BCM 247.009  BUSINESS COMMUNICATION
Spring 2020 - Course Syllabus

Instructor: Dr. Jamie Humphries
Email: Preferred: Brightspace by D2L email or jamie.humphries@sfasu.edu
Office: 229E McGee Business Building
Office Phone: 936-468-1780
Office Hours:
Tuesday       8:30-9:30 AM
Wednesday     9:00 AM – 11:00 PM and 12:30 – 2:30 PM
Thursday      8:30-9:30 AM
Other times by Appt. Online 6:00 – 7:00 PM Mon-Thur via Zoom

Department: Business Communication and Legal Studies
Class Meeting time: Tuesday/Thursday 9:30 - 10:45AM

For other specific instructions on contact information read the Getting Started module in Brightspace by D2L. All electronic communication from the instructor will be through Brightspace by D2L, and it is the student’s responsibility to check the course online daily for instructions and emails.

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.

Textbook:
The required textbook for the class is BCOM10 Lehman/Dufrene ISBN: 9781337384445

SFA Tech Support:
For D2L technical support, contact student support in the Center for Teaching and Learning (CTL) at d2l@sfasu.edu or 936-468-1919. If you call after regular business hours or on a weekend, please leave a voicemail. For general computer support (not related to D2L), contact the Technical Support Center (TSC) at 936-468-HELP (4357) or at helpdesk@sfasu.edu. To learn more about using D2L, visit SFAONLINE at http://sfaonline.sfasu.edu, where you’ll find written instructions and video tutorials.
Software Used in the Course:
All documents and assignments that are submitted online must be completed using Microsoft Word. Assignments submitted in Microsoft Works, WordPerfect, graphics, links or zipped files will not be accepted—your score on those assignments will be zero. You will also need software to read PowerPoint slides, as well as create them for a presentation. If you do not have Microsoft Word or Microsoft PowerPoint on your computer, plan to use the software in an on-campus computer lab or some other location where you have access to such software. SFA offers free downloads of Office software. To read PowerPoint slides, you will need to download Acrobat Reader. You will also need Acrobat Reader to review some graded assignments in PDF format.

Equipment for the Course:
You will need reliable access to the Internet so that you can check the course on the D2L Learning Management System regularly, at least several times a week. You will also need easy access to the software mentioned above. We will be using an online format called Bongo to post your video and PowerPoint slides to the Bongo website. Therefore, you will need appropriate equipment to record your presentation such as a webcam, a cell phone, a video camera in a format that can be uploaded to Bongo.

Course Methodologies:
The following methods may be used in the course:

• Online discussions and email
• Documented report/proposal and online oral presentation
• Online homework assignments
• Online exams and quizzes
• Computer creation and editing of documents
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>
</tr>
</thead>
<tbody>
<tr>
<td>Letters, Memos, Written Messages</td>
<td>300</td>
</tr>
<tr>
<td>Research Based Assignments</td>
<td>100</td>
</tr>
<tr>
<td>Objective Examinations</td>
<td>150</td>
</tr>
<tr>
<td>Quizzes/Other Assignments</td>
<td>100</td>
</tr>
<tr>
<td>Oral Presentations</td>
<td>350</td>
</tr>
<tr>
<td><strong>Total Possible</strong></td>
<td><strong>1000</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Grading Scale:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 90-100% of Total Points</td>
</tr>
<tr>
<td>B 80-89% of Total Points</td>
</tr>
<tr>
<td>C 70-79% of Total Points</td>
</tr>
<tr>
<td>D 60-69% of Total Points</td>
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<tr>
<td>F Below 60 % of Total Points</td>
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</tbody>
</table>

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. Because this is a fully online course, you have more flexibility to complete your work. Being out of town is NOT AN EXCUSE for missing an assignment. Your course work can be completed using any internet-accessible device (even a phone) and it is the student’s responsibility to ensure that he/she plans ahead to complete assignments before the final submission date and time.

