Course Title: Business Communication
Course Number and Section: 3325.502
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: Online in D2L

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: Comprehensive study of the dynamic social, political, legal, and regulatory environments within which domestic and international business must operate. Course topics will be examined with emphasis on ethical business decision making and consideration of the social responsibility of business.

What do I need for this class? The following are required resources:

need a text because the majority of your test questions will come from Information found in your book. Print versions are available at bookstores. Best source for this text is online used.

- High Speed Internet Access and Personal Computer – Do not take this class if you do not have permanent use of a computer AND reliable internet access.

**How do I get started in this course?** All course material are provided in D2L and in the textbook. You should read and print a copy of the syllabus and schedule so that you will always have access to the information. Next, buy or rent your textbook. Review all the information provided in “Introduction and Course Material” section of D2L Content.

**Course Study Time Requirements:** GBU 325 “Business, Ethics, & Society” (3 credits) may meet in an online or in-person format, with the latter consisting of either two 75-minute or three one-hour sessions per week during a standard length semester. The student will engage in learning how government and society influences business ethics development and decisions making processes. Quizzes, exams, papers and a major project will provide knowledge validation. A minimum six (6) hours of work beyond the base number of weekly credit hours are needed for research/drafting and preparing for quizzes, exams, papers and the major project. For the on-line class you will need a minimum of nine (9) hours a week to ensure you learn the subject matter and earn a good grade.

**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)

**How much will I need to use D2L/BrightSpace?** For this course you will need to visit D2L regularly (at least once a day or more) to keep up with assignments, contact the instructor, and receive supplemental information for your success in the course. Homework assignments, other instructional materials, and grades will be posted in D2L. Any course announcements intended for the entire class will be posted on the home page of D2L or sent out via e-mail as well as given in class. Be sure to read the announcements each time you log into the class. You are responsible for any instructions or assignments that are transmitted via D2L. If desired, you can set your email and announcement in D2L to forward to your other email accounts (instructions are provided in the course in D2L) or as text messages.

**Classroom Procedure:** You are required to attend class as well as use D2L to access all materials. You should log in at least once a day; review all materials (I will be able to review your on-line status at all times) and submit your assignments.
Attendance/Class Participation: Will be confirmed by completing assignments on time – this includes all quizzes, papers, exams and group project; as well as responding to e-mails. Actively engaging in group discussions, group work, and class work.

Absences: (This section is for in class, on campus courses) At the discretion of the instructor, students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. Students should notify their instructors in advance about absences, unless impossible, and then as soon as possible. Students are responsible for providing documentation in a timely manner to the instructor for each absence. The instructor determines whether such documentation is satisfactory. Students missing classes, other than for university-sponsored trips, should contact the Office of Student Rights and Responsibilities (OSRR) and request that an absence notification be sent to the instructor(s). The notification is not an excuse, and is not evaluated by OSRR. The notification is only provided as a courtesy to the student and the student's instructor(s).

For every three (3) un-excused absences, the student will lose 5% of the total grade points available for the course. THIS IS A BUSINESS COURSE – UNEXCUSED ABSENCES IN THE WORK PLACE WILL GET YOU FIRED.

What do I do if I have a question about an assignment? The primary contact method for your instructor is meeting with him before or after class, D2L e-mail, and visiting during office hours. To send email in D2L, you must be in D2L and send the message through the mail feature. D2L email is internal and messages cannot be sent from outside of D2L (like Yahoo accounts) to D2L or from D2L to an outside email address. Only use SFA email if D2L is down. Every attempt will be made to respond to student emails in a reasonable amount of time. You can usually expect an email response within 48 hours, often sooner. When you send an email, please ask a specific question and provide enough detail for your instructor to understand your request. If the instructor determines that the answer is important for the whole class to know you may not get a personal response – the entire class will be provided the answer.

<table>
<thead>
<tr>
<th>Grades (Tentative)</th>
<th>Total</th>
<th>Grading Scale:</th>
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</thead>
<tbody>
<tr>
<td>Exams: 4 @ 100 pts each</td>
<td>400</td>
<td>A 90-100%</td>
</tr>
<tr>
<td>Group Report Assignment</td>
<td>200</td>
<td>B 80-89%</td>
</tr>
<tr>
<td>Chapter Quizzes (12 @ 10 points each)</td>
<td>120</td>
<td>C 70-79%</td>
</tr>
<tr>
<td>Assignments</td>
<td>100</td>
<td>D 60-69%</td>
</tr>
<tr>
<td><strong>Total Possible</strong></td>
<td><strong>820</strong></td>
<td>F Below 60%</td>
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The instructor may elect to add or subtract additional grade items related to materials for the course. You may be given the opportunity to earn additional bonus points (learning points or extra credit) during the course. The total number of points TBD.
How do I know what my grade is in the course? Grades are posted regularly and can be accessed through D2L. You should check your posted grades often and email any questions. You must check your grades prior to final exam week and email the week prior to finals week with any questions. Unless you email prior to this time, you indicate that you are in agreement with the grades posted. The time to worry about your grade is at the beginning of the course, not at the end. The grades you receive throughout the semester will determine your final grade in the course. Please do not contact the instructor during exam week asking to makeup an assignment or be allowed extra credit.

When are course assignments due? All assignments and due dates will be posted in D2L. All assignments are due at time listed. If you have any technical issues, you must email as soon as you are aware of the issue. It is your responsibility to call your instructor or D2L support (936-468-1919) to resolve any issues.

