BCOM 5320.001  MANAGERIAL COMMUNICATION
Spring 2024 - Course Syllabus

Instructor:  Dr. Carol Wright  
Email: Brightspace by D2L email  
Office: 229L McGee Business Building  
Office Phone: 936-468-1496  
Office Hours: I am available most Mondays – Friday 9 am – 4 pm  
Other times by Appt.  
Class meetings: Thursdays, 4:00 – 6:30 in BU 222 (Lab)

Course Description: BCOM 5320 Managerial Communication – Applied approach to develop
written and oral communication as management tools, including skills such as audience
analysis, research gathering and interpretation, organization, drafting, revising, oral
presentation, and visual aid development.

Textbooks:  
  University of Chicago Press.  
• (Optional) Business and Administrative Communication (2015) Author: Kitty O. Locker and
  However, it is a very useful text and contains many samples of documents commonly
  required by business practitioners (plus helpful checklists to determine whether a given
  message incorporates best-practice elements). Some content is covered in the online and
  face-to-face components of the course, but it is the student’s responsibility to have a quality
  resource for proper business writing.

Course Requirements: This course requires you to compose a set of written documents
common within managerial roles, including bad news and persuasive messages as well as
research-based documents, case studies, team projects, and oral presentations. It is expected
that you have already taken at least one business communication course at the undergraduate
level.

Attendance: Regular and punctual attendance is required. Activities completed during the
class time are a portion of the overall grade. ANY STUDENT THAT HAS MORE THAN 4 UNEXCUSED
ABSENCES WILL AUTOMATICALLY RECEIVE A FAILING GRADE. This course is conducted in a format
that allows for attendance either in person or via ZOOM teleconference software, which you
have free access to as an SFA student. I highly encourage you to attend in person if at all
possible. However, the course is designed so that you can participate in the exercises via
ZOOM as well. NOTE: If you elect to attend via ZOOM, you must do so when you are in an
environment that allows you to fully participate in the class in a professional manner. If you
attend via ZOOM, you are still required to participate in all activities just like every other
student, you will just be doing so via ZOOM. If you try to attend via ZOOM while you are in an
environment that does not allow for full, professional participation, is distracting to the other
students, or is unprofessional or unsafe (for example, while operating a car) you will be logged out of the class and counted absent. Additionally, it is your responsibility to know how to use ZOOM to access the class.

**Submitting assignments:** All written documents for this class must be submitted in a Word format. SFA offers free access to Office 365 to complete your documents. If you create your documents using a different software, you must convert your files to Word format (the file extension will end with .doc). **PDF files will not be accepted.**

**Further Expectations:** As a graduate-level class that focuses on preparing you for a successful career, you are expected to conduct yourself in a professional manner. All communications in this class (including email messages, assignment submissions, and 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. Always proofread your messages from the standpoint of your receiver and make adjustments as needed. Prepare each assignment as if you were completing it for your supervisor or client. Take care to ensure you present yourself in the most professional light.

Using Artificial Intelligence (AI) software or tools, such as ChatGPT, to draft, edit, or revise materials for an assignment is prohibited unless expressly authorized by your instructor.

**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.

**Student Learning Outcomes:**
Upon successful completion of this course, the student should be able to:

- Compose clear, grammatically correct, and coherent print and electronic messages (email messages, letters, memos, proposals, blogs, wikis, etc.) that meet professional standards and are appropriate to specific communication situations
- Demonstrate an awareness of the ways in which technology, delivery medium, culture, context, and (most critically) an audience’s expectations and demographic characteristics shape and influence effective message preparation and presentation
- Apply editing and revision skills to one’s work and to the work of others
- Refine and practice useful research-gathering strategies
- Participate effectively in team-based writing
- Prepare and incorporate effective and appropriate graphic aids for written messages and (if needed) during oral presentations
- Deliver an effective business presentation
Grades: (Tentative)
Grades can be accessed through Brightspace by D2L. You should check your posted grades often and communicate any questions. You must check your grades prior to final exam week. Unless you email prior to finals week, you indicate that you are in agreement with the grades posted. Do not contact the instructor during exam week asking to makeup an assignment or be allowed extra credit. Please see sections on Attendance and Makeup Policy.

