Business Communication Technologies (BUSI 3310-500)  
Spring 2024

Instructor: Dr. Kristen Waddell  
Email: Brightspace email (Kristen.waddell@sfasu.edu only if Brightspace is unavailable)  
Department: Business Communication and Legal Studies  
Phone: (936) 468-1727

Online Office Hours:  
Tuesday 9 am – 12 pm

In-person Office Hours:  
Mon/Wed 11 am- 1 pm; 2:30-4 pm

Other times by appointment – Email me at least 24 hours in advance to schedule an appointment.

Class Meeting Time and Place: This is a fully online course. Brightspace is the learning management system. Technical support is available at 936-468-1919. This is not a self-paced course. There are deadlines for every assignment.

Time Commitment: For this three-credit hour online course, you should plan to spend about 9 actual hours per week working on the course. During this time, you will be reading chapters in the textbook, completing Brightspace lessons, participating in small group discussions, completing individual and group assignments, taking exams, completing SAM trainings, exams, and projects over Microsoft Office, and developing projects. Some weeks you may find yourself spending more than 9 hours on the course.

Course Description: BUSI 3310 - Comprehensive study of word-processing equipment, systems, and procedures. Emphasis on word-processing applications, work measurement, and comparative product evaluation.

This course will be a comprehensive applied study of current and emerging technologies used for communication in business with an emphasis on communication strategies and methods appropriate to technological delivery.

The Internet has changed the way people communicate. In the past, communication occurred either in written form (traditional word processing), by telephone, or face-to-face. Today there are all types of additional forms of communication technologies added to these three. In BUSI 3310, you will be studying about and using various
communication technologies and other types of online collaboration tools. In addition, you will hone your skillset in using the Microsoft Office Suite.

**Required Software, Textbook, and Equipment:**
- **Cengage Unlimited** – The materials required for this course are included in Cengage Unlimited, a subscription that gives you access to all your Cengage access codes and online textbooks for one fee. No matter how many Cengage products you use, they are included in Cengage Unlimited, and the price stays the same. You can purchase access to Cengage Unlimited in the bookstore or at cengage.com. SAM access is included in Cengage Unlimited.
- **Microsoft Word** – All written documents and assignments that are submitted must be Microsoft Word documents (.doc or .docx). Assignments submitted in Pages, Microsoft Works, WordPerfect, graphics, or zipped files will not be accepted and your score on those assignments will be a 0.
- **Microsoft PowerPoint** – You will also need software to view and create PowerPoint slides. As an SFA student, you have access to Office 365 through mySFA. For additional information, please visit [http://www.sfasu.edu/mysfa/o365/student/productivity-apps/](http://www.sfasu.edu/mysfa/o365/student/productivity-apps/)
- **Adobe Acrobat Reader** – You will need to download Adobe Acrobat Reader (free) to read PDF files.
- **Webcam** – A webcam is needed to complete the presentation.

**Course Procedures:** You will need reliable Internet access to complete this online course. Visit Brightspace, SFA’s learning management system, at [d2l.sfasu.edu](http://d2l.sfasu.edu) regularly to keep up with assignments, contact the instructor, and receive information for your success in the course. All electronic communication from the instructor will be through Brightspace, and it is the student’s responsibility to check Brightspace regularly for instructions and emails.

**Important:** Brightspace email is internal, meaning that messages cannot be sent or received from outside Brightspace. Do NOT try to email someone by typing in their @sfasu.edu or @jacks.sfasu.edu email address in Brightspace. It will not work and you may or may not receive an error message/send failure notice. Use the Brightspace address book to email your instructor/classmates within Brightspace.

**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. 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)
**Student Learning Outcomes:** With today’s technology, business communication occurs in a variety of ways. In this course, you will be learning about various technologies used for effective business communication as well as developing proficiency in creating appropriate electronic business messages.

Upon successful completion of this course, the student should be able to:

- Understand and utilize features of traditional office productivity software for creating business documents.
- Proofread and use correct word choice, spelling, and grammar in composing and designing documents.
- Describe social networks and how this communication tool can be an effective part of an online business communication strategy.
- Demonstrate proficiency in using scheduling and communication management systems such as Microsoft Outlook.
- Examine and utilize application software for communicating through business presentations based on good practice and design.
- Identify types of open source software for business communication use.
- Describe mobile communication tools and explain their business communication potential.

