Managerial Communication (BCM 520-501)
Course Syllabus – Summer 2 2020

Instructor: Dr. Ashley Hall
Email: Brightspace/D2L email
Use hallaa@sfasu.edu only if Brightspace is unavailable
Office: McGee Business Building Room 229J
Phone: (936) 468-3103

Online Office Hours:

Monday 9 – 10 a.m.
Wednesday 7 – 8 a.m.
Thursday 7 – 8 p.m.

Other times by appointment. I will not be in the office this summer. However, virtual appointments via Zoom are available upon request. Email me at least 48 hours in advance to schedule an appointment.

Course Description: BCM 520 Managerial Communication - Applied approach to using written and oral communication as management tools, including audience analysis, research gathering and interpretation, organization, drafting, revising, presentation, and visual aid development.

Textbook & Course Materials

Managerial Communication: Strategies and Applications 7th Edition
By Hynes and Veltsos
ISBN: 9781506365121

You will need reliable access to the Internet to complete this online course. You will need to visit Brightspace, SFA’s learning management system, at 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 your responsibility to check it 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. It will not work and you may or may not receive an error message/send failure notice. Use the address book to email your instructor/classmates within Brightspace.

All written assignments must be typed and submitted as a .doc or .docx files for grading (Microsoft Word). You will also need software to read PowerPoint slides, as well as create them for presentations. As a student, you have access to Office 365 through your mySFA account. For additional information, please visit http://www.sfasu.edu/mysfa/o365/student/productivity-apps/

You will need a webcam and computer microphone for recording presentations.

**Course Requirements:** This course requires you to compose written documents that will develop your critical thinking skills in topics related to managerial communication. Coverage will also include employment-related communications and oral presentations. Some assignments may include primary or secondary research. It is expected that you have already taken at least one business communication course at the undergraduate level.

**Course Methodologies:** The following methods may be used in the course:
- Small group discussions
- Cases
- Presentations
- Primary and secondary research
- Written assignments
- Exams

**Course Calendar:** The Tentative Schedule appears at the end of this syllabus. Students will be notified of any scheduling changes via Brightspace course announcements. Unless otherwise noted, assignments are due by **11:59 p.m. on Thursdays**. All course deadlines are listed in Central Time.

**Final Exam:** Available in Brightspace from 6 a.m. – 11:59 p.m. on Friday, August 7, 2020.

**Attendance Policy:** This is an online course. There are, however, specific deadlines. Students are expected to login to the course regularly 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 hours before 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. **Note:** If you email me after my office hours end on Thursday night, you will likely not receive a response before the deadline.

**Class meeting time & place:** This is a fully online course. Brightspace is the learning management system. Technical support is available at 936-468-1919. All electronic communication from the instructor will be through Brightspace, and it is the student’s responsibility to check it regularly for instructions and emails. This is not a self-paced course. There are deadlines for every assignment.

**Time Commitment:** The number of hours per week that a student should expect to work on course assignments, course readings, course exams, and other course-related activities should range from 18-25 hours per week in the compressed summer schedule depending on the abilities of the individual and the particular week of the term.

**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/grad-plo.asp

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

- Compose clear, grammatically correct, and coherent print and electronic messages that meet professional standards and are appropriate to specific communication situations
- Demonstrate an awareness of the ways in which technology, delivery medium, culture, context, and (most critically) an audience’s expectations and demographic characteristics shape and influence effective message preparation and presentation
- Apply editing and revision skills to one’s work
- Refine and practice useful research-gathering strategies
- Prepare and incorporate effective and appropriate graphic aids for written messages and (if needed) during oral presentations
- Deliver an effective business presentation

**Grades:** Grades can be accessed through Brightspace. You should check your posted grades often and email Dr. Hall with any questions. You must check your grades prior to the final exam. Unless you email prior to the final, 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.

**Breakdown of Points (tentative)**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Presentations</td>
<td>190</td>
<td>19%</td>
</tr>
<tr>
<td>Exams</td>
<td>350</td>
<td>35%</td>
</tr>
<tr>
<td>Written Documents &amp; Other Assignments</td>
<td>360</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>1,000</td>
<td></td>
</tr>
</tbody>
</table>

**Grading Scale**

- A 90 – 100% of total points
- B 80 – 89% of total points
- C 70 – 79% of total points
- D 60 – 69% of total points
- F Below 60% of total points

**Exams**: The course grade includes two objective exams based on information presented in the textbook and the Brightspace materials. These exams may consist of true/false, multiple choice, matching, and short answer questions. Exams will be given via Brightspace.

