The syllabus has been revised in response to COVID19 and is for all BCM247 sections in an online learning environment. Lectures will be recorded for viewing at your scheduling. There will be no live streaming of lectures as students may not have access to high-speed and high bandwidth internet connections. Everything is now virtual. Read the latest entry in the Syllabus Revision History item.

Stay updated with the 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.” The SFASU website will provide you with information on university operations, procedures, and updates. http://www.sfasu.edu/life-at-sfa/health-safety/health-clinic/coronavirus

If you are experiencing difficulties that are impacting your education, it is up to you to reach out to your professor and fellow students.

Be flexible. Expect calendar dates and assignments to change as things evolve. I will do my best to extend dates and not retract them when necessary. The world has changed, and we must adapt.

If you do not have access to a webcam, do not go and buy one. Stay home. I will make allowances on the new LAB07 format. LAB07 has been turned into an individual assignment. Any group projects will be through group discussions and peer reviews, TBD.

I have now been self-isolated for several days and am doing everything to stay healthy so that I can continue being your professor. I have an elderly mother, so I must be healthy.

I will do everything possible to get you through the semester. You need to do your part. Collectively, we can get through this.

Be Safe. Stay Well. Stay at Home.
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<td>Created</td>
<td>Created from section .005</td>
</tr>
<tr>
<td>002</td>
<td>January 7th, 2020</td>
<td>Modified</td>
<td>Changed location, class time, and calendar.</td>
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<tr>
<td>003</td>
<td>January 7th, 2020</td>
<td>Provost</td>
<td>Added Provost items</td>
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<td>January 9th, 2019</td>
<td>Lindsey</td>
<td>Learning Outcomes updated</td>
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<td>005</td>
<td>January 9th, 2020</td>
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<td>March 17th, 2020</td>
<td>COVID19</td>
<td>Updated Calendar. Combined all sections into an online format. Revised office hours to virtual. New introduction. Removed group project LAB07, and this will be LAB07–Individual Presentation using BONGO. Removed LAB07-Individual Presentation evaluation. There maybe a peer review added at a later date. Updated Point Analysis to reflect changes to LAB07. Information on WEBCAM requirements.</td>
</tr>
</tbody>
</table>
Contact & Course Information

Class: BCM247 All Sections Spring 2020
Course Title: Business Communications
Location: Online
Time: Online
Instructor: Mr. Michael Shane Allen

Professor Allen, Shane Allen, Mr. Allen, Dr. Allen

Email: The email within Brightspace will be used.
allenmicha@d2l.sfasu.edu

The class will practice effective business communications. All emails, phone calls, chats, Zoom sessions, etc. will be business professional 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
Office: Virtual
Contact: Brightspace email, Discussion Area, and ZOOM

Virtual Office Hours

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<tr>
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<tr>
<td>MONDAY</td>
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<tr>
<td></td>
<td>01:00 pm – 02:00 pm</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>02:00 pm – 04:00 pm</td>
</tr>
<tr>
<td>WEDNESDAY</td>
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<tr>
<td></td>
<td>04:00 pm – 05:00 pm</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>02:00 pm – 04:00 pm</td>
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<tr>
<td>FRIDAY</td>
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Other Hours by Appointment

Class Hours

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<td>GBU310.501</td>
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</table>
Disclaimer
The syllabus and course information are subject to change.

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 due diligent.

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 twelve hours per week for this three-hour course. During this extra time you will be:

(01). Reading textbook chapters.
(02). Completing online quizzes and exams.
(03). Working on writing lab assignments and research papers.
(04). Working in a group environment.
(05). Participating in online discussions.

Twelve 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^{10}, Business Communication, Edition 10th, Lehman/DuFrene, Cengage Learning. You may use either the printed or electronic versions of the textbook. MindTap is provided by Cengage and provides the student with additional learning resources. I do not require the use of MindTap within this course.

There is a reserved copy of the textbook in the library under the name of Dr. Marsha Bayless or may be referenced by BCM247 or BCOM9. This is the prior edition.