**Expectations:** The student should enter the class with an understanding of basic word processing concepts and basic features of Microsoft Word. This course will build on earlier knowledge to encourage expertise in advanced applications and exploration of the use of Web 2.0 in business communication. The student should have a basic understanding of Windows and its use in opening programs and documents.

**Course Requirements:** This course will require research, writing, and oral presentation skills. In addition to writing assignments and projects, you will complete discussion posts, quizzes, and tests throughout the semester. SAM software will be used for trainings, exams, and projects over the Microsoft Office suite.

**Participation:** In this class, you will work individually and will participate in group discussions. Your grade will be based on your individual efforts.

**Presentations:** You will be required to deliver a presentation via Zoom. You must have access to a computer with a webcam for the presentation. Failure to complete the presentation will result in a 0 on the assignment.

**Course Methodologies:**
The following methods may be used in the course:

- SAM Microsoft Office assignments
- Discussions
- Oral presentations with visual aids
- Individual assignments
- Exams
- Projects
**Course Calendar:** The tentative schedule appears at the end of this syllabus. Students will be notified of any changes via Brightspace course announcements. All course deadlines are listed in Central Time.

**Grading Policy:** There are multiple opportunities to earn points in the course. Grades can be accessed through Brightspace. You should check your posted grades often and email any questions within 1 week of receiving the grade. **You must check your grades prior to the final exam opening and email your instructor with any questions.** Unless you email prior to this time, you indicate that you are in agreement with the **grades posted.** This means you need to check for errors (for example, a missing grade for an assignment that you think you completed on time). This does not mean asking for assignments to be accepted late or for extra credit opportunities to make up for missed deadlines.

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage of Total Points</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>90 – 100%</td>
</tr>
<tr>
<td>B</td>
<td>80 – 89%</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79%</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69%</td>
</tr>
<tr>
<td>F</td>
<td>59% or fewer</td>
</tr>
</tbody>
</table>

**Tentative Points:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimated Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAM Trainings, Projects, and Exams</td>
<td>400</td>
</tr>
<tr>
<td>Brightspace Exams</td>
<td>300</td>
</tr>
<tr>
<td>Final Project</td>
<td>100</td>
</tr>
<tr>
<td>Discussions, Quizzes, and Other Assignments</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>1,000</strong></td>
</tr>
</tbody>
</table>

**Exams:** All exams in this class will be administered online either through Brightspace or SAM. All material covered in the assigned readings/videos (from the textbooks and Brightspace lessons) may be the subject of questions on the Brightspace exams. Each exam closes at the time noted in the syllabus. Exams not completed by the deadline will receive zero (0) points.

**Final Exam:** The final exam is comprehensive and will be administered in SAM. The exam must be proctored. Detailed proctoring instructions will be provided in Brightspace.
Online Attendance:  
This is an online course. There are, however, specific deadlines. Students are expected to log in to the course on a regular basis and be a contributing member to the class. Feel free to work ahead so that you are not scrambling to submit work at the last minute. **It is your responsibility to look at the assignment and ask questions prior to the night the work is due.** If you wait to ask questions, you may or may not receive a response in time to submit the assignment by the deadline.

Communication: The primary contact method will be by email through Brightspace. You should check your email for this class regularly. I make every attempt to respond to students in a reasonable amount of time. When you send an email, if you would like a reply, please ask a specific question. If you send me a message that does not ask a question, I will not respond as I will conclude it was for informational purposes only, not for soliciting a response.

My policy is to answer emails within 48 hours. You can usually expect to receive a response within 24 hours; however, please remember that I am not on call 24 hours a day. If you wait until shortly before assignments are due to address questions to me on the assignment, you may or may not get an answer before the deadline arrives. Emails will not be answered on the weekends or holidays.

Academic Integrity: Unless designated a group assignment, all work is to be individual work and collaboration with other students or individuals is not allowed. Collaborating with others on the quizzes or exams is considered cheating and a violation of SFA’s academic dishonesty policy, which will result in appropriate consequences.

