BUSI 2304.501 BUSINESS COMMUNICATION  
Fall 2023 - Course Syllabus

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Office Hours: Fridays, 8:30 to 9:30 a.m.  
Virtual Hours: Mondays, 10 to 11:30 a.m.  
Department: Business Communication and Legal Studies

Course Description: BUSI 2304 Business Communication – 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 ENGL 1301/1302 or equivalent with a C grade or better.

Required Materials: 
Textbook: BCOM10, Edition: 11. Authors: Lehman, Dufrene and Walker. Cengage Learning/4LTR Press Publishing, 2024. This is a required softback text. Purchase or rental of the book may include review cards and a code for accessing the publisher’s website that offers additional electronic study materials. These additional materials are not required for the course, but may be beneficial to you. However, you will only secure access to these electronic materials if you purchase or rent a NEW student textbook.

Software:  
- Microsoft Word - All documents and assignments that are submitted online must be submitted using Microsoft Word.  
- PowerPoint - You will also need software to read PowerPoint slides, as well as create them for a presentation.  
- Adobe Reader: To read PowerPoint slides and to review some documents and graded assignments in PDF format.  
- Zoom: To record your presentation, you will need to access your free Zoom account through SFA and have a video recorder with a microphone.

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 365.

Equipment: You will need reliable access to the Internet so that you can check the course on the D2L Learning Management System regularly.

Grades: Grades can be accessed via Brightspace by D2L. Check your grades often; let me know if you have questions.

<table>
<thead>
<tr>
<th>Assignment Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative News Message</td>
<td>100</td>
</tr>
<tr>
<td>Persuasive News Message</td>
<td>100</td>
</tr>
<tr>
<td>Individual Report</td>
<td>120</td>
</tr>
<tr>
<td>Team Research Presentation</td>
<td>150</td>
</tr>
<tr>
<td>Practice Assignments/Exercises</td>
<td>80</td>
</tr>
<tr>
<td>Resumé</td>
<td>100</td>
</tr>
<tr>
<td>Ethics Assignment</td>
<td>50</td>
</tr>
<tr>
<td>Objective Exams (three)</td>
<td>300</td>
</tr>
<tr>
<td><strong>Total Possible</strong></td>
<td><strong>1,000</strong></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

**Makeup Policy:** Makeup work will be accepted for up to three days after an assignment is due with a 10 percent reduction for each late day (e.g., if the assignment is received on the third day after the due date, the highest possible grade for an assignment worth 100 points will be 70 points.)

**Excused Absences:** The only automatically excused absences are illnesses and participation in an authorized SFA event. You must provide documentation for these absences. Notes from the SFA Health Clinic will not be accepted as excused unless the note specifically states that you are unable to attend class. Please see your General Bulletin for a further explanation of excused absences.

**Hours Per Week:** For this three-credit hour online course, you should plan to spend about nine 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, conducting research, composing messages, and completing oral presentations. During some weeks, you may find yourself spending more than nine hours.

**Program Learning Outcomes (PLOs):**
*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**
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 BUSI 2304, you are enrolling in a Core Curriculum Course that fulfills the Communication Skills-Written requirement—plus several others. The chart below indicates: (a) the core objectives that are required to be taught in this course per the Texas Higher Education Coordinating Board (THECB), and (b) how the required core objectives will be addressed.
<table>
<thead>
<tr>
<th>Core Objective</th>
<th>Definition</th>
<th>Course Assignment Title</th>
</tr>
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<tbody>
<tr>
<td>Critical Thinking Skills</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
<td>Individual Report</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>Individual Report</td>
</tr>
<tr>
<td>Empirical and Quantitative Skills</td>
<td>To include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.</td>
<td>Not addressed in this course</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 Research Presentation</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 – Four Dimensions</td>
</tr>
<tr>
<td>Social Responsibility</td>
<td>To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.</td>
<td>Not addressed in this course</td>
</tr>
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</table>

**Student Learning Outcomes (SLOs):**

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*.
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 PLOs identified by the Texas Higher Education Coordinating Board. 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)
General Student Policies:

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities To obtain disability-related accommodations, alternate class-meeting or document 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/

Mental Health and Wellness - SFA 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:
Dr. Andrew Dies, Dean of Students (Rusk Building, 3rd floor)
www.sfasu.edu/deanofstudents
936.468.7249 or dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Located on the corner of E. College and Raguet streets
www.sfasu.edu/thehub
936.468.4008 or thehub@sfasu.edu

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
• Health Services
• Counseling Services
• Student Outreach and Support
• Food Pantry
• Wellness Coaching
• Alcohol and Other Drug Education

Crisis Resources:
• Burke 24-hour crisis line: 1.800.392.8343
• National Suicide Crisis Prevention: 9-8-8
• Suicide Prevention Lifeline: 1.800.273.TALK (8255)
• Crisis Text Line: Text HELLO to 741-741
<table>
<thead>
<tr>
<th>Week of</th>
<th>Class</th>
<th>Class/Lab</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aug 28</td>
<td>Introductions and Overview</td>
<td>Chapter 1 Establishing Framework</td>
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<tr>
<td>2. Sept. 4</td>
<td>Chapter 2 Interpersonal and Group Comm</td>
<td>Chapter 3 Planning and Decision Making</td>
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<tr>
<td>3. Sept. 11</td>
<td>Chapter 4 Preparing Written Messages</td>
<td>Chapter 5 Electronic Comms +</td>
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<tr>
<td>4. Sept. 18</td>
<td>Chapter 6 Good and Neutral Messages</td>
<td>Exam 1</td>
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<tr>
<td>5. Sept. 25</td>
<td>Chapter 7 Bad News Messages</td>
<td>Writing - résumé</td>
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<tr>
<td>6. Oct. 2</td>
<td>Chapter 8 Persuasive Messages</td>
<td>Writing Lab - negative news</td>
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<tr>
<td>7. Oct. 9</td>
<td>Chapter 9 Report Process/Research Methods</td>
<td>Writing Lab</td>
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<tr>
<td>8. Oct. 16</td>
<td>Chapter 10 Managing Data/Graphics</td>
<td>Exam 2</td>
</tr>
<tr>
<td>9. Oct. 23</td>
<td>Chapter 11 Reports and Proposals</td>
<td>Writing Lab - persuasive</td>
</tr>
<tr>
<td>10. Oct. 30</td>
<td>Chapter 12 Presentations</td>
<td>Individual reports – critical thinking and communication</td>
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<tr>
<td>11. Nov. 6</td>
<td>Chapter 13 Résumés and Applications</td>
<td>Résumé workday</td>
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<tr>
<td>12. Nov. 13</td>
<td>Chapter 14 Interviewing</td>
<td>Exam 3</td>
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<tr>
<td>November 18-26</td>
<td>Thanksgiving Holiday</td>
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<tr>
<td>14. Nov. 27</td>
<td>Team Research Presentations discussion</td>
<td>Team Research Presentations workday</td>
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<tr>
<td>15. Dec. 4</td>
<td>Team Research Presentations</td>
<td>Team Research Presentations</td>
</tr>
<tr>
<td>16. Dec. 11-15</td>
<td>Final Exams</td>
<td>SFA Commencement: Dec. 16</td>
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