BUSI 2304 (504): Business Communication

Stephen F. Austin State University
Nelson Rusche College of Business
Department of Business Communication & Legal Studies

Summer II Semester, 2023, Three Credits
Online-Only Asynchronous Course, with No Face-To-Face Meetings

Instructor        Dr. Suhyung Lee
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E-mail            lees8@d2l.sfasu.edu (reach out to me through D2L email)
Office Hours (Virtual)
Tuesday:          5:00 pm - 7:00 pm
Wednesday:        5:00 pm - 7:00 pm
Monday, Thursday, Friday: By appointment

COURSE DESCRIPTION

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

1. 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.

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)

2. 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>
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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 Research Presentation</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>To include effective development, interpretation and expression of ideas though written, oral, and visual communication.</td>
<td>Individual Report Research Presentation</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 assessed 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>Class Activity: Group Discussion</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 assessed in this course.</td>
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</tbody>
</table>

3. 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](http://www.sfasu.edu/assessment/index.asp)

**COURSE REQUIREMENTS**

1. **Textbooks**


2. **Software**

- Microsoft Word: All documents and assignments that are submitted online must be submitted using Microsoft Word.
- Power Point: 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
3. Equipment

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

**COURSE ASSIGNMENTS AND GRADING POLICIES**

1. Course Assignments and Grading (Tentative)

As learners, you are responsible for your own learning. You can do so by participating in each session, asking questions, striving for answers, and discussing issues related to the course content. The following activities are designed to facilitate your learning process. You will be evaluated on the basis of the quality, quantity, and timeliness of your efforts.

*I do not grade on a curve.* Technically, everyone in the class could get an A, and nothing would please me more. To get an A, you must demonstrate superior work on all fronts and consistently apply what you have learned. You must manage your own grade and resolve any issues of concern on a timely basis. Your grade book will be updated frequently on D2L and it is your responsibility to check your grade often and resolve any items of concern.

Your final grade in this course will be based on the following requirements and point allocations. Detailed information on each assignment except ongoing assignments such as learning exercise and class activity will be announced over the semester.

All assignments will be submitted to the D2L course site by their due dates and are due by 11:59 pm on the designated date. Written assignments must be prepared as Word (.doc or .docx) for submission. Open Office (e.g., Google Doc) and other Apple file formats are not compatible with the D2L platform. Also, make sure that you submit every assignment on time to get full credit. No late submissions will be accepted unless they are arranged in advance. If your Web connection is down for some reason, assignments should immediately be emailed to me. If not, it will be considered a late or no submission. Any empty or incorrect file will be regarded as no submission. Please be cautious on your work before submission.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Description</th>
<th>Points</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>Learning Exercise</td>
<td>Review of an assigned chapter</td>
<td>70</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Class Activity</td>
<td>Practice Writing Assignments or Group Discussion</td>
<td>80</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Writing Assignments</td>
<td>Ethics Assignment</td>
<td>25</td>
<td>7/16</td>
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Learning Exercise

Learning exercises will enable students to think about important topics of reading materials, find central points to read, and reflect what they have learned. Students will answer the questions of learning exercises for each chapter. (5 points per each exercise, 14 chapters). The learning exercise should be submitted through D2L by 11:59 pm on the last day of the assigned week. No late submissions will be accepted.

Class Activity

There will be a number of online in-class learning activities that students are expected to engage in. Activities include individual exercises, practice writing assignments, and group discussion based on chapters or cases. Points will be assigned differently depending on the activity and be awarded based on your efforts to complete the activity. Detailed information on each activity will be announced again over the semester. No late submissions will be accepted.

2. Grading Distribution

- 900 - 1,000 points = A
- 800 - 899.9 points = B
- 700 - 799.9 points = C
- 600 - 699.9 points = D
- 599.9 points or below = F

Grades are based on points only, never on percentages. Grades are weighted, and point values are firm. Bonus points may be available at the discretion of the instructor.
## COURSE SCHEDULE (TENTATIVE)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignments (Due)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7/3 ~ 7/9</td>
<td>Course Introduction</td>
<td>Assigned Class Activity (7/9)</td>
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<td></td>
<td></td>
<td>Business Ethics</td>
<td></td>
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<tr>
<td>2</td>
<td>7/10 ~ 7/16</td>
<td>Ch1. Establishing a Framework</td>
<td>Learning Exercise Ch1 to Ch6 (7/16)</td>
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<td>Ch2. Interpersonal/Group Communication</td>
<td>Assigned Class Activity (7/16)</td>
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<td>Ch3. Planning Messages</td>
<td>Ethics Assignment (7/16)</td>
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<td>Ch4. Preparing Messages</td>
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<td>Ch5. Communicating Electronically</td>
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<td>Ch6. Good/Neutral Messages</td>
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<tr>
<td>3</td>
<td>7/17 ~ 7/21</td>
<td>Ch7. Bad News Messages</td>
<td>Learning Exercise Ch7 to Ch8 (7/21)</td>
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<td></td>
<td></td>
<td>Ch8. Persuasive Messages</td>
<td>Assigned Class Activity (7/21)</td>
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<td></td>
<td>7/21 ~ 7/23</td>
<td>Midterm Exam</td>
<td>Negative News Message (7/23)</td>
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<td></td>
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<td></td>
<td>Persuasive News Message (7/23)</td>
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<tr>
<td>4</td>
<td>7/24 ~ 7/30</td>
<td>Ch12. Presentations</td>
<td>Learning Exercise Ch9 to Ch12 (7/30)</td>
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<td>Ch9. Reports Process &amp; Research Methods / APA Format</td>
<td>Assigned Class Activity (7/30)</td>
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<td>Ch11. Organizing &amp; Preparing Reports</td>
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<td>5</td>
<td>7/31 ~ 8/4</td>
<td>Ch13. Resumes and Application Messages</td>
<td>Learning Exercise Ch13 to Ch14 (8/4)</td>
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<td></td>
<td>8/4 ~ 8/6</td>
<td>Final Exam</td>
<td>Research Presentation (8/6)</td>
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GENERAL STUDENT POLICIES

1. Student Academic Dishonesty (University Policy 4.1)
http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf

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

An act of academic dishonesty, even a first offense, places you in jeopardy of severe forms of disciplinary action, including dismissal from the university. Academic dishonesty includes cheating and/or plagiarism.

The work you submit for evaluation in this course must be your own. 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.

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. 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.

In this course, emphasis is placed 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.

Turnitin. 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.

2. Student Conduct (University Policy 10.4)
http://www.sfasu.edu/policies/student-code-of-conduct10.4.pdf

Classroom/online 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](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/inappropriate in the classroom (or online learning environment). 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.

This class will be conducted in a professional manner. This means 1) submit work on time 2) avoid profanity and/or offensive language in your online communication, and 3) participate fully and courteously with your classmates.

[http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/)

Individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Disability Services located in the Human Services Building, Room 325, or call 936-468-3004 or 936-468-1004. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SFASU Office for Disability Services and talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. (Note: No accommodation can be made until you register with the Office of Disability Services.)

4. Withheld Grades Semester Grades Policy (5.5).
[http://www.sfasu.edu/policies/course-grades.pdf](http://www.sfasu.edu/policies/course-grades.pdf)

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will generally 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 policies related to active military service. If a student registers 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](http://www.sfasu.edu/policies/course-grades.pdf).
5. Mental Health and Wellness

FASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student’s 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
Health and Wellness Hub (corner of E. College and Raguet) • 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