All work submitted in this course must be completed by **you, this** semester, for **this** section of the course. You cannot “recycle” any work from other courses you have taken (here or elsewhere) or any previous time you may have attempted this course. If it is discovered that you have turned in any part of an individual or team assignment from a previous semester/course, you will receive a zero (0) for the assignment. Assignments will be subject to TurnItIn verification when submitted to the Brightspace dropbox.

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

Student Academic Dishonesty (University Policy 4.1)  
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

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/4.1-student-academic-dishonesty.pdf

**Withheld Grades – Course Grades (University Policy 5.5)**
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will 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 policy related to active military service. If students register 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/5.5_course-grades.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. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Conduct (University Policy 10.4)**
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-code-of-conduct-10.4.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. 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.

Other Policies/Procedures

Professional Courtesy: This class will be conducted in a professional manner. This means 1) submit work on time - no excuses, 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 class and on your team, do not send harassing emails, texts, or messages using offensive language. Such communication may result in a reduction of the sender’s grade. Students should show respect to the instructor and other students and refrain from any behavior that may distract others.

Submission Policy: All assignments and projects are to be turned in on time by the due date and must be submitted in the file format designated in the assignment (i.e. Word document, PowerPoint, etc.) Assignments are to be submitted by uploading prior to the ending time indicated on the assignment.

All writing assignments will be graded on both content and mechanics. Your work is a representation of you, and soon to be of the company for which you will be working. You need to avoid spelling, punctuation, and grammar errors in your writing in order to project a professional skill level. Therefore, these aspects will be included along with the content when determining your grade on each assignment.

Late Work Policy: Since all of the work is available online, not many excuses will be accepted for missing an assignment. If you are on school business, arrangements should be made before the missed deadline.

A grade of zero (0) will be assigned for missed work, except in the following situations:
• Serious illness verified by a doctor’s note with a statement of inability to submit work online
• Personal or family emergency (documented appropriately)
• Official school business (with documentation from the appropriate campus representative)

The student must provide documentation for the excused absence. Notes from the school’s Health Clinic must specifically state that the student is unable to complete online work that day to be considered an excused absence.

Students must use time management skills to develop their schedules to allow ample time to complete each week’s assignments. Beginning work late in the week and
experiencing an unanticipated obligation is not grounds for exceptions to this policy.

Missed quizzes or exams will only be excused and allowed to be made up for university-excused absences or for extreme emergencies that justify missing it. What constitutes an extreme emergency is within the discretion of the instructor. **Note that I am not very lenient with this policy due to the fact that the quiz/exam windows are quite long.** Thus, if you have any expectation that you have some medical or other issue that might conflict with a quiz or exam, make sure you take the quiz/exam early in the time window and do not wait until the last minute. In the case of an extreme emergency that prevents you from taking an exam, contact me before the scheduled examination if at all possible. If it is not possible, contact me as soon as possible after the emergency is resolved. Failure to do so may result in an examination grade of zero. Makeup exams for non-excused absences will be determined at the sole discretion of the instructor. Please see your General Bulletin for a further explanation of excused absences.

**Cheating and Plagiarism:** An assignment where plagiarism exists will receive a zero. See the SFA website for the university policy on cheating and plagiarism. All incidents will be reported to the Dean of the College of Business.

**Technology Requirements:** It is your responsibility to acquire a consistent, stable, dependable computer and Internet connection with which to complete the assignments for the course by the deadlines indicated on the Course Schedule. It is not the responsibility of the instructor to provide additional time for assignments or exams or an alternative means of completing the course due to technological issues on your part. Plan ahead!

**Resources for Mental Health and Wellness**
SFASU 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:**
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room202
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

This syllabus represents a best plan for the course; but, as with most plans, it is subject to change. Any necessary changes in this syllabus will be announced via Brightspace.
**BUSI 3310 – Tentative Course Schedule**  
*This is a tentative schedule that is subject to change at the discretion of the instructor.*

<table>
<thead>
<tr>
<th>Module</th>
<th>Readings</th>
<th>Assignments</th>
<th>Deadline</th>
</tr>
</thead>
</table>
| **Module 1: Using Business Technology Internally** | • Read the articles listed under Module 1. The Brightspace exam will be based on these readings. | □ Discussion Question #1- Your initial post is due 2/14.  
□ Reflection Paper #1  
□ Brightspace Exam #1 | 2/21 |
| **Module 2: Using Business Technology Externally** | • Read the articles listed under Module 