Assignment Due Dates and Times: All assignments and due dates are posted on the schedule and will be posted in Brightspace by D2L on the course’s home page. All assignments are due at 12 pm MIDNIGHT CST. However, each assignment will be available until 10 am the following morning to allow for technical issues. Therefore, if you do not meet the 12 midnight deadline, it is your responsibility to call your instructor or Brightspace by D2L support (936-468-1919) to resolve any issues and submit by 10 am the following morning. Plan ahead for problems that may arise last minute (like losing power or an internet connection). The 10 am final submission allows you to contact Brightspace by D2L support or secure an internet connection before your assignment is late (and not accepted).

Hours Per Week: For this three-credit hour online course, you should plan to spend about 9 actual hours per week in working on the course. During this time you will be reading chapters in the textbook and in the online content, taking chapter quizzes and tests, completing assignments from the chapters, participating in online discussions, conducting research, composing messages,
and completing oral presentations. For some weeks you may find yourself spending more than 9 actual hours per week.

**Missed Assignments:** All assignments are posted on the syllabus with a clear due date. You know of all expectations for the class early in the semester, so plan accordingly to get your work done on time. If you know that 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. NO LATE WORK IS ACCEPTED. Once closed, no assignments will be reopened.

**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](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. The chart below indicates the core objectives addressed by BCM 247.

<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, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
<td>Informed Blog Assignment</td>
<td>Not assessed in Fall 2019</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>Informed Blog Assignment</td>
<td>Not assessed in Fall 2019</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 Fall 2019</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 in Fall 2019</td>
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**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.*

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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)

**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 it 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.
<table>
<thead>
<tr>
<th>Learning Module</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td><strong>Unit 1 Getting Started and Chapters 1-5</strong></td>
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</table>
| Getting Started  
Chapter 1 Establishing a Framework for Business Communication | Introductory Discussion Assignment  
Complete Orientation to D2L | 16 Jan |
| Chapter 2 Focusing on Interpersonal and Group Communication | 21 Jan |
| Chapter 3 Planning Spoken and Written Messages | 23 Jan |
| Job Search and Research – The 2 Hour Job Search | 28 Jan |
| Chapter 13 Preparing Resumes and Application Messages | 30 Jan |
| Elevator Pitch for Job Search  
Resume And Cover Letter | Feb 4 |
| Chapter 5 Communicating Electronically  
Video of Elevator Pitch | Feb 6 |
| **Exam 1 (Chapters 1,2,5 & 13)** | Feb 11 |
| **Unit 2 Chapters 6-8** | |
| The Anatomy of Persuasion Review | Feb 13 |
| Chapter 6 Delivering Good/Neutral-News Messages | Feb 18 |
| Chapter 6 Continued  
Writing Assignment #1 | Feb 20 |
| Chapter 7 Delivering Bad-News Messages | Feb 25 |
| Chapter 7 Continued  
Writing Assignment #2 | Feb 27 |
| Chapter 8 Delivering Persuasive Messages | Mar 3 |
| **Exam 2 (Chapters 6-8)** | Writing Assignment #3 | Mar 5 |
| **Unit 3 Chapters 9-11** | |
| Chapter 9 Understanding the Report Process and Research Methods | Mar 17 |
| Chapter 10 Managing Data and Using Graphic | Mar 19 |
| Start Group Oral Presentation | |
| Chapter 11 Organizing and Preparing Reports and Proposals | Mar 24 |
| **Exam 3 (Chapters 9-11)** | Mar 26 |
| Individual Written Report | Individual Written Report | Apr 2 |
| Chapter 12 Designing and Delivering Business Presentations Work on Team Presentation | Apr 7 |
| Group discussion of slide design for Group Oral Presentation | Consensus on slide design using General Group Discussion tool | Apr 14 & 16 |
| Group Presentations | Group Oral Presentation: | Apr 21 & 23 |
| **Final Exam** | Final Exam | TBD |

***This schedule is tentative and may change throughout the semester. It is the student’s responsibility to check the course online for any changes posted in the calendar or on the course homepage.***