**Assignments**: All homework assignments with instructions and due dates will be posted in Brightspace. Given the availability of several sections of material at a time, it is your responsibility to plan ahead and meet the posted deadlines.

**Class Expectations**: As a graduate student, you are expected to conduct yourself in a professional manner. All communications in this class (including email messages, assignment submissions, and discussion postings) should present you as a professional in the field. This means that you should always use professional language, proper spelling/grammar/punctuation, appropriate addresses, and completeness in your communications. Each communication you make will help shape your professional image, and this class is the time to practice this. Always proofread your messages from the standpoint of your receiver and make adjustments as needed.

**Use of Brightspace**: As an online course, the primary delivery method of course material and communications will be in Brightspace. Any course announcements intended for the entire class will be posted on the course homepage. Be sure to read the announcements each time you log into the class. You are responsible for any instructions or assignments that are transmitted via
Brightspace. If desired, you can set your email and announcements in Brightspace to forward to your other email accounts or as text messages.

**Late Work:** This is a fast-paced summer course with multiple assignments due each week. Late work is not be accepted without a documented excuse. 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), or official school business (with documentation from the appropriate campus representative). The student must provide documentation for the excused absence.

Missed 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 exam windows are quite long. Thus, if you have any expectation that you have some medical or other issue that might conflict with an exam, make sure you take the exam early in the time window and do not wait until the last minute. In case of an extreme emergency that prevents you from taking an exam, contact me before the scheduled exam 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 a grade of zero. 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.

**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.

**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 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.

**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!

**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.

**Submission Policy:** All written assignments will be typed and submitted as a .doc or .docx files for grading. Handwritten documents or documents of different file types will not be accepted. Assignments submitted in Pages, Microsoft Works, WordPerfect, or as PDF, graphics, or zipped files will not be accepted. Your grade on those assignments will be a zero.

Do not make the mistake of submitting a file with the file extension .lnk 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 .lnk 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.

**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

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.

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.

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.

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.
## BCM 520 Schedule – Summer 2 2020

<table>
<thead>
<tr>
<th>Week</th>
<th>Reading</th>
<th>Assignments</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Chapter 1 – Communicating in Contemporary Organizations</td>
<td>• Student information form</td>
<td>11:59 p.m. on 7/9</td>
</tr>
<tr>
<td></td>
<td>Chapter 2 – Understanding the Managerial Communication Process</td>
<td>• Zoom elevator pitch</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brightspace Lessons: Emotional Intelligence and Emotion Control</td>
<td>• Discussion*</td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Chapter 3 – Communicating with Technology</td>
<td>• Case response paper</td>
<td>11:59 p.m. on 7/16</td>
</tr>
<tr>
<td></td>
<td>Chapter 4 – Managing Meetings and Teams</td>
<td>• Resume and cover letter – initial copy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 7 – Writing in the Workplace</td>
<td>• Discussion*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brightspace Lessons: Managing Remote Employees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 3</td>
<td>Chapter 5 – Making Presentations</td>
<td>• Manager hot seat assignment</td>
<td>11:59 p.m. on 7/23</td>
</tr>
<tr>
<td></td>
<td>Chapter 6 – Communicating Visually</td>
<td>• Midterm exam</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 9 – Writing Reports and Proposals</td>
<td>• Discussion*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brightspace Lessons: Managerial Communication in Times of Change</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4</td>
<td>Chapter 8 – Writing Routine Messages</td>
<td>• Managerial competency presentation</td>
<td>11:59 p.m. on 7/30</td>
</tr>
<tr>
<td></td>
<td>Chapter 11 – Communicating Nonverbally</td>
<td>• Resume and cover letter – feedback received</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 10 – Listening</td>
<td>• Discussion*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brightspace Lessons: Strategic Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5</td>
<td>Chapter 12 – Communicating Across Cultures</td>
<td>• Peer review of managerial competency presentations</td>
<td>11:59 p.m. on 8/6</td>
</tr>
<tr>
<td></td>
<td>Chapter 13 – Managing Conflict</td>
<td>• Resume and cover letter – revised version</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 15 – Conducting Interviews</td>
<td>• Discussion*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brightspace Lessons: Giving Feedback</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td></td>
<td>• Final Exam</td>
<td>11:59 p.m. on 8/7</td>
</tr>
</tbody>
</table>

* Initial discussion board post due by 11:59 p.m. on **Wednesday**. Two replies are due by 11:59 p.m. on **Thursday**.