Prior versions of the textbook are discouraged and are used at your own risk.
Online Learning Environment

BCM247 is an online course. There will be no face-to-face meetings. Online courses differ from traditional face-to-face classes in essential ways.

(01). No face-to-face interaction.
(02). Online learning provides flexibility in scheduling.
(03). Self-motivation is required.
(04). Reasons that students do poorly in this online BCM247 course:
   a. Not reading the syllabus
   b. Not being familiar with Brightspace
   c. Not paying attention to deadlines
   d. Getting behind
   e. Procrastination
   f. Not reading and understanding the assignment
   g. Not viewing the videos
   h. Not taking the research assignment seriously and not sticking to the topic provided. The research assignment is 15% of the semester grade.
   i. Not reading the textbook.
   j. Not budgeting time and allowing enough time for completing the task
   k. Not reading the Brightspace news items that are frequently posted.
   l. Lack of communication with the professor. I can not read your mind, and my crystal ball has a crack in it. If you have problems, issues, questions, or concerns, it is your responsibility to reach out to me.

Course Requirements

(01). Brightspace and D2L are interchangeable wordings for the same software package.
(02). Brightspace is used for this course. You must know how to use Brightspace. The library provides information and support on the 2nd floor.

SEE: https://www.sfactl.com/

A. Examinations
B. Quizzes
C. Saving all documents for grading to the correct Dropbox
D. Posting of grades
E. Assignments
   i. Course Calendar
ii. Syllabus

iii. Emails (All email communications must be through Brightspace)

F. Chats through Brightspace

G. A webcam is required for your group assignment.

H. A good internet connection. Do not rely on hotspots or public WIFI.

Expectations
The ability to read, understand, comprehend, and follow written and verbal instructions or directions is essential.

(01). Read the syllabus.

(02). Review the Brightspace offerings.

(03). Ask questions if you do not understand. I am not a mind reader, and my crystal ball has a crack in it.

Written Communications
(01). BCM247 is an intensive writing course of short documents.

(02). Documents must be saved to the correct Brightspace Dropbox corresponding to the lab assignment.

(03). Microsoft Word format only. **All other formats will result in a zero.**

(04). Basics you need to know of Microsoft Word.

   A. How to save a file with the correct file name.

   B. Spellcheck and grammar check.

   C. Word count, including the ability to word count specific sections.

   D. Changing the font and font size.

   E. Changing the margins.

   F. How to print a document for review.

   G. The setting up headers and footers.

(05). Spelling and grammar will be graded using Grammarly. www.grammarly.com

(06). You may find it advantageous to purchase a copy of Grammarly or find a similar product. Microsoft Word only provides basic grammar functions.

(07). Spelling and grammar are paramount in business communications.

(08). HINT: There is nothing wrong with simple business sentences. Brevity and avoiding being verbose are encouraged. Business communications are direct and to the point; clear and concise.
(09). Not all details presented for a writing assignment need to be included in the final document; this is cognitive thinking in action.

(10). Do not expend time customizing a header or a footer. There are no additional points for being the most creative or artistic.

(11). 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.

(12). Open or closed/ending punctuation is acceptable as long as it is consistent.

(13). All assignments have a due date and time. The Dropbox will seal at the appointed time and will not be reopened.

(14). 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-Wyat Earp.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 MMMMM 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.

(08). 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:
Research-Based Assignments
(01). 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.
(02). There is one research-based assignment.

Examinations
(01). Four exams through Brightspace with an extended window of time.
(02). Multiple choice.
(03). Non-Comprehensive final.
(04). The final is not optional.
(05). No extensions nor make-ups.
(06). There are no second chances to “repeat” the exam.
(07). One attempt allowed.
(08). Timed limit of seventy-five minutes.
(09). At least one online exam will be proctored through ProctorU. Local students will have the option of having the exam proctored through the proctoring lab.

Lab Assignments
(01). There are nine written lab assignments within this course.

