Stephen F. Austin State University
College of Business Administration
BUSI 2304 Business Communication
Course Syllabus/Fall 2023 BU

Professor: Dr. Lucia S. Sigmar
Office: 229-F McGee (Suite 229)
Phone: 936-468-1747 (Office) Do not leave messages.
E-mail: Use e-mail in D2L to contact me with all course-related questions.
Office hours: Wednesdays from 6:00 p.m. to 7:00 p.m.
Tuesdays and Thursdays from 9:00 a.m. to 11:00 a.m. and from 2:00 p.m. to 4:00 p.m.
Mondays and Fridays from 10:00 a.m. to noon and online by appointment

Please allow 24 hours in advance to schedule hours other than those listed.

Required Texts/Other Materials:


This is a required softback text. Purchase or rental of the book includes review cards and a code for accessing the publisher’s web site that offers additional electronic study materials. You will only secure access to these electronic materials, however, if you purchase or rent a NEW 11th edition of the student textbook.

Required Supplies:

- Proficiency in D2L online learning system (BRIGHTSPACE)
- Student (SFASU) email account and reliable Internet access
- Proficiency in MS Word, Powerpoint, and Zoom
- Adobe Reader (to read PowerPoint slides and to review some documents and graded assignments in PDF format) and Grammarly

All documents and assignments that are submitted online must be submitted using Microsoft Word PDF and PPT only. Assignments made with other technologies will not be accepted. To record your presentation, you will need to access your free Zoom account through SFA and have a video recorder with a microphone.

NOTE: Assignments submitted in Microsoft Works, WordPerfect, as graphics, as zipped files, or as handwritten documents will not be accepted—your score on those assignments will be zero.

Revised 8/28/2023
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 and Grammarly.

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.

As a business student, you are expected to conduct yourself in a professional manner. All communications in this class (including assignment submissions, email messages and class discussions 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 skill. Always proofread your messages and revise or edit as needed before sending them. You may use Grammarly. Remember, you establish your own reputation.

Grades (Tentative):

Grades can be accessed through Brightspace by D2L. You should check your posted grades often and communicate with your instructor should you have any questions.

<table>
<thead>
<tr>
<th>Grade 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>125</td>
</tr>
<tr>
<td>Team Research Presentation</td>
<td>100</td>
</tr>
<tr>
<td>Practice Writing Assignments</td>
<td>100</td>
</tr>
<tr>
<td>Resumé</td>
<td>100</td>
</tr>
<tr>
<td>Ethics Assignment</td>
<td>25</td>
</tr>
<tr>
<td>Chapter Quizzes</td>
<td>150</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</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: (University Excused) Makeup work will be allowed at the instructor's discretion and only if arranged prior to the due date of the assignment. The student must provide verifiable
documentation for the excused absence. Notes from clinics will not be accepted as excused unless the note specifically states that the student is unable to attend. Please see your General Bulletin for a further explanation of excused absences. Being out of town is NOT AN EXCUSE for missing an assignment. Your course work can be completed using any internet-accessible device (even a phone), and it is the student’s responsibility to ensure that he/she plans ahead to complete assignments before the final submission date and time.

**Hours Per Week:** For this three-credit hour online course, you should plan to spend about 9 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, participating in discussions, conducting research, composing messages, and completing oral presentations. During some weeks you may find yourself spending more than 9 actual hours per week.

**Other Requirements:**

1. **Attendance (and participation) at each class meeting is necessary, expected, and evaluated.** If you are unable to commit to taking the class, it is advisable to wait until you are able to make the commitment. Attendance will be taken at all class meetings. Absence from class will result in zero credit for that day’s exams, that day’s assignments or scheduled presentations, and other time-sensitive assignments—with the exception of extreme circumstances (in which case, arrangements for work must be made ahead of time with the instructor.)

   Students enrolled in MW or TTH classes are allowed up to six class periods of absences without penalty. Beyond the sixth absence, a grade of "F" will be recorded for the student. Students unable or unwilling to accomplish reasonable attendance (those who will likely exceed the absence limit) are encouraged to enroll during a semester and in a section when they will be able and willing to attend the class. A potential COVID quarantine will likely cost you three absences so use your discretion when taking your absences.

   Tardiness or leaving early will count as one-half absence. If a student is tardy, it is his/her responsibility to inform the professor at the end of the class period, or the tardy will be counted as an absence. If you are unable to come to class on time, you are advised to switch sections or take the class in another semester.

   Students who have perfect attendance (present at all class meetings and events, with no tardies and no leaving early) will earn 10 bonus points on their final course points.

2. **Communication.** I will communicate with students primarily through the classroom, the “News” function on D2L, and via email. Students should communicate with me through the D2L course site, not through my SFA email. I do not check D2L on the weekends.

