Stephen F. Austin State University
College of Business Administration
BUSI 2304 (BCM 247) Business Communication
Course Syllabus/Fall 2020

Professor: Dr. Lucia S. Sigmar
Office: MBB 229-F, Business Communication and Legal Studies Department
Phone: 936-468-1747
E-mail: Please use D2L Brightspace for course questions.
Lucia.Sigmar@sfasu.edu

Dr. Sigmar's Office Hours:

<table>
<thead>
<tr>
<th>Monday</th>
<th>9:00 a.m. – 1:00 p.m. OL</th>
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</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>2:00 p.m. - 3:00 p.m.</td>
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<tr>
<td>Wednesday</td>
<td>9:00 a.m. – 1:00 OL</td>
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<tr>
<td>Thursday</td>
<td>2:00 p.m. - 3:00 p.m.</td>
</tr>
<tr>
<td>Friday</td>
<td>10:00 a.m. – Noon OL</td>
</tr>
</tbody>
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Dr. Sigmar's Fall 2020 Classes:

<table>
<thead>
<tr>
<th>Monday</th>
<th>9:00 a.m. – 1:00 p.m. OL</th>
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<tbody>
<tr>
<td>Tuesday</td>
<td>BCOM 4350 Leadership Communication 12: 30 – 1:45 p.m. TTH</td>
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<tr>
<td>Wednesday</td>
<td>BCOM 2304 Business Communication F1 OL</td>
</tr>
<tr>
<td>Thursday</td>
<td>BCOM 5320 Managerial Communication F2 OL</td>
</tr>
<tr>
<td>Friday</td>
<td>BUSI 5350 Executive Leadership F2 OL</td>
</tr>
</tbody>
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Other times by appointment. Allow 24 hours in advance to schedule hours other than those listed.

Required Texts/Other Materials:


Required Supplies:

- Student (SFASU) email account and reliable Internet access
- Proficiency in MS Word
- Proficiency in D2L online learning system (BRIGHTSPACE)

Course Description: 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.

Prerequisite(s): ENG 131; ENG 132; ENG 133 or 235. 3 Credit Hours.

Course Methodologies: Teaching/learning strategies will include lecture, individual assignments, individual and team projects, and experiential learning exercises. This course is interactive, and students are strongly encouraged to participate in the learning process to achieve maximum results personally, professionally, and academically.
In this three-credit hour course and depending on your abilities, you can anticipate spending at least 9 actual hours per week reading assigned chapters, completing assignments, preparing presentations, and completing the final project. Some weeks may require more preparation time than others.

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

- Apply critical thinking to business communication strategies and principles to prepare effective communication for diverse business situations. **Critical Thinking**
- Effectively develop, interpret, and express ideas through written, oral, aural, and visual communication. **Communication**
- Identify different points of view and work effectively in a team setting. **Teamwork**
- Participate as a team member in activities that use collaborative work skills. **Teamwork**
- Identify issues relating to ethical, legal, cultural, and global situations affecting business communication that will result in ethical decision making. **Personal Responsibility**
- Use analytical and problem solving skills appropriate to business communication when creating business documents. **Critical Thinking**
- Select appropriate organizational formats and channels used in developing and presenting business messages. **Communication**
- Compose and/or revise accurate business documents using computer technology. **Communication**
- Communicate via electronic mail, Internet, and other technologies. **Communication**
- Deliver an effective oral business presentation. **Communication**

**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](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)

THECB 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 (information provided by the Provost)

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.