Quizzes
(01). Fourteen Brightspace quizzes will be available after the first class day.
(02). Each quiz has a due date.
(03). No extensions or makeups.
(04). Two attempts per quiz.
(05). There is a time limit of sixty minutes.
Virtual Classroom Management and Expectations
(01). Read the news in Brightspace twice daily. Brightspace news is the primary vehicle of communication with the class.
(02). Check your Brightspace email often for private messages.
(03). All course work will be completed within Brightspace.
(04). Use the discussion areas I have created.

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

Grading
(01). This class is points-based.
(02). The race is on to 1,000 points.
(03). Each exam, quiz, lab, etc. has an assigned value of points.
(04). Do not leave points on the table. Every point counts.

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<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>
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</tbody>
</table>

(05). All grades and points can be viewed at any time within Brightspace.
(06). You are required to check your grade and points often and notify me of any discrepancies.
(07). I do not curve the final semester grade. There are ample opportunities for earning bonus points during the semester.
(08). 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. There is an MS Excel macro-enabled spreadsheet contained within Brightspace that you may use to calculate your standing and final grades. Brightspace will include all of your grades.
The race to 1,000 semester points
BCM247 Online Spring 2020

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<-- AUTOCALC
Course Calendar
January 2020

January 2020

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<td>19</td>
<td>MLK Holiday</td>
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<td>LAB00A&amp;B Due 11pm</td>
<td>27</td>
<td>WK03:DY03</td>
<td>WK02:DY02 Lab 00A&amp;B Word, Oxford Discuss CH01 Read CH02</td>
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<tr>
<td>2</td>
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<td>LAB00A+Bonus Profile Picture / LAB00B-Bonus Elephant / LAB00C-Bonus Resume / LAB01-Thank You Letter</td>
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WK01:DY01 Introduction Deductive/Inductive Read CH01
WK02:DY02 Lab 00A&B Word, Oxford Discuss CH01 Read CH02
WK03:DY04 Discuss CH04 Discuss LAB01
MLK Holiday: Martin Luther King Jr. Day

January 2020 is depicted in a calendar format with specific dates and activities listed.
February 2020

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<tr>
<th>Sunday</th>
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<td>LAB01 Due 11pm</td>
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<td>3</td>
<td>WK04:DY05 Discuss CH04 Read CH05 Discuss LAB00C</td>
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<td>QZ01-QZ05 Due 11pm LAB00C Due 11pm EXAM01 Due 11pm</td>
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<td>LAB00C - Bonus Resume LAB01-Thank You letter LAB02 - Good News LAB03 - Bad News LAB04 - Persuasive Letter</td>
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March 2020

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<tr>
<td>LAB03 Due 11pm EXAM02 DUE 11PM GZ06-08 Due 11pm</td>
<td>WK08:DY13 LAB04</td>
<td>3</td>
<td>WK08:DY14 Read CH09 Discuss EXAM02 MID-SEMESTER</td>
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<td>7 SPRING BREAK</td>
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<td>SPRING BREAK LAB04 DUE 11pm</td>
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<td>15 SPRING BREAK</td>
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<td>WK09:DY16 Read Textbook Work on All Quizzes Read LAB06 Work on LAB06</td>
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<td>Remember All Citations Are Open</td>
<td>20 APA/Paraphrase Gig Economy LAB05 Prep Discuss CH09</td>
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<td>LAB04 - Persuasive Letter / LAB05 - APA &amp; Paraphrase / LAB06 - Research Paper</td>
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## April 2020

### BCM247.ALL COVID19 Spring 2020 Online

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<td>Read CH12</td>
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<td>Read CH14</td>
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<td>WK14:DY26</td>
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<tr>
<td>LAB07 Due 11pm</td>
<td>WK15:DY27</td>
<td>Mock Interview Day</td>
<td>Review Mock Interview Videos</td>
<td>EXAM04 Prop</td>
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<td>LAB06 - Research Paper / LAB07 - Individual Presentation / LAB08 - Resume / LAB09 - Mock Interview</td>
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</table>
Addendums

