IMPORTANT: SFASU course numbering has changed. If you have already satisfactorily completed BCM247, then you need to drop this course.

Welcome to Business Communication for the fall S0 2021 sixteen-week semester.

The mantra of this course is "Short, Clear, Concise, and Non-Verbose."

Student success in this course depends on students not procrastinating, attention to detail, and asking questions. If you are experiencing difficulties impacting your education, it is up to you to reach out to me as I cannot read your mind, and my crystal ball has a crack in it. You need to reach out to me before the due dates of lab assignments and exams. Only under exigent circumstances do I ever extend due dates.

Your priority is to obtain the textbook, as described in this document. Your second priority is to review this syllabus as there is a bonus quiz. Familiarize yourself with Brightspace as everything in this course has been set up. Brightspace provides you with due dates.

Professor Shane Allen

**BE SAFE, BE WELL, BE VAXED, BE MASKED, BE SOCIALLY DISTANCED***

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Syllabus Revision History

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<th>WHAT</th>
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<td>Created</td>
<td>Based on Summer I 2021</td>
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Disclaimer
The syllabus, calendar, and course information are subject to change.

Contact & Course Information
Class: BUSI-2304.508 16728 | Fall S0 2021
Formerly Known as BCM247
Course Title: Business Communication
Location: Online
Time: No set days or times
Professor: Mr. Michael Shane Allen
Professor Allen, Shane Allen, Mr. Allen, Dr. Allen
Email: allenmicha@d2l.sfasu.edu
The class will practice effective professional business communications.
University Business Only: allenmicha@sfasu.edu
Department: Business Communication and Legal Studies
Phone: 936-468-1727 (Voice mail only checked during office hours)
Office: 229A McGee Business Building
Contact: Brightspace email, discussion area, and ZOOM
Office Hours: The ZOOM Link will take you to the Virtual Office Hours Meeting. F2F office hours will also be available by ZOOM. Please contact me to arrange other days/times.

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Message from the SFASU President

STEPHEN F. AUSTIN STATE UNIVERSITY
Office of the President

The Fall 2021 semester is upon us. After more than 18 months into the pandemic, our focus is to safely restore and preserve as much normalcy and as many in-person learning experiences as possible for our students. The Delta variant has rapidly accelerated the spread of COVID-19 in our area, and we recommend some specific actions:

- **Get vaccinated** at any locally available site.
- Wear a [face covering or mask](#) in public indoor settings, to protect others.
- Consider having events outdoors or in other highly ventilated or sanitized areas.
- Accommodate some meetings or other gatherings through Zoom or Teams.
- Encourage, but do not require, any of these actions, to remain in compliance with [Texas Governor Greg Abbott's Executive Order GA-38](#).

Governor Abbott has spoken about personal responsibility, which is about watching out for how you impact others by making good decisions yourself.

Protecting against COVID-19 is not just about you or your health. Even if you have previously had COVID, been vaccinated or otherwise do not believe you will personally get seriously ill, you can carry the virus and spread it to children, individuals with comorbidities and others who do not have the option to be vaccinated. In fact, you can be asymptomatic and carry the virus and not even know you are infecting others. Area hospitals, especially intensive care units (ICUs), are struggling currently with high numbers of hospitalizations.

Abiding by the principles of respect and care for each other is [The SFA Way](#). The five principles of The SFA Way include Respect, Caring, Responsibility, Unity and Integrity. Individuals who responsibly care for their own health, and seek to protect that of others around them, are certainly living up to The SFA Way. A return to normal is continuing to conduct ourselves by these principles.

Thank you,
Scott Gordon
President
SFASU COVID-19 FLOWCHART
Although this is an online course, I encourage you to become familiar with the COVID-19 on-campus protocol, wear a mask, practice good hygiene, and be socially distanced.
Student Mental Health and Wellness [Required by University]
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 Room 202
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

Brightspace Email
Brightspace email is a closed-loop system. Emails sent to a Brightspace email account from outside of Brightspace are not delivered. Use only Brightspace email in this course.

Course Description
Three credit hours. 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=13&coid=28262

Prerequisites
ENG 131; ENG 132 or ENG 133H

Additional Hours Per Week Required
Students should anticipate spending fifteen hours per week for this three-hour course.

Reading textbook chapters, completing quizzes and exams, writing assignments.
Fifteen 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. Cengage MindTap and SAM, Skills Assessment Manager, are not used in this course. You can purchase or rent the textbook through CENGAGE, obtain from the bookstores, or obtain it online. There are hardcopy and electronic versions; the choice is up to you. You need to get the textbook with all due urgency, posthaste.

Plagiarism / Academic Dishonesty
This course utilizes TurnItIn and Grammarly to check for plagiarism on written assignments. Instances of academic dishonesty will result in a zero on the assignment and may result in failure of the course, at the sole discretion of the professor, and reporting to the academic dean. Your work must be original, created by you, and specific to this class. The work can not be reused or recycled from another class at this or any other institution of higher education. You are permitted to incorporate the feedback you receive from either your professor, your classmates, and tutors at the AARC. You may use any resources available to you while taking exams and quizzes, except for collaborating with others. Exams may be proctored.

Online Learning Environment
- For online courses, there will be no face-to-face meetings nor set class times.
- I ask you to please observe social distancing guidelines when approaching or visiting with me in person. Please wear a mask to my office as a courtesy. I will be wearing an N95 mask.