<table>
<thead>
<tr>
<th>Grade Category</th>
<th>Total</th>
<th>Grading Scale</th>
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</thead>
<tbody>
<tr>
<td>Participation &amp; Attendance</td>
<td>20%</td>
<td>A 90-100% of Total Points</td>
</tr>
<tr>
<td>Oral &amp; Written Messages</td>
<td>25%</td>
<td>B 80-89% of Total Points</td>
</tr>
<tr>
<td>Individual Case Response</td>
<td>10%</td>
<td>C 70-79% of Total Points</td>
</tr>
<tr>
<td>Group Projects (3)</td>
<td>25%</td>
<td>D 60-69% of Total Points</td>
</tr>
<tr>
<td>Coursera Certificates</td>
<td>10%</td>
<td>F Below 60 % of Total Points</td>
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<tr>
<td>Final Presentation</td>
<td>10%</td>
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</tbody>
</table>

Participation: Each class will be interactive and require your active participation. It is the student’s responsibility to come to class prepared to discuss topics, provide examples, create documents, present information, and work collaboratively.

Use of D2L (Brightspace): The primary delivery method of course material and communications is face-to-face during your scheduled class time. However, supplemental communications will be in D2L (Brightspace). You should visit regularly to keep up with assignments, contact the instructor, and receive updates about the course. Any course announcements intended for the entire class will be posted on the home page on D2L or in D2L email. You are responsible for any instructions or assignments that are transmitted via D2L.

Being off campus or out of town is not an excuse for not completing your work. If you are out of town or otherwise unable to attend class, you will be expected to join the class through the Zoom link.

Makeup work: Makeup assignments (if allowed) will be allowed only if arranged prior to the day the assignment is due. NO LATE WORK IS ACCEPTED. Once closed, no assignments will be reopened.

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 benefit for oneself or another individual or to injure another student academically or financially. For additional information, go to https://www.sfasu.edu/docs/hops/04-106.pdf.

Withheld Grades Semester Grades (HOP policy 02-206)
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/docs/hops/02-206.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 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, seeking 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)
sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

**SFA Human Services Counseling Clinic** Human Services, Room 202
sfasu.edu/humanservices/clinics-labs/counseling-clinic
936.468.1041

**The Health and Wellness Hub** “The Hub”
Location: corner of E. College and Raguet St.

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

sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

**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)
- johCrisis Text Line: Text HELLO to 741-741
The following is a tentative schedule of events for this course. Please remember that dates and assignments may change, and these changes will be reflected on the course homepage in D2L.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>1</td>
<td>Jan. 18</td>
<td>Introduction</td>
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<td></td>
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<td>BCOM Principles</td>
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<td>2</td>
<td>Jan. 25</td>
<td>Elements of Good Writing</td>
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<td>Tone, Audience, Channels, Barriers</td>
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<td>3</td>
<td>Feb. 1</td>
<td>Direct Messages</td>
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<td>4</td>
<td>Feb. 8</td>
<td>Indirect Messages</td>
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<tr>
<td>5</td>
<td>Feb. 15</td>
<td>Oral Communication</td>
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<td>6</td>
<td>Feb. 22</td>
<td>Artificial Intelligence</td>
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<td>7</td>
<td>Feb. 29</td>
<td>Listening</td>
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<tr>
<td>8</td>
<td>March 7</td>
<td>Crisis Communication</td>
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<tr>
<td>9</td>
<td>March 14</td>
<td>Spring Break</td>
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<tr>
<td>10</td>
<td>March 21</td>
<td>Crisis Communication</td>
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<tr>
<td></td>
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<td>Analysis of SFA Response</td>
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<td>11</td>
<td>March 28</td>
<td>Easter Holiday</td>
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<tr>
<td>12</td>
<td>April 4</td>
<td>Crisis Communication</td>
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<tr>
<td>13</td>
<td>April 11</td>
<td>Independent Work (Coursera)</td>
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<tr>
<td>14</td>
<td>April 18</td>
<td>Crisis Communication</td>
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<tr>
<td>15</td>
<td>April 25</td>
<td>Crisis Case</td>
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<tr>
<td>16</td>
<td>May 2</td>
<td>Independent Work for Final</td>
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<tr>
<td>17</td>
<td>May 9</td>
<td>Final – Presentation</td>
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