Administrative Communication (BCM 347)  
Spring 2020

Course Title: Administrative Communication  
Number/Section: BCM 347-500

Instructor: Dr. Ashley Hall  
Brightspace email (hallaa@sfasu.edu only if Brightspace is unavailable)  
Phone: (936) 468-2968 (Answered during on campus office hours. If I don’t answer, send me an email.)  
Office: McGee Business Building, 229J  
Department: Business Communication and Legal Studies

Office Hours:  
Monday 9:30 – 11:30 a.m.  
Tuesday 7 – 9 a.m.; 9:30 – 11:30 a.m.  
Wednesday 10 a.m. – 12 p.m.; 1:30 – 3:30 p.m.

All office hours will be online.

Other times by appointment – Email me at least 48 hours in advance to schedule an appointment. Virtual appointments via Zoom are available upon request.

Dr. Hall’s Spring 2020 Class Schedule: BCM 247, BCM 347, GBU 310, & GBU 330 – online

Class Meeting Time and Place: This is a fully online course. Brightspace is the learning management system. Technical support is available at 936-468-1919. This is not a self-paced course. There are deadlines for every assignment.

Time Commitment: For this three-credit hour online course, you should plan to spend about 9 actual hours per week working on the course. During this time, you will be reading chapters in the textbook, completing Brightspace lessons, participating in small group discussions, completing individual and group assignments, taking exams, and developing projects. Some weeks you may find yourself spending more than 9 hours on the course.

Course Description:  
Administrative Communication (BCM 347) – Study of administrative communication skills with focus on written and visual communication. Incorporation of electronic presentation tools in document development.
Updated 3/16/2020 due to COVID-19. Changes are highlighted below.

**Required Text:**

[Image: Communicating for Results: A Guide for Business and the Professions 11th edition
Authors: Cheryl Hamilton and Tony Kroll
ISBN: 9781305280267]

**Required Software:**

- All written documents and assignments that are submitted must be Microsoft Word documents. Assignments submitted in Pages, Microsoft Works, WordPerfect, graphics, or zipped files will not be accepted and your score on those assignments will be a 0.
- You will also need software to view and create PowerPoint slides. As an SFA student, you have access to Office 365 through mySFA. For additional information, please visit [http://www.sfasu.edu/mysfa/o365/student/productivity-apps/](http://www.sfasu.edu/mysfa/o365/student/productivity-apps/)
- You will need to download Adobe Acrobat Reader to open PDFs.
- A webcam will be needed to complete presentations.

**Course Procedures:**
You will need reliable Internet access to complete this online course. Visit Brightspace, SFA’s learning management system, at [d2l.sfasu.edu](http://d2l.sfasu.edu) regularly to keep up with assignments, contact the instructor, and receive information for your success in the course. All electronic communication from the instructor will be through Brightspace, and it is the student’s responsibility to check Brightspace regularly for instructions and emails.

**Important:** Brightspace email is internal, meaning that messages cannot be sent or received from outside Brightspace. Do NOT try to email someone by typing in their @sfasu.edu or @jacks.sfasu.edu email address in Brightspace. It will not work and you may or may not receive an error message/send failure notice. Use the Brightspace address book to email your instructor/classmates within Brightspace.

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

1. Compose clear, coherent, grammatically correct messages and presentations
2. Demonstrate an awareness of the ways in which technology, medium, context, and audience influence effective message preparation and presentations
3. Demonstrate editing and revision skills
4. Participate effectively in team-based projects
5. Prepare and incorporate effective graphic aids during oral presentations
6. Deliver an effective business presentation in both an individual and a group setting

Course Requirements:
This course will require research, writing, and oral presentation skills. In addition to writing assignments and projects, you will complete discussion posts, quizzes, and tests throughout the semester.

Participation:
In this class, you will work individually and in a small group. The number of group members will depend on class enrollment.

Presentations:
You will be required to make video presentations with slides in Bongo. You must have access to a webcam for recording.

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

- Oral presentation with visual aids
- Team assignments
- Individual assignments
- Discussions
- Quizzes
- Exams

Course Calendar:
The tentative schedule appears at the end of this syllabus. Students will be notified of any changes via Brightspace course announcements. All course deadlines are listed in Central Time.

Quizzes and Exams:
All quizzes and exams in this class will be administered online through Brightspace. All material covered in the assigned readings (from the textbooks and Brightspace) may be the subject of questions on the quizzes/exams. Each quiz/exam closes at the time noted in the syllabus. Quizzes or exams not completed by the deadline will receive zero (0) points.
Final Exam:
The final exam is mandatory and comprehensive. The exam will be available in Brightspace from Saturday, May 2, until 11:59 p.m. on Monday, May 4, 2020.