Course Requirements
- Brightspace, D2L, is used for this course
- An internet connection
- Textbook
- Webcam

Written Communications
- BUSI2304 is a business writing course of short documents. All assignments are one page in length, other than the research paper, which is a maximum of four pages in length.
- Microsoft Word format only. **All other formats will result in a zero. No PDFs!**
- Spelling and grammar will be graded using Grammarly. [www.grammarly.com](http://www.grammarly.com)
File Naming Convention
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.

   LAB##-First Name Last Name.docx

Example: LAB96–Wyatt Earp.docx [space between first and last name]

Microsoft Word will automatically append the .docx

I utilize MS Excel Macro-Enabled Workbooks to grade assignments. My Macros do not work if you do not name the file correctly. Ask if you are unsure. Points will be deducted for incorrect file names.

Course Assignments
Deadlines
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:

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<tr>
<td>24-48</td>
<td>-2 Letter Grades</td>
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<td>49-72</td>
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Exceptions will be made on a case-by-case basis due to the pandemic and extenuating circumstances.

Research-Based Assignments
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.

Examinations
- There will be four timed exams through Brightspace
- Multiple-choice
- Non-comprehensive final
- No extensions and no makeups
- These may be proctored
Lab Assignments

Quizzes

Fourteen Brightspace quizzes will be available on the first day of class

Each quiz has a due date

No extensions or makeups

Two attempts per quiz

Sixty-minute time limit

Group Projects

One group-based project

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 cannot 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

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The final semester grade is not curved. There are opportunities for earning bonus points during the semester, which negates the need for curving the grade. I do not curve grades. I encourage you to pick up every bonus point available. Bonus points move grades. Bonus points are like Legos; if you let them fall to the floor, they will hurt at the end of the semester.

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 a PDF explaining the paper's grading.
# Point Analysis

## BUSI-2304-508 FALL 2021

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**NOTES:** Online Course: QZ00A-Brightspace Profile Picture/QZ00B-Syllabus Quiz/**"IMPORTANT: A Week starts on Monday and goes to Sunday**/ CALENDAR REV000 Dated August 16th, 2021.
## September 2021

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**NOTES:**
- Online Class/LAB00B-Preliminary Resume/LAB01-Thank You Letter/LAB02-Good News
- **NOTE:** EXAM01-Chapters 01-05 and does **NOT** include CH13
- **IMPORTANT:** A Week starts on Monday and goes to Sunday
- CALENDAR REV000 Dated August 16th, 2021
# October 2021

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**NOTES:**
- Online Class/LAB02: Good News/LAB03: Bad News/LAB04: Persuasive News/LAB05: APA and Paraphrasing
- **NOTE:** EXAM02-Chapters 06-08
- **NOTE:** EXAM03-Chapters 09-11
- **IMPORTANT:** A Week starts on Monday and goes to Sunday
- CALENDAR REV000 Dated August 16th, 2021
# November 2021

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**NOTES:** Online Class/LAB05-APA and Paraphrasing/LAB06-Individual Research Paper/LAB07-Team Presentation/LAB08-Resume/LAB09-Mock Interview/**NOTE:** LAB06-Individual Research Paper DUE BEFORE 11:59pm on Friday, November 20th, 2021 - Late Submissions Accepted***/CALENDAR REV000 Dated August 16th, 2021/
December 2021

December 2021

wk 14
lab 07 part ii & iii
lab 08
qzch13
due 11:59 pm

wk 15:dy71
read ch14

wk 15:dy72
lab 09
bocus-end of semester discussion
due 11:59 pm

wk 15:dy73

wk 15:dy74
***exm04***
***qzch14***
***due 11:59 pm***

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Notes:
online class/lab08-resume/lab09-mock interview/***exm04 due thursday, december 9th, 2021 before midnight, no late submissions accepted***/calendar rev000 dated august 16th, 2021
Addendum 01: Writing Sample

Professor Shane Allen
Writing Sample

January 2nd, 2029

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

Some lab assignments will require a header and or a footer, and these will be explained on each lab assignment. There are a total of either eight or nine lab assignments in this course, depending on the semester. Notice that eight and nine are 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. The font is Arial 14, and 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 short, clear, concise, and non-verbose.

Regards,

Professor Shane Allen
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 at the SFASU College of Business website @ http://www.sfasu.edu/academics/colleges/business

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 BUSI2304 – 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.

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.

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<th>CORE OBJECTIVE</th>
<th>DEFINITION</th>
<th>COURSE ASSIGNMENT TITLE</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>LAB06-Individual Research Paper</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>To include effective development, interpretation, and expression of ideas through written, oral, and visual communication.</td>
<td>LAB06-Individual Research Paper LAB07-Group Presentation</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>LAB07-Group Presentation</td>
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</table>
Personal Responsibility | To include the ability to connect choices, actions, and consequences of ethical decision-making. | LAB Assignments LAB02-Good News, LAB03-Bad News, LAB04-Persuasive News

**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.**

**SFASU Policies and Procedures**
The following items must be included in the syllabus per the direction of the Provost of SFASU.

**Academic Integrity (4.1)**
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/student-academic-dishonesty-4.1.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.

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/.

*** END OF SYLLABUS – LAST PAGE ***