BUSI 2304.500 | BUSINESS COMMUNICATION
Course Syllabus SPRING 2024 - 16W

Instructor: Dr. Laurie Rogers, Assistant Dean, Office of Student Services, Rusche College of Business
Email: Primary: Email in Brightspace D2L – rogerslauri@d2l.sfasu.edu

Desire2Learn Address: https://d2l.sfasu.edu/
Office: 392 – Office of Student Services | McGee Business Building
Department: Business Communication and Legal Studies | Rusche College of Business
Office Phone: 936-468-4654
Class Times/Place: Online in D2L; Asynchronous
Office Hours: F2F* or Zoom A Zoom line will be provided at time of prearranged meeting.

Office Hours
Monday – Friday
*Drop-ins are welcome, but requesting an appointment is highly recommended to ensure my availability.

930am-4pm | Closed each day during normal business lunch hour and as other duties require.

SPECIAL NOTICE:
I am excited to be your instructor for this course. Due to the nature of my responsibilities as Assistant Dean here in the college, it will be very important that students contact me primarily using the email component in D2L. My mySFA email is extremely busy, and a student email could get easily overlooked. Also, setting up a Zoom meeting might be simpler to meeting face to face. However, I am happy to visit with you in the manner you prefer.

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Course Description
Business Communication BUSI 2304 – 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 English 1301/1302 or equivalent, with a grade of C or better.

Learning Modules
This course is organized by the following learning Modules. The Modules will be released throughout the course as will additional information. The Modules close on assigned dates and assignments due in that module are no longer accepted unless previously arranged with the professor. *Modules do not necessarily follow the same chapter organization as the textbook.

Module 1 Communication Theory and Writing Principles
Module 2 Good News, Bad News, and Persuasive News
Module 3 Reports
Module 4 Presentations and Employment Communication

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 engaging with the online content; taking tests; completing assignments from

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the chapters; participating in discussion as they pertain to team assignment(s); conducting research; composing messages; and completing oral presentation(s).

**Required Materials**

**Textbook:** BCOM11, 11th edition*, authors Carol Lehman & Debbie Dufrene. Publisher: Cengage Learning/4LTR. This is a required text.

The textbook is available from the SFA bookstores, other booksellers, or from the publisher. All ISBN numbers for the different textbook version options are located in the SFA bookstore portal.

Important note….the additional MindTap student access card which can be purchased from the Cengage publisher is *not required.*

**Software:**

- SFA Tech Support: SFA ONLINE, the current link is: [https://www.sfasu.edu/academics/sfaonline](https://www.sfasu.edu/academics/sfaonline)
- Brightspace (and Zoom) support information and tutorial videos, the current link is: [https://www.sfactl.com/student-support](https://www.sfactl.com/student-support)

**Brightspace Support team:**
Phone: 936.468.1919
Email: d2l@sfasu.edu

There is also a link on the D2L My Home page.

- Microsoft Word - All text-based documents and assignments must be in Microsoft Word ONLY. Assignments submitted in Microsoft Works, PDF, GoogleDocs or as graphics or zipped files will not be accepted.
  You will also need software to read and/or create PowerPoint slides. Even if you do not have Microsoft Word or Microsoft PowerPoint on your computer, as a SFA student you have unlimited access to Office 365 through your mySFA account. Plan to use the software in an on-campus computer lab or some other PC location if you do not want to download the Office 365 onto your own PC.
- Adobe Reader: To read PPT slides and to review content in PDF format
- Zoom: To record your presentation and other videos, you will need to access your free SFA Zoom account, along with 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.

You will need reliable access to the internet so that you can check/access the course in Brightspace by D2L on a regular basis.

**Course Requirements and Grading Policy**

Online students are expected to submit online assignments by the deadlines. In-depth descriptions of each assignment are in the Assignment Guide, located in the course online portal. Grades can be accessed through Desire2Learn (D2L). You should check your posted grades and communicate any questions. You must check your grades prior to final exam week. Unless you email prior to finals week, you indicate you are in agreement with the grades posted. Do not contact the instructor during finals week asking to makeup an assignment or be allowed extra
credit! Please see Makeup Policy for more information.