Grading Policy:
There are multiple opportunities to earn points in the course. Grades can be accessed through Brightspace. You should check your posted grades often and email any questions. You must check your grades prior to the final exam and email your instructor with any questions. Unless you email prior to this time, you indicate that you are in agreement with the grades posted. This means you need to check for ERRORS (for example, a missing grade for an assignment that you think you completed on time). This does NOT mean asking for assignments to be accepted late or for extra credit opportunities to make up for missed deadlines.

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90% – 100% of points</td>
</tr>
<tr>
<td>B</td>
<td>80% – 89% of points</td>
</tr>
<tr>
<td>C</td>
<td>70% – 79% of points</td>
</tr>
<tr>
<td>D</td>
<td>60% – 69% of points</td>
</tr>
<tr>
<td>F</td>
<td>59% or fewer points</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>250</td>
<td>25%</td>
</tr>
<tr>
<td>Presentations</td>
<td>220</td>
<td>22%</td>
</tr>
<tr>
<td>Writing Assignments</td>
<td>400</td>
<td>40%</td>
</tr>
<tr>
<td>Discussions</td>
<td>80</td>
<td>8%</td>
</tr>
<tr>
<td>Quizzes and Other Assignments</td>
<td>50</td>
<td>5%</td>
</tr>
</tbody>
</table>

Online Attendance:
This is an online course. There are, however, specific deadlines. Students are expected to log in to the course on a regular basis and be a contributing member to the class. Feel free to work ahead so that you are not scrambling to submit work at the last minute. It is your responsibility to look at the assignment and ask questions prior to the night the work is due. If you wait to ask questions, you may or may not receive a response in time to submit the assignment by the deadline.

Communication:
The primary contact method will be by email through Brightspace. You should check your email for this class regularly. I make every attempt to respond to students in a reasonable amount of time. When you send an email, if you would like a reply, please ask a specific question. If you send me a message that does not ask a question, I will not respond as I will conclude it was for informational purposes only, not for soliciting a response. My policy is to answer emails within 48 hours. You can usually expect to receive a response within 24 hours; however, please remember that I am not on call 24 hours a day. If you wait until shortly before assignments are due to address questions to
me on the assignment, you may or may not get an answer before the deadline arrives.

**Academic Integrity:**
Unless designated a group assignment, all work is to be individual work and collaboration with other students or individuals is not allowed. Collaborating with others on the quizzes or exams is considered cheating and a violation of SFA’s academic dishonesty policy, which will result in appropriate consequences.

All work submitted in this course must be completed by **you, this** semester, for **this** section of the course. You cannot “recycle” any work from other courses you have taken (here or elsewhere) or any previous time you may have attempted this course. If it is discovered that you have turned in any part of an individual or team assignment from a previous semester/course, you will receive a zero (0) for the assignment. Assignments will be subject to TurnItIn verification when submitted to the Brightspace dropbox.

**Student Academic Dishonesty (University Policy 4.1)**

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-student-academic-dishonesty.pdf](http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf)

**Withheld Grades – 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/5.5_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/.

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.

Other Policies/Procedures

Professional Courtesy: This class will be conducted in a professional manner. This means 1) submit work on time - no excuses, 2) avoid profanity and/or offensive language in your communication, and 3) participate fully and courteously with your team members. In regards to courtesy to others in the class and on your team, do not send harassing emails, texts, or messages using offensive language. Such communication may result in a reduction of the sender's grade. Students should show respect to the instructor and other students.

“Joke” assignments, using inappropriate or questionable content for oral presentations or written assignments, may result in no credit for that assignment. If you have questions about what is professional, please contact me before submitting the assignment.
Submission Policy: All assignments and projects are to be turned in on time by the
due date and must be submitted in the file format designated in the assignment (i.e.
Word document, PowerPoint, etc.) Assignments are to be submitted by uploading
prior to the ending time indicated on the assignment.

Late Pass: You are allowed one late individual assignment (not an exam) during the
semester. If you would like to use your late pass on a missed assignment, you must send
Dr. Hall an email via Brightspace with the subject line “Using My Late Pass” within 24
hours of the missed deadline. If approved, this will grant you a 48 hour extension on the
assignment without a grade penalty. Other than this one late assignment, late work will
not be accepted without a documented excuse. Once your late pass is used, it’s
used. You cannot later decide you’d like to use the late pass on an assignment worth
more points. Use it wisely. If you don’t use your late pass, 10 bonus points will be
awarded at the end of the semester.

Do not make the mistake of submitting a file with the file extension .link or a file with
the document name beginning with a $ replacing the first letter of the file name. Look
at the file name you have uploaded. If it has either of these problems you need
to delete the file you have uploaded and upload again. The .link usually occurs when
you have placed a link to a file on your desktop and uploaded from there. The $ in
front of the file name usually means you have the file open and instead of choosing
the file, you have chosen the temporary file. In either case, the file will not open when
submitted meaning I will have nothing to grade, and you will receive a zero.