BUSI 2304 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 BUSI 2304 dropbox and the Communication Skills--Written 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.
The chart below indicates the core objectives addressed by BUSI 2304. The assignment that will be used to assess the Communication Skills--Written objective must be uploaded to the Communication Skills--Written dropbox 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 Objective</th>
<th>Definition</th>
<th>Course Assignment Title</th>
<th>Date Due in D2L</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
<td>Indirect Writing Assignment</td>
<td>As indicated on Course Timeline</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>To include effective development, interpretation and expression of ideas though written, oral, and visual communication.</td>
<td>Indirect Writing Assignment</td>
<td>As indicated on Course Timeline</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>Indirect Writing Assignment</td>
<td>As indicated on Course Timeline</td>
</tr>
<tr>
<td>Personal Responsibility</td>
<td>To include the ability to connect choices, actions and consequences to ethical decision-making.</td>
<td>Indirect Writing Assignment</td>
<td>As indicated on Course Timeline</td>
</tr>
</tbody>
</table>

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](http://www.sfasu.edu/assessment/index.asp)

Course Assignments

BCM 247 is classified as a writing-intensive course. Required writing assignments include the following:

- Business Research Report
- Direct (Good News or Routine) Strategy Message
- Indirect (Bad News) Strategy Message
- Persuasive Strategy Message
- Résumé and Cover Letter
- Oral Presentation using Zoom technology (PPT submitted separately)
- Chapter Discussions

Discussions. Chapter discussions will be open on the first day of class and will close as indicated on the Course Timeline. No extensions will be given for any reason, so do not wait until the last day to complete the discussions. Chapter discussions are worth 10 points each and take the place of quizzes.

In the event of an extended “hardware crisis,” you have the option of accessing these resources from another computer or contacting Tech Support for help in resolving your issue before the deadline (the latter works only if you have not waited until the last minute to complete your assignment). In the event you have technical problems, contact Tech Support and copy me at least six hours before the scheduled deadline.

Do not wait until the last minute. I will not extend the deadline or accept late assignments for any reason.

Possible Points (Tentative)*

<table>
<thead>
<tr>
<th>Item</th>
<th>All documents must be typed unless otherwise specified.</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>10 bonus points</td>
<td></td>
</tr>
<tr>
<td>Chapter Discussions</td>
<td>14 @ 10 points. each</td>
<td>140</td>
</tr>
<tr>
<td>Messages</td>
<td>Direct Strategy-50 points (Routine/Good News)</td>
<td></td>
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<tr>
<td></td>
<td>Indirect Strategy-50 points (Bad News)</td>
<td></td>
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<tr>
<td></td>
<td>Persuasive Strategy-100 points</td>
<td>200</td>
</tr>
<tr>
<td>Research Project</td>
<td>Report</td>
<td>200</td>
</tr>
<tr>
<td>Employment Communication</td>
<td>Résumé (50 pts.)</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Cover Letter (50 pts.)</td>
<td></td>
</tr>
<tr>
<td>Writing and Research Activities</td>
<td>TBA in each Module (10-20 points each)</td>
<td>160</td>
</tr>
<tr>
<td>Oral Zoom Presentation</td>
<td>Powerpoint slides to be submitted separately</td>
<td>100</td>
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<tr>
<td>Mid-Term Exam</td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>
Grade Distribution:
- 990 - 1100 points = A
- 880 – 989.9 points = B
- 770 – 879.9 points = C
- 660 – 769.9 points = D
- 659.9 points or below = F

Grades are based on points only, never on percentages. Point values are firm. Bonus points may be available at the discretion of the instructor.

*The time to challenge a grade is within a week after you have received it, not at the end of the semester. Send your written appeal and include any necessary documentation to Dr. Sigmar at Lucia.Sigmar@sfasu.edu

Course Requirements and Policies:

1. FOR F2F STUDENTS: Attendance (and participation) at each F2F class meeting is necessary, expected, and evaluated. If you are unable to commit to taking the class, it is advisable to wait until you are able to make the commitment. Attendance will be taken at all class meetings. Absence from class will result in zero credit for that day’s exams, that day’s assignments, and other time-sensitive assignments—with the exception of extreme circumstances (in which case, arrangements for work must be made ahead of time with the instructor.)

   Students enrolled in MW or TTH classes are allowed up to six class periods of “grace” absences without penalty. Reserve your “grace” absences for times when you really need them such as required athletic events, accidents, funerals (preferably not your own), and medical issues. Beyond the sixth “grace” absence, a grade of “F” will be recorded for the student.