<table>
<thead>
<tr>
<th>Grade Category</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>Written Persuasive News Message</td>
<td>100</td>
</tr>
<tr>
<td>Written Negative News Message</td>
<td>100</td>
</tr>
<tr>
<td>Written Individual Business Report (Keystone assignment)</td>
<td>125</td>
</tr>
<tr>
<td>Team Research Presentation (Keystone assignment)</td>
<td>100</td>
</tr>
<tr>
<td>Resume</td>
<td>50</td>
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<tr>
<td>Ethics Assignment</td>
<td>25</td>
</tr>
<tr>
<td>Two Practice Writing assignments</td>
<td>50</td>
</tr>
<tr>
<td>Objective Exams (2)</td>
<td>300</td>
</tr>
<tr>
<td><strong>Total Possible</strong></td>
<td><strong>850</strong></td>
</tr>
</tbody>
</table>

**Grading Scale:**

- **A**: 90-100% Total Points
- **B**: 80-89% Total Points
- **C**: 70-79% Total Points
- **D**: 60-69% Total Points
- **F**: 59% and Below Total Points

**Attendance Policy-NA; Asynchronous online course**

**Submission Policy**

All writing assignments must be submitted via D2L using Microsoft Word or PDF. (See syllabus section on **Software** required for the course.) All assignments that are not submitted according to course instructions may result in a less or zero grade. If a file you have submitted to the dropbox cannot be opened, there will be nothing to grade, and you will receive a zero for the assignment. This is an easily avoidable situation.

**Make-up Policy (University Excused)**

Makeup assignments and exams/tests will be allowed only in the following situations:

- Serious illness verified by a doctor’s note with a statement of inability to attend class/i.e. take the test.
- Personal or family emergency, documented appropriately.

Since this is an online course, being *out of town* is *not* an acceptable reason for the incompletion of assignments. It is the student’s responsibility to ensure that s/he plans ahead to complete assignments before the final submission date and time.

**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.

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**)

   The student will demonstrate knowledge of fundamental information technology tools and concepts. (**Technology**)

2. The student will exhibit an understanding of ethics and social responsibility. (**Ethics**)

3. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (**Critical Thinking**)

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4. The student will demonstrate multicultural and diversity understanding. (Diversity)
5. The student will demonstrate an understanding of teamwork as it occurs in business situations. (Teamwork)
6. The student will effectively apply knowledge and skills in the functional areas of business. (Business Knowledge)
7. 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
The Texas Higher Education Coordinating Board has identified six core learning objectives: Communication Skills, Critical Thinking Skills, Empirical and Quantitative Skills, Personal Responsibility, Social Responsibility, and Teamwork. 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 which 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 objective in this course.

<table>
<thead>
<tr>
<th>CORE OBJECTIVES</th>
<th>DEFINITIONS</th>
<th>ASSIGNMENT TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRITICAL THINKING SKILLS</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
<td>Individual Business 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 Business Report</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 intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.</td>
<td>Ethics Situation Assignment: Four Dimensions</td>
</tr>
</tbody>
</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.
9. Communicate via electronic mail, Internet, and other technologies. Communication.

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 n meaningful and measurable learning out comes, see the assessment resource page http://www.sfasu.edu/assessment

Other Policies/Procedures

Teams: Students will possibly be assigned to teams by D2L software. Teams will have two to four members depending on class enrollment. Your involvement in the team is not optional but is designed to be a positive experience for all. Team members will participate in a researched presentation assignment. However, all team activity grades will be assigned individually unless otherwise noted.

The official channel of team communication will be the team discussion board on D2L. It is YOUR RESPONSIBILITY to keep in touch with your team and to discuss the assigned topics as outlined in this syllabus and in D2L. If your team decides to use communication methods outside of D2L, that is fine; but know that only D2L-based conversations can be used for accountability reviews. A team member who is not performing effectively in the team may be FIRED from the team in consultation with the instructor. The team member may be fired by the team or by the instructor. The primary causes for firing include invisibility (no one has communicated with or heard from the person) or nonperformance (person does not do his/her work in a timely manner.) The technology channels (Discussion Boards, Lockers, Chat rooms, etc.) will be examined to see what contributions the team member has made to the team. A fired team member will be at the mercy of his/her team members and the instructor as to what options follow his/her being fired.
**Professional Courtesy:** 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 communication, and 3) participate fully and courteously with your team members. In regards to courtesy to others in the course and on your team, do not send harassing Emails, texts, or messages. Such communication may result in a reduction of the sender’s grade as well as disciplinary action.

“Joke” assignments, using inappropriate or questionable content for oral presentations or written assignments, may result in NO CREDIT for that assignment. If you have questions about what might be considered questionable, please contact me BEFORE submitting the assignment.

**Academic Integrity**

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.

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 e.g. AI programs.

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.

