BCM 247.002 BUSINESS COMMUNICATION HONORS
Spring 2020 - Course Syllabus

Instructor: Dr. Carol Wright
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Office: 229D McGee Business Building
Business Communication and Legal Studies Department
Office Phone: 936-468-1780
Office Hours:
Monday 8:00 – 9:00 and 10:00 – 11:00 am
Tuesday 7:00 – 8:00 pm ONLINE
Wednesday 8:00 – 9:00 and 10:00 – 11:00 and 1:00 – 3:00
Thursday None
Friday 8:00 – 9:00 am and 10:00 – 12:00 noon
Other times by Appt.

Department: Business Communication and Legal Studies
Class Meeting time: Mondays, Wednesdays, Fridays 9:00 – 9:50 BU 167

Course Description: BCM 247 Business Communication (BUSI 2304) – 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 with a C grade or better.

Buying or renting the textbook is required. The majority of your test questions, lecture material, and examples will be from this textbook.

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 http://www.sfasu.edu/cob/ug-plo.asp.

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 (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.

BCM 247 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 BCM 247 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 BCM 247. 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 Skills</td>
<td>To include creative thinking.</td>
<td>Written Research Report</td>
<td>Not assessed this</td>
</tr>
</tbody>
</table>
innovation, inquiry, and analysis, evaluation and synthesis of information.

<table>
<thead>
<tr>
<th>Communication Skills</th>
<th>To include effective development, interpretation and expression of ideas though written, oral, and visual communication.</th>
<th>Written Research Report</th>
<th>Not assessed this semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teamwork</td>
<td>To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.</td>
<td>Team Assignment</td>
<td>Not assessed this semester</td>
</tr>
<tr>
<td>Personal Responsibility</td>
<td>To include the ability to connect choices, actions and consequences to ethical decision-making.</td>
<td>Ethics Situation Assignment</td>
<td>Not assessed this semester</td>
</tr>
</tbody>
</table>

**Student Learning Outcomes:**
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.

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)

**Grades: (Tentative)**
Grades can be accessed through Brightspace by D2L (formerly just D2L). You should check your posted grades often and communicate any questions. You must check your grades prior to final exam week. Unless you email prior to finals week, you indicate that you are in agreement with
the grades posted. Do not contact the instructor during exam week asking to makeup an
assignment or be allowed extra credit. Please see sections on Attendance and Makeup Policy.

<table>
<thead>
<tr>
<th>Grade Category</th>
<th>Total</th>
<th>Grading Scale:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letters, Memos, Written Messages</td>
<td>225</td>
<td>A 90-100% of Total Points</td>
</tr>
<tr>
<td>Research Based Assignments</td>
<td>170</td>
<td>B 80-89% of Total Points</td>
</tr>
<tr>
<td>Objective Examinations</td>
<td>235</td>
<td>C 70-79% of Total Points</td>
</tr>
<tr>
<td>Quizzes/Other Assignments</td>
<td>120</td>
<td>D 60-69% of Total Points</td>
</tr>
<tr>
<td>Oral Presentations</td>
<td>100</td>
<td>F Below 60 % of Total Points</td>
</tr>
<tr>
<td>Total Possible</td>
<td>850</td>
<td></td>
</tr>
</tbody>
</table>

**Letters, Memos, Written Messages:** This is a writing intensive course. You will be expected to
write a variety of types of messages including memos, letters, and electronic correspondence.
Two exams will be written exams and will be composed and keyboarded on the computer using
word processing software.

**Research Based Assignments:** As part of the research portion of the class, students will be
expected to know how to conduct primary and secondary research and communicate this
information in some form. Students will also learn how to document their sources using APA.

**Objective Examinations:** Three of the course exams will be objective exams based on
information presented in the chapter text and the lecture. These exams may consist of
true/false, multiple-choice and short answer questions.

**Quizzes and Other Assignments:** Quizzes may be given both in class and online in BRIGHTSPACE
BY D2L; assignments may also be given as classroom activities or as outside work. Students
must be present to complete in-class assignments and these cannot be made up. All outside
assignments with instructions and due dates will be posted in BRIGHTSPACE BY D2L on the
course’s home page. Students may also be instructed to submit assignments in BRIGHTSPACE
BY D2L. In this case, a student will not be given credit for the assignment unless it is submitted
according to the instructions given; this includes completing the assignment in the proper
format and turning it in at the proper time.

All out of class assignments are due at the beginning of the class on the day it is due, unless
otherwise noted. In the case of an absence the day an assignment is due, it is the student’s
responsibility to ensure the assignment is handed in by the due date and time. Written
assignments may be turned in by e-mail, in person, or by mail. **Late assignments will not be
accepted.**

**Oral Presentation:** Students will also be expected to learn how to communicate orally. Two
presentations will be completed during the semester, and these presentations may be
completed online using YouSeeU software.
**Classroom Procedure:** Class time is valuable and intended for educational purposes. EACH student is expected to bring pen and paper to class EACH day and be prepared to read, write, and/or discuss the subject matter for the day. All electronic devices including cell phones, laptops, and music players should be put away during class time, unless the technology is being used for a specific classroom activity.