3. **Tech Support.** In the event of an extended “hardware crisis,” you have the option of accessing these resources from another computer or contacting Tech Support for help in resolving your issue before the deadline (the latter works only if you have not waited until the last minute to complete your assignment). In the event you have technical problems, contact Tech Support and copy me via email at least six hours before the scheduled deadline.
4. **Professionalism.** This class will be conducted in a professional manner. This means 1) come to class on time, 2) submit work on time 3) avoid profanity and/or offensive language in your communication, 4) participate fully and courteously with your classmates and team members, and 4) turn off and stow away cell phones prior to coming into class.

5. **Timely completion of all course assignments.** Due dates and times for all major assignments are specified in the Course Timeline. Quizzes and other minor assignments for each module will be specified in class and on D2L by your instructor. It is important to attend class so that you can receive these dates when specified. Assignments are due at the beginning of class or in the Dropbox by the due date. **Late assignments will not be accepted.**

6. **Expectations on writing quality in this course.** Your business communication reflects your professionalism, intelligence, and business acumen, as well as your attention to detail. These documents also reflect the care that your employer or organization takes in its interactions with its customers, shareholders, suppliers, and regulators. As such, your writing must be free of obvious or surface errors such as spelling, grammar, punctuation, pronoun usage, word choice, etc. Moreover, you must use Standard American English (SAE) in your writing. **In this course, and in the final documents that you upload for grading, exceeding the limit per document will insure a grade of C or below on your assignment(s).** If writing is still a challenge for you at this stage in your academic career, take steps now to get help from AARC (see below), proofread out loud, and/or use the Microsoft tools or Grammarly to find and correct these credibility-killing errors before you submit your work.

**Academic Assistance Resource Center (AARC).**

Tutors will help you generate, organize, or revise a draft of any assignment. They will not proofread or edit your work—this is your job. (Note: Working with the AARC does not guarantee a satisfactory grade on any assignment in this course.) The Center is located in the Steen Library. You may walk in or call for an appointment.

**Program Learning Outcomes (PLO):**

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 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.

**General Education Core Curriculum (Information provided by the Provost)**

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 also enrolling in a Core Curriculum Course that fulfills the Communication Skills-Written requirement—plus several others. The chart below indicates the core objectives addressed by this course and the assignment(s) that will be used to assess the objectives in this course.

<table>
<thead>
<tr>
<th>Core Objective</th>
<th>Definition</th>
<th>Course Assignment Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking Skills</td>
<td>To include creative thinking, innovation, inquiry, 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>Business Letter</td>
</tr>
<tr>
<td>Teamwork</td>
<td>To include the ability to consider different</td>
<td>Team Research</td>
</tr>
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</table>
Student Learning Outcomes (SLO):

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 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

Academic Affairs Statement on Code of Student Conduct
https://www.sfasu.edu/acadaffairs/curriculum/course-syllabus

Academic Integrity
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.

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.

An act of academic dishonesty, even a first offense, places you in jeopardy of severe forms of disciplinary action, including dismissal from the university. The College of Business now requires that each instructor complete a Student Plagiarism Report for submission to the Associate Dean to track repeat offenders.

To summarize, the work you submit for evaluation in this course must be your own, created for this class and not used in other classes. Unless otherwise specified, you may not use AI to generate in part or in whole assignments for this course; AI-generated assignments will be awarded a 0. Academic dishonesty includes cheating, falsification of information/citations, plagiarism, interference (with another student’s work), and aiding others to commit an act of academic dishonesty. In accordance with this policy, I
will cooperate with administrators in detecting (Turnitin.com), documenting, and reporting any person committing an act as described above. When you successfully submit a document to Turnitin, you will receive a confirmation receipt; if you have not received this receipt, your document is not in the Turnitin Dropbox. All documents must be in the Turnitin Dropbox before the deadline to be evaluated.

Avoid even the appearance of cheating. If you are discovered in an act of dishonesty, penalties will be at the discretion of the instructor, up to and including an “F” for the course. If two or more students submit similar work, all students involved will receive a 0 for the work or an “F” in the course. I place emphasis on the following: behaving ethically, conveying honest and accurate information, showing equal treatment through non-sexist and nondiscriminatory writing, exhibiting fair-mindedness, showing sensitivity to the feelings of others, and respecting human rights.

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-conduct-code.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/ inappropirate 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.

