Name: Dr. Kayla Sapkota  
Email: kayla.sapkota@sfasu.edu  
Phone: 936-468-3103  
Office Hours: Available by advance appointment on weekdays via Zoom  
Department: Business Communication and Legal Studies  
Class Format: Online

Course Description:
BUSI 2304 Business Communication (BCM 247) – 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.

Text and Materials:
BCOM10 Lehman/Dufrene  ISBN: 9780357026588  
Note: Cengage Unlimited access for assignments is NOT required in this class.

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 the link below:  
https://www.sfasu.edu/academics/colleges/business/about/faculty-resources

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:
The Texas Higher Education Coordinating Board has identified six core learning objectives: Critical Thinking, 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 BUSI 2304 – Business Communication you are enrolling in a Core Curriculum Course that fulfills the Critical Thinking, Written and Oral Communication Skills, Teamwork, and Personal Responsibility requirements.

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.

The chart below indicates the core objectives addressed by this course.

<table>
<thead>
<tr>
<th>Core Objective</th>
<th>Definition</th>
<th>Course Assignment Title</th>
</tr>
</thead>
</table>
| Critical Thinking Skills        | To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information. | Research Report  
Midterm Exam  
Final Exam |
| Communication Skills            | To include effective development, interpretation and expression of ideas through written, oral, and visual communication. | Persuasive Speech  
Practice Interview  
Scenario Letter  
Good News Letter  
Bad News Letter |
| Teamwork                        | To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal. | Discussions  
Persuasive Speech |
| Personal Responsibility         | To include the ability to connect choices, actions and consequences to ethical decision-making. | Resume  
Persuasive Speech |

Note: Some assignments fall under more than one core objective.
Student Learning Outcomes:
Upon successful completion of this course, the student should be able to:

1. Apply critical thinking to business communication strategies and principles to prepare effective communication for diverse business situations. Critical thinking.
2. Effectively develop, interpret, and express ideas through written, oral, aural, and visual communication. Communication
3. Identify different points of view and work effectively in a team setting. Teamwork
4. Participate as a team member in activities that utilize collaborative work skills. Teamwork.
5. Identify issues relating to ethical, legal, cultural, and global situations affecting business communication that will result in ethical decision making. Personal Responsibility.
6. Utilize analytical and problem solving skills appropriate to business communication when creating business documents. Critical Thinking
7. Select appropriate organizational formats and channels used in developing and presenting business messages. Communication.
8. Compose and/or revise accurate business documents using computer technology. Communication
9. Communicate via electronic mail, Internet, and other technologies.

In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs. For additional information on meaningful and measurable learning outcomes see the assessment resource page [http://www.sfasu.edu/assessment/index.asp](http://www.sfasu.edu/assessment/index.asp)

Course Requirements:

Each week, as indicated in the following Course Calendar, students will have two main assignments: quiz(zes) over the chapter(s) covered and an application assignment.

Chapter Quizzes should be taken after reading the textbook chapter, watching the lecture video(s), reviewing the PowerPoint aids, and studying the note cards. These quizzes assess foundational knowledge on the topic(s) in the chapters. In Bloom’s Taxonomy, these quizzes encompass remembering and understanding.

Application Assignments vary each week but are directly related to the chapter(s) covered. They can be group discussions, written assignments, oral presentations, and additional quizzes. On exam week (which occurs twice – once for the Midterm Exam and once for the Final Exam), the exam serves as that week’s Application Assignment. In Bloom’s Taxonomy, these assignments encompass applying, analyzing, evaluating, and creating.
**Course Calendar:**

