” plan for the course; but, as with most plans, it is subject to change. Any necessary changes in this syllabus will be announced to the class.