**This is a web-enhanced class.** You will need to visit Desire2Learn regularly to keep up with assignments, contact the instructor, and receive supplemental information for your success in the course. Classroom activities, homework assignments, other instructional materials, and grades will all be posted in BRIGHTSPACE BY D2L. All homework will be posted in BRIGHTSPACE BY D2L. In the case of an absence from class, it is the student’s responsibility to check BRIGHTSPACE BY D2L for any homework assigned, and the assignment will still be due on the same due date as the rest of the class. Missing class is not an excuse for not completing an assignment.

**Attendance:** Regular and punctual attendance is expected, and attendance will be taken. Material may be covered in class that is not included in the text material. Each student is responsible for all information and instructions covered in class. It is the responsibility of the student to determine what was covered in class and complete and turn in any assignments when due. On some days assignments can be given during class times that will count as part of the Activities and Quizzes portion of the total grade. In-class activities and quiz grades cannot be made-up for any reason.

Perfect attendance for all course days will result in 10 bonus points added to the student’s points earned for the semester. Five bonus points will be added for one absence. Students who miss three consecutive classes without official excuse will be denied access to this course in BRIGHTSPACE BY D2L until the student meets with the instructor. Any assignments that were due in BRIGHTSPACE BY D2L during that time, will not be allowed to be made up.

**Written Documents:** All documents are to be TYPED. Handwritten documents will not be accepted for credit unless specifically assigned by instructor. When submitting an assignment through e-mail, it should be formatted in Microsoft Word format. If the assignment is created in any other format, it should be saved as a text file (*.txt or *.rtf) and attached to an e-mail or in the assignment module.

**Makeup Policy:** (University Excused) Makeup exams will be allowed only if arranged prior to the date of the test. The student must provide documentation for the excused absence. Notes from the school’s Health Clinic will not be accepted as excused unless the note specifically states that the student is unable to attend. Please see your General Bulletin for a further explanation of excused absences. Makeup exams for non-excused absences will be determined at the sole discretion of the instructor and, if allowed, will usually consist of an essay-type exam.
**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-student-academic-dishonesty.pdf](http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf)

**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](http://www.sfasu.edu/policies/course-grades.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), 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/](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-code-of-conduct-10.4.pdf](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.

Students should conduct themselves in an appropriate manner during class sessions. This behavior includes showing respect to the instructor and other students. All students are expected to use standard professional business language for oral and written communication. Assignments that contain inappropriate business topics and unacceptable language will receive no credit. Students should conduct themselves as if they are attending a professional business meeting.
## TENTATIVE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter in Text</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 13 - 17</td>
<td>Intro. &amp; Chap. 1</td>
<td>Establishing a Framework</td>
</tr>
<tr>
<td>Jan. 20 - 24</td>
<td>Chap. 1, Chap. 2</td>
<td>Ethics Situation Assignment (Personal Responsibility) Interpersonal/Group Communication</td>
</tr>
<tr>
<td>Jan. 27 – 31</td>
<td>Chap. 5, Chap. 3</td>
<td>Communicating Electronically Planning Messages</td>
</tr>
<tr>
<td>Feb. 3 – 7</td>
<td>Chap. 4</td>
<td>Preparing Messages Test 1 (Chapters 1 – 5)</td>
</tr>
<tr>
<td>Feb. 10 – 14</td>
<td>Letter Format Chap. 6</td>
<td>Good/Neutral Messages</td>
</tr>
<tr>
<td>Feb. 17 – 21</td>
<td>Chap. 6, Chap. 7</td>
<td>Good/Neutral Messages Bad News Messages</td>
</tr>
<tr>
<td>Feb. 24 – 28</td>
<td>Lab Exam 1, Chap. 8</td>
<td>Bad News Messages Persuasive Messages</td>
</tr>
<tr>
<td>March 2 – 6</td>
<td>Chap. 8, Lab Exam 2</td>
<td>Persuasive Messages</td>
</tr>
<tr>
<td>March 9 – 13</td>
<td></td>
<td>Spring Break</td>
</tr>
<tr>
<td>March 16 – 20</td>
<td>Chap. 9, APA Format</td>
<td>Reports Process &amp; Research Methods Written Research Report (Written Communication/Critical Thinking)</td>
</tr>
<tr>
<td>March 23 – 27</td>
<td>Chap. 10</td>
<td>Managing Data &amp; Using Graphics</td>
</tr>
<tr>
<td>March 30 – April 3</td>
<td>Chap. 11</td>
<td>Organizing &amp; Preparing Reports Written Research Report (Teamwork Assignment)</td>
</tr>
<tr>
<td>April 6 – 10</td>
<td>Test 2, Chap. 12</td>
<td>Test 2 – Chapters 9 - 11 Presentations</td>
</tr>
<tr>
<td>April 13 – 17</td>
<td>Chap. 12</td>
<td>Delivering oral presentations (Oral Communication/Teamwork)</td>
</tr>
<tr>
<td>April 20 – 24</td>
<td>Chap. 13</td>
<td>Resumes and Application Messages</td>
</tr>
<tr>
<td>April 27 – May 1</td>
<td>Chap. 14</td>
<td>Interviewing/Employment Messages</td>
</tr>
<tr>
<td>May 4 – 8</td>
<td>Final Exam</td>
<td>Wednesday, May 6 at 8:00 am</td>
</tr>
</tbody>
</table>

***This schedule is tentative and is likely to change throughout the semester.***