   Students unable or unwilling to accomplish reasonable attendance (those who will likely exceed the absence limit) are encouraged to enroll during a semester and in a section when they will be able and willing to attend the class. Tardiness or leaving early will count as one-half absence. If a student is tardy, it is his/her responsibility to inform the professor at the end of the class period, or the tardy will be counted as an absence. If you are unable to come to class on time, you are advised to switch sections or take the class in another semester.

   Students with perfect attendance (no arriving late; no leaving early) will be rewarded with 10 bonus points at the end of the semester.

   FOR ONLINE STUDENTS: Students should check into the course site on Brightspace D2L daily for announcements and messages. In addition, students are encouraged to treat this course as a job and have regularly scheduled work and production time during the week and on weekends. Because of its compressed 8-week time, you can expect to spend roughly
twice and much time on the course as you would in a semester-long course. Budget your time accordingly. In addition, depending on your skill level in writing, you may spend more or less time than other students in producing quality work.

2. **Communication.** In F2F courses, I communicate with students primarily through our classroom time and via email. Check your email account and the course site on D2L/Brightspace daily. For online courses, check D2L daily for announcements and messages.

3. **Timely completion of all course assignments.** Due dates and times for all assignments are specified in the Course Timeline. *Late assignments will not be accepted.*

4. **Technical Issues.** In the event of an extended “hardware crisis,” you have the option of accessing course resources from another computer or contacting Tech Support (468-HELP) for help in resolving your issue before the deadline (the latter works only if you have not waited until the last minute to complete your assignment). In the event you have technical problems, contact Tech Support and copy me via email at least six hours before the scheduled deadline.

   In the event of D2L Brightspace issues, call 468-1919. *Don’t wait until the last minute.* Again, *late assignments are not accepted.*

5. **SFA COVID-19 Mask Policy:**

   Masks (cloth face coverings) must be worn over the nose and mouth at all times ON CAMPUS OR IN 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.


   Should you become ill, please let me know immediately and provide medical documentation so that I can work with you on your coursework.

6. **Student Conduct (University Policy 10.4)**


   This class will be conducted in a professional manner. This means 1) submit work on time 2) avoid profanity and/or offensive language in your communication, 3) participate
fully and courteously with your classmates and team members, and 4) turn off cell phones.

Classroom behavior should not interfere with an instructor's ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, lab, field trips, etc. The instructor has 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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed. For more information, see http://www.sfasu.edu/judicial/earlyalert.asp

7. Student Academic Dishonesty (University Policy 4.1) http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf). An act of academic dishonesty, even a first offense, places you in jeopardy of severe forms of disciplinary action, including dismissal from the university. Academic dishonesty includes cheating and/or plagiarism.

The work you submit for evaluation in this course must be your own. Academic dishonesty includes cheating, falsification of information/citations, plagiarism, interference (with another student’s work), and aiding others to commit an act of academic dishonesty. Avoid even the appearance of cheating. If you are discovered in an act of dishonesty, penalties will be at the discretion of the instructor, up to and including an “F” for the course. In accordance with this policy, I will cooperate with administrators in detecting (Turnitin.com), documenting, and reporting any person committing an act as described above. In this course, emphasis is placed on the following: behaving ethically, conveying honest and accurate information, showing equal treatment through non-sexist and nondiscriminatory writing, exhibiting fair-mindedness, showing sensitivity to the feelings of others, and respecting human rights.

Turnitin. When you successfully submit a document to Turnitin, you will receive a confirmation receipt; if you have not received this receipt, your document is not in the Turnitin dropbox. All documents must be in the Turnitin dropbox before the deadline to be evaluated.


Individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office
of Disability Services located in the Human Services Building, Room 325, or call 936-468-3004 or 936-468-1004. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SFASU Office for Disability Services and talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. (Note: No accommodation can be made until you register with the Office of Disability Services.)

9. **Student Absences on Religious Holy Days Policy.**

Section 51.911(b) of the Texas Education Code requires that an institution excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose, without penalty. If you must miss class to observe a religious holy day, please notify me by email within the first two weeks of class so that I can make arrangements for you to complete the coursework ahead of the date due.