All writing assignments will be graded on both content and mechanics. Your work is a
representation of you, and soon to be of the company for which you will be working.
You need to avoid spelling, punctuation, and grammar errors in your writing in order
to project a professional skill level. Therefore, these aspects will be included along
with the content when determining your grade on each assignment.

Make-up Policy: Since all of the work is available online, not many excuses will be
accepted. If you are on school business, arrangements should be made before the
missed deadline.

A grade of zero (0) will be assigned for missed work, except in the following situations:
• Serious illness verified by a doctor’s note with a statement of inability to submit
  work online
• Personal or family emergency (documented appropriately)
• Official school business (with documentation from the appropriate campus
  representative)

The student must provide documentation for the excused absence. Notes from the
school’s Health Clinic must specifically state that the student is unable to complete
online work that day to be considered an excused absence.
Missed quizzes or exams will only be excused and allowed to be made up for university-excused absences or for extreme emergencies that justify missing it. What constitutes an extreme emergency is within the discretion of the instructor. **Note that I am not very lenient with this policy due to the fact that the quiz/exam windows are quite long.** Thus, if you have any expectation that you have some medical or other issue that might conflict with a quiz or exam, make sure you take the quiz/exam early in the time window and do not wait until the last minute. In the case of an extreme emergency that prevents you from taking an exam, contact me before the scheduled examination if at all possible. If it is not possible, contact me as soon as possible after the emergency is resolved. Failure to do so may result in an examination grade of zero. Makeup exams for non-excused absences will be determined at the sole discretion of the instructor. Please see your General Bulletin for a further explanation of excused absences.

**Cheating and Plagiarism:** An assignment where plagiarism exists will receive a zero. See the SFA website for the university policy on cheating and plagiarism. All incidents will be reported to the Dean of the College of Business.

**Technology Requirements:** It is your responsibility to acquire a consistent, stable, dependable computer and Internet connection with which to complete the assignments for the course by the deadlines indicated on the Course Schedule. It is not the responsibility of the instructor to provide additional time for assignments or exams or an alternative means of completing the course due to technological issues on your part. Plan ahead!

This syllabus represents a best plan for the course; but, as with most plans, it is subject to change. Any necessary changes in this syllabus will be announced via Brightspace.
Updated 3/16/2020 due to COVID-19. Changes are highlighted below.

**BCM 347 – Tentative Course Schedule**

*This is a tentative schedule that is subject to change at the discretion of the instructor.*

<table>
<thead>
<tr>
<th>Module</th>
<th>Readings</th>
<th>Assignments</th>
<th>Deadline</th>
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| 1      | • Chapter 1 – Communication and Ethics at Work: What Should You Know?  
• Chapter 2 – Organizations in the Workplace: Which Ones Fit You Best | • Syllabus quiz  
• Discussion 1*  
• Writing Assignment 1 | 1/28 |
| 2      | • Chapter 3 – Handling Conflict, Cultural Diversity, and Relationships  
• Chapter 4 – Effective Listening | • Quiz  
• Writing Assignment 2 | 2/11 |
| 3      | • Chapter 5 – Nonverbal Communication  
• Chapter 6 – Anxiety, Technology, and Other Communication Obstacles | • Discussion 2*  
• Writing Assignment 3  
• Bongo Presentation | 2/25 |
| 4      | • Chapter 7 – Basic Information for All Types of Interviews  
• Chapter 8 – The Employment Interview | • Quiz  
• Writing Assignment 4  
• Midterm Exam | 3/18 |
| 5      | • Chapter 9 – Small-Group Communication and Problem Solving  
• Chapter 10 – Participation and Leadership in Teams | • Discussion 3*  
• Writing Assignment 5  
• Team Contract | 3/31 |
| 6      | • Chapter 11 – Informative Presentations: Plan, Research, Organize, and Deliver  
• Chapter 12 – Verbal and Visual Supporting Materials | • Quiz  
• Writing Assignment 6  
• Informative Team Bongo Presentation | 4/14 |

* Initial discussion board posts are due by 11:59 p.m. **Monday** (the day before the listed deadline).  
Two replies are due by 11:59 p.m. **Tuesday** (on the date listed on this schedule).
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<tbody>
<tr>
<td>7</td>
<td>Chapter 13 – Persuasive Presentations: Individual or Team</td>
<td>Discussion*</td>
<td>4/28</td>
</tr>
<tr>
<td></td>
<td>Chapter 14 – Written Communication</td>
<td>Writing Assignment 7</td>
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<tr>
<td></td>
<td></td>
<td>Persuasive Individual Bongo Presentation</td>
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<tr>
<td></td>
<td></td>
<td>Final Exam</td>
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<tr>
<td></td>
<td></td>
<td>Available 5/2 – 5/4</td>
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Two replies are due by 11:59 p.m. **Tuesday** (on the date listed on this schedule).