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. Using any artificial intelligence (AI) software or tool, such as ChatGPT, to draft and/or revise materials for an assignment is prohibited unless authorized by your instructor.

This course utilizes TurnItIn to check for academic dishonesty on all written assignments, which are to be submitted electronically in the provided D2L Dropbox, unless otherwise instructed.

**Withheld Grades (University 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. Please refer to the complete policy at https://www.sfasu.edu/docs/policies/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), 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. It is the student’s responsibility to discuss options with the instructor. 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, 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) 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 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 www.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) • Crisis Text Line: Text HELLO to 741-741

**Student Syllabus Resources**
Direct students to this URL for additional policies and information: https://www.sfasu.edu/student-syllabus-resources

Information on the following is available at Student Syllabus Resources:
- Institution Absences (HOP 04-110)
- Academic Integrity (HOP 04-106)
- Withheld Grades Semester Grades Policy (HOP policy 02-206)
- Students with Disabilities and Disability Services
- Student Wellness and Well-Being
- Additional Campus Resources
- Crisis Resources
<table>
<thead>
<tr>
<th>CHAPTER UNIT MODULES:</th>
<th>Chapter in Text</th>
<th>Topics</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jan 18-19 INTR WEEK</strong></td>
<td>1</td>
<td>Use this first week to become familiar with the course syllabus; calendar; Textbook; Syllabus, and D2L online Content. Establishing a Framework</td>
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<tr>
<td><strong>Jan 22-26 MODULE 1 Chapters 1-5</strong></td>
<td>2, 3</td>
<td>Interpersonal/Group Communication Planning Messages</td>
<td>Ethics Assignment (#6 in AG)</td>
</tr>
<tr>
<td><strong>Jan 29-Feb 2 MODULE 1 Chapters 1-5</strong></td>
<td>4, 5</td>
<td>Preparing Messages Communicating Electronically</td>
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<tr>
<td><strong>Feb 5-9 MODULE 1 Chapters 1-5</strong></td>
<td>Test 1 6</td>
<td>Test 1 Chapters 1-5 Good/Neutral News Messages</td>
<td>Test 1 (#7 in AG)</td>
</tr>
<tr>
<td><strong>Feb 12-16 MODULE 2 Chapters 6-8</strong></td>
<td>7</td>
<td>Bad News Messages</td>
<td>Practice Writing Assignment 1</td>
</tr>
<tr>
<td><strong>Feb 19-23 MODULE 2 Chapters 6-8</strong></td>
<td>7</td>
<td>Bad News Messages</td>
<td>Negative News Message (#1 in AG)</td>
</tr>
<tr>
<td><strong>Feb 26-Mar 1 MODULE 2 Chapters 6-8</strong></td>
<td>8</td>
<td>Persuasive News Messages</td>
<td></td>
</tr>
<tr>
<td><strong>Mar 4-8 MODULE 2 Chapters 6-8</strong></td>
<td>8</td>
<td>Persuasive Messages</td>
<td>Persuasive News Message (#2 in AG)</td>
</tr>
<tr>
<td><strong>(Mar 11-15) SPRINGBREAK</strong></td>
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<tr>
<td>Date(s)</td>
<td>Module</td>
<td>Week(s)</td>
<td>Topics</td>
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</tbody>
</table>
| Mar 18-22        | MODULE 3 | Chapters 9-11 | 9 | • Reports Process & Research  
• APA Format               |                                                   |
| Mar 25-27        | MODULE 3 | Chapters 9-11 | 10 | • Managing Data & Using Graphics  
| Mar 28-29        |         |         | EASTER BREAK                                                           |                                                   |
| Apr 1-5          | MODULE 3 | Chapters 9-11 | 11 | • Presentations               | Practice writing assignment 2 |
| Apr 8-12         | MODULE 4 | Chapters 12-14 | 12 | • Presentations               |                                                   |
| Apr 15-19        | MODULE 4 | Chapters 12-14 | 12 | • Presentations               |                                                   |
| Apr 22-26        | MODULE 4 | Chapters 12-14 | 12 | • Presentations               | Keystone: Team Research Presentation (#4) (Teamwork) |
| Apr 29-May 3     | MODULE 4 | Chapters 12-14 | 13, 14 | • Resumes  
• Interviewing and Employment Messages | Resume (#5) |
| May 6-10*        |         |         | Test 2                                                                 | • Test 2 Chapter 12-14                                                                 |

*Course ends 6/7@11:30pm  
**DUE TUESDAY MAY 7 @1130PM**