Addendum 01: Written Submission Checklist

_____ 01. Read, understood, and followed assignment directions?
_____ 02. Microsoft Word Document?
_____ 03. Arial 14pt font
_____ 04. 1.0 spacing
_____ 05. Blank space between paragraphs.
_____ 06. 1” margins with 1” header and footer?
_____ 07. Date as MMMMM DD, YYYY or MMMM DDth YYYY?
_____ 08. Numbers spelled out accordingly zero to one-hundred?
_____ 09. No contractions such as don’t – use do not instead.
_____ 10. Spell check?
_____ 11. Grammar check?
_____ 12. Consistency between open or closed/ending punctuation.
_____ 13. Header and footer, if required?
_____ 14. Proper salutations and closing?
_____ 15. Word count if there is a requirement?
_____ 16. Does the word count exclude the header, footer, and references?
_____ 17. Brevity, business direct, non-creative writing?
_____ 18. Is the file saved to the correct Brightspace Dropbox?
_____ 19. Proper file naming convention? LAB##-First Last.docx
_____ 20. 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.

[Image of Microsoft Word options menu with annotations:
- Highlight the option to ignore words in UPPERCASE.
- Highlight the option to ignore words that contain numbers.
- Mark the option to 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.

Change accordingly

Change autosave to one minute.
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.
BCM247 all sections spring 2020
Professor Shane Allen
Writing Sample

January 2nd, 2020

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 0 points before and after. This document is easy to read.

There will be some lab assignments that require a header and or a footer, and these will be explained on each lab assignment. There are a total of nine lab assignments in this course. Notice that nine is 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.

Note that the font is Arial 14. 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 clear, concise, and non-verbose.

Regards,

Professor Shane Allen
Addendum 05: Notes

01.

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10.
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 a 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

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
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

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

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 **BCM 247 – 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.

**Core Curriculum Assessment Plan**

**Not Applicable Spring 2020 – Must be listed per BCLS Department Policy**

At one point during the semester, you will receive an assignment that fulfills both the requirements of this course and the needs of Stephen F. Austin State University’s Core Curriculum Assessment Plan with the Texas Higher Education Coordinating Board. When you complete this one assignment, you need to upload the assignment to both your standard course Dropbox determined by your Instructor and the “Core Curriculum” Dropbox. The Core Curriculum Dropbox will be identified by the Objective for which work is being collected. (Examples: Critical Thinking, Teamwork, Social Responsibility Empirical & Quantitative Skills, Personal Responsibility, Communication Skills-Written, Communication Skills-Written & Visual, and Communication Skills- Oral & Visual.) Please note that this only applies to the approved assignment. All other assignments should be submitted according to regular class operations. If you have any questions, please see your Instructor or the Office of Student Learning and Institutional Assessment.

When you complete the assignment mentioned above, you will upload the assignment to both the **BCM 247 – Business Communication** Dropbox and the **CRITICAL THINKING, WRITTEN AND ORAL COMMUNICATION, TEAMWORK, AND PERSONAL RESPONSIBILITY** 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.

If you have any questions, please see your instructor or contact the Institutional Effectiveness Office at (936) 468-1130.

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>
<th>DATE DUE IN BRIGHTSPACE</th>
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<td>Critical Thinking Skills</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information.</td>
<td>Blog Assignment</td>
<td>Not assessed in BRIGHTSPACE this semester</td>
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<tr>
<td>Communication Skills</td>
<td>To include effective development, interpretation, and expression of ideas through written, oral, and visual communication.</td>
<td>Blog Assignment</td>
<td>Not assessed in BRIGHTSPACE this semester</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 Assignment</td>
<td>Not assessed in BRIGHTSPACE this semester</td>
</tr>
<tr>
<td>Personal Responsibility</td>
<td>To include the ability to connect choices, actions, and consequences of ethical decision-making.</td>
<td>Memo on Ethical Framework</td>
<td>Not assessed in BRIGHTSPACE this semester</td>
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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.

*** END OF SYLLABUS – LAST PAGE ***