<table>
<thead>
<tr>
<th>Dates</th>
<th>Chapter Reading</th>
<th>Quiz</th>
<th>Application Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong> Aug 23-29</td>
<td>Establishing a Framework for Business Communication</td>
<td>Chapter 1</td>
<td>Group Discussion</td>
</tr>
<tr>
<td><strong>Week 2</strong> Aug 30 - Sept 5</td>
<td>Focusing on Interpersonal and Group Communication</td>
<td>Chapter 2</td>
<td>Group Discussion</td>
</tr>
<tr>
<td><strong>Week 3</strong> Sept 6-12</td>
<td>Planning and Decision Making</td>
<td>Chapter 3</td>
<td>Group Discussion</td>
</tr>
<tr>
<td><strong>Week 4</strong> Sept 13-19</td>
<td>Preparing Written Messages</td>
<td>Chapter 4</td>
<td>Scenario Letter</td>
</tr>
<tr>
<td><strong>Week 5</strong> Sept 20-26</td>
<td>Communicating Electronically</td>
<td>Chapter 5</td>
<td>Group Discussion</td>
</tr>
<tr>
<td><strong>Week 6</strong> Sept 27 - Oct 3</td>
<td>Delivering Good- and Neutral-News Messages</td>
<td>Chapter 6</td>
<td>Good News Letter</td>
</tr>
<tr>
<td><strong>Week 7</strong> Oct 4-10</td>
<td>Delivering Bad-News Messages</td>
<td>Chapter 7</td>
<td>Bad News Letter</td>
</tr>
<tr>
<td><strong>Week 8</strong> Oct 11-17</td>
<td>Delivering Persuasive Messages</td>
<td>Chapter 8</td>
<td>Midterm Exam</td>
</tr>
<tr>
<td><strong>Week 9</strong> Oct 18-24</td>
<td>Preparing Resumes and Application Messages</td>
<td>Chapter 13</td>
<td>Resume</td>
</tr>
<tr>
<td><strong>Week 10</strong> Oct 25-31</td>
<td>Interviewing for a Job and Preparing Employment</td>
<td>Chapter 14</td>
<td>Practice Interview</td>
</tr>
<tr>
<td><strong>Week 11</strong> Nov 1-7</td>
<td>Understanding the Report Process and Research</td>
<td>Chapter 9</td>
<td>APA Quiz</td>
</tr>
<tr>
<td><strong>Week 12</strong> Nov 8-14</td>
<td>Managing Data and Using Graphics</td>
<td>Chapter 10</td>
<td>Group Discussion</td>
</tr>
<tr>
<td><strong>Week 13</strong> Nov 15-21</td>
<td>Organizing and Preparing Reports and Proposals</td>
<td>Chapter 11</td>
<td>Research Report</td>
</tr>
<tr>
<td><strong>Week 14</strong> Nov 22-28</td>
<td>Thanksgiving Break</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td><strong>Week 15</strong> Nov 29 - Dec 5</td>
<td>Designing and Delivering Business Presentations</td>
<td>Chapter 12</td>
<td>Persuasive Speech</td>
</tr>
<tr>
<td><strong>Week 16</strong> Dec 6-10</td>
<td>Finals Week</td>
<td>None</td>
<td>Final Exam</td>
</tr>
</tbody>
</table>

**Note:** The Course Calendar is subject to change according to the needs of the students, professor, department, and/or university, especially as relates to promoting academic success. Students will be notified of any changes in advance of due dates and with ample time to prepare/plan.
Grading Policy:  
Grades are based on assignments in five categories with weightings as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes and Discussions</td>
<td>30%</td>
</tr>
<tr>
<td>Written Assignments (except the Research Report)</td>
<td>30%</td>
</tr>
<tr>
<td>Research Report</td>
<td>15%</td>
</tr>
<tr>
<td>Oral Presentations</td>
<td>10%</td>
</tr>
<tr>
<td>Exams (Midterm Exam and Final Exam)</td>
<td>15%</td>
</tr>
</tbody>
</table>

Final grades are calculated using the following grade scale (with figures rounded to the nearest whole percentage point):

- A = 90% and higher
- B = 80% to 89%
- C = 70% to 79%
- D = 60% to 69%
- F = Below 60%

Attendance Policy:  
As this course has an online format, attendance will not be recorded in the traditional way of an in-person class. Instead, participation in weekly assignments and activities will be required to be deemed “in attendance” for that week. Students who do not regularly participate in this class may be referred to Office of Academic Affairs or dropped from the class.

Academic Integrity (A-9.1)  
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/student-academic-dishonesty-4.1.pdf](http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.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-5.5.pdf

**Late Work Policy:**
Late work will not be accepted in this class, and no partial credit will be applied. Students must use time management skills to develop their schedules to allow time to complete each week’s assignments. In a typical week, assignments open on Monday at 12am and close on the following Sunday at 11:59pm, allowing a full week for completion. Students are expected to communicate with the professor if extenuating circumstances arise. Rare exceptions may be made regarding missed work, but they should not be expected. Beginning work late in the week and experiencing an unanticipated obligation is not grounds for exceptions to this policy.

Students who experience technical difficulties should contact Tech Support immediately. Tech Support can be reached at 468-HELP. For issues with D2L Brightspace specifically, contact call 468-1919.

**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 SFA’s Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
Resources for Mental Health and Wellness
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students' mental health and wellness. Many of these resources are free, and all of them are confidential.

On-Campus Resources:
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room202
936-468-1041

Crisis Resources:
Burke 24-hour Crisis Line
1(800) 392-8343

Suicide Prevention Lifeline
1(800) 273-TALK (8255)

Crisis Text Line
Text HELLO to 741-741

Disclaimer: This syllabus represents a "best" plan for the course, but it is subject to change if needed as the semester progresses. Students should check Brightspace and their SFASU email account regularly to learn of any possible schedule changes, as well as seek clarification if needed.

Fall 2021