What if I miss an assignment? All assignments will posted with a clear due date. You will know of all expectations for the class early in the semester, so plan accordingly to get your work done on time. If you will have a very busy schedule one week, work ahead to get your work done early. Do not email or call your instructor asking for extension. Once closed, assignments may not re-opened. Makeup exams may be allowed only if arranged prior to the date of the test. If any makeup date is provided, the max percentage for an assignment, quiz or test will be 80 if done within one week of due date, if over one week and not two weeks the max percentage will be 60.

How are Exams taken? The course grade includes four exams (total of 400 points) based on information presented from the text and the online content. These exams may consist of true/false, multiple-choice and short answer questions. These exams may be taken using the Quizzes section of D2L. You may take these exams from any location. One exam will be proctored, directions will be provided on how this will be accomplished.

What is the Group Report Assignment? This group assignment requires a written report analyzing and critiquing a company’s CSR initiatives, ethics, government involvement, financial status, and their effects on business. The purpose of the report is to learn more about CSR program, company ethics, provide in-depth information on your company, and develop experience in research and writing. The report will be submitted in D2L Dropbox. Detailed instructions are provided in the Content section of D2L.

What are the Chapter Quizzes? Quizzes are designed to help you keep current on your required readings for the course. A quiz will be available for each chapter and will be due as assigned. Each quiz may contain up to 10 questions worth a total of possible 10 points.
What if there is a change in the course assignments or dates? Though unlikely, changes could be necessary and will be announced on D2L’s home page. You can forward your messages from D2L to your phone or personal email. However, do not rely on D2L for notices. It is your responsibility to keep track of assignments and due dates. Information on how to forward messages can be found in D2L Content.

What do I do if D2L is down? Continue working offline. With technology, there is always a chance for a technology glitch. You will not get an extension on the work if the system is down for a relatively short period (less than 24 hours usually). Do not get into a position where you are trying to beat the clock to submit your work. Print out a copy of your assignment schedule in advance, so you can have what you need to be working if an outage does occur.

What will I learn in this class? Program Learning Outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp. Student Learning Outcomes: This course is designed to emphasize and explain the importance of recognizing the dynamics of the environment of the business community. After completing this course, the student will be able to identify the environmental forces that may impact the operation of a business, and further, to comprehend the importance of being prepared for environmental changes and anticipating the expectations of stakeholders. This course will also help the business student to identify the ethical implications of business decisions, and to encourage the application of ethical principles in evaluating business decisions, as well as considering the social responsibility expected by the stakeholders of the business community in its decision making process.

What is academic dishonesty? The CSR report and any papers will be completed by your group for a team grade. Exams and quizzes will be the individual effort of the student. Abiding by university policy on academic integrity is a responsibility of all university faculty and students. Definition of Academic Dishonesty - Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one's paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/4.1-studentacademic-dishonesty.pdf
What is the University policy on Course Grades (University Policy 5.5)? At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

What if a Student has a Disability? To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

What does SFA say about 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-code-of-conduct-10.4.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.
The following table contains the schedule for the semester. Each assignment has a due date assigned and all due dates will be posted on D2L. Every assignment is due by date assigned. The instructor reserves the right to adjust this schedule, as he deems necessary. It is highly recommended that you print out the syllabus and schedule and keep both in a convenient location to not miss any deadlines. **There is a chapter quiz for each chapter; chapter quizzes are due by date assigned.** All assignments, Group Report, and any additional item due dates are listed in D2L.

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<thead>
<tr>
<th>Material</th>
<th>Date Range</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>Review Information in Introduction and Course Materials in D2L</td>
<td>10/15 – 10/23</td>
<td>Chapter 1 – Introduction to the BGS Field, Chapter 5 – Corporate Social Responsibility (CSR), Chapter 6 – Implementing CSR, Complete – Quizzes for Chs. 1,5,6</td>
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<tr>
<td>Chapter 7 – Business Ethics, Chapter 8 – Making Ethical Decisions, Complete – Quizzes for Chs. 7,8, Complete - Exam 1 – Chapters 1 and 5-8</td>
<td>10/24 – 10/30</td>
<td>Chapter 2 – The Dynamic Environment, Chapter 3 – Business Power, Chapter 4 – Critics of Business</td>
</tr>
<tr>
<td>Complete – Quizzes for Chs. 2,3,4, Complete Exam 2 – Chapters 2-4</td>
<td>10/31 – 11/6</td>
<td>Chapter 10 – Regulating Business, Chapter 13 – Industrial Pollution &amp; Environmental Regulation, Chapter 14 – Managing Environmental Quality</td>
</tr>
<tr>
<td>Complete – Quizzes for Chs. 10,13,14</td>
<td>11/7 - 11/13</td>
<td>Chapter 15 – Consumerism, Complete Quiz for Ch. 15, Complete Exam 3 – Chapters 10, 13, 14, &amp; 15</td>
</tr>
<tr>
<td>Complete – Quizzes for Chs. 18</td>
<td>11/28 – 12/4</td>
<td>Chapter 18 – Corporate Governance</td>
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<tr>
<td>Final Exam – Chapters 16, 17 &amp; 18</td>
<td>12/5 – 12/11</td>
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**NOTE – THIS IS A TENTATIVE SCHEDULE AND MATERIAL DATES CAN BE REARRANGED DURING THE TERM AT THE DIRECTION OF THE INSTRUCTOR**