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 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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.
Student Wellness and Well-Being

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seek help. 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

The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
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”
Location: corner of E. College and Raguet Streets
www.sfasu.edu/thehub
936.468.4008
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>Module</th>
<th>Class Days</th>
<th>TENTATIVE COURSE SCHEDULE*</th>
<th>Assignments Due (Unless otherwise specified, assignments are due by 11:59 p.m. on the date due.)</th>
</tr>
</thead>
</table>
| **Introduction to the Course Module 1** | 8/28-9/9 | **Course Introduction**  
Review Syllabus/Course Timeline  
BCOM Basics: 7 C’s Lecture  
Top Ten Errors Employers Hate  
*Professional Communication Test (sec 9 only)*  
*Writing Attitudes Survey*  
Chapter1: Establishing a Framework for Business Communication (Comm Skills & Critical Thinking) | • Read Chapters 1 and 2 and take notes  
• Syllabus Quiz due 8/28 in class  
• 7 C's Quiz due 9/7 in class  
• Chapter 1 Quiz due 9/6 online  
• Practice writing: Ethics case due 9/7 in class |
| **Module 2 (Writing for Business)** | 9/11-9/23 | Class Discussion: Ethics  
Cross Cultural Communication Video and Worksheet  
Chapter 2: Interpersonal/Group Communication (Comm and Teamwork Skills & Critical Thinking)  
Chapter 3: Planning and Decision Making (Comm Skills & Critical Thinking)  
Chapter 4: Preparing Written Messages (Comm Skills & Critical Thinking)  
Tips to Strengthen Your Writing | • Read Chapters 2 and 3 and take notes  
• Chapter 2 Quiz due 9/13 online  
• Ethics Assignment (25 points) due 9/16 in Dropbox  
• Teams Form: Writing a Team Charter due 9/16 in Dropbox  
• Chapter 3 Quiz due 9/16 online  
• Revision Superpowers 1  
• Chapter 4 Quiz due 9/23 online  
• Pre-Writing Assignment(s) (FKRA) |
| **Module 3 (The Job Search Process)** | 9/25-10//7 | Chapter 5: Communicating Electronically  
Chapter 13: Preparing Résumés and Application Messages (Comm Skills & Critical Thinking)  
Chapter 14: Interviewing for a Job and Preparing Employment Messages (Comm Skills & Critical Thinking) | • Read Chapters 5, 13, and 14 and take notes  
• Chapter 5 Quiz due 9/27 online  
• Chapter 13 Quiz due 9/30 online  
• Chapter 14 Quiz due 10/4 online  
• Chapter Discussion  
• Pre-Writing Assignment(s)  
• **RESUME** due in Dropbox with Job Ad combined as one |
| Module 6 (Writing Strategies) | 10/9-10/28 | Chapter 6: Delivering Good-News and Neutral Messages (Comm Skills & Critical Thinking)  
Chapter 7: Delivering Bad-News Messages (Comm Skills & Critical Thinking)  
Chapter 8: Delivering Persuasive Messages (Comm Skills & Critical Thinking)  
• Read Chapters 6, 7 and 8 and take notes  
• Chapter 6 Quiz due online  
• Chapter 7 Quiz due online  
• Chapter 8 Quiz due online  
• Chapter Discussion  
• Pre-Writing Assignment(s)  
• NEGATIVE MESSAGE due in Dropbox on 10/21  
• PERSUASIVE MESSAGE due 10/28  
MID TERM EXAM (TBA) |
| Module 4 (Business Research and Writing) | 10/30-11/18 | Chapter 9: Understanding the Report Process and Research Methods (Comm Skills & Critical Thinking) and APA Documentation  
Chapter 10: Managing Data and Using Graphs (Comm Skills & Critical Thinking)  
Chapter 11: Organizing and Preparing Reports and Proposals (CommSkills & Teamwork Skills)  
• Chapter 9 Quiz due online 10/11  
• Chapter 10 Quiz due online 10/18  
• Chapter 11 Quiz due online 10/25  
• Chapter Discussion  
• Prewriting Assignment(s)  
• APA Quiz TBA  
• BUSINESS REPORT due 11/18 |
| Module 5 (Business Presentations) | 11/27-12/7 | Chapter 12: Designing and Delivering Business Presentations (Comm Skills & Teamwork)  
• Chapter 12 Quiz due online 11/29  
• Chapter Discussion  
• Pre-Writing Assignment(s) |
NOTE: This schedule is tentative and is likely to change throughout the semester. No late work will be accepted.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>12/11-12/14</td>
<td>FINAL EXAM WEEK</td>
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</tr>
<tr>
<td></td>
<td>(Visual Planner) due 12/2</td>
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<tr>
<td></td>
<td>PRESENTATION DUE 12/7</td>
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</table>

BUSD 2034.8 (T 12/12 at 10:30 a.m.)
BUSD 2304.9 (TH 12/14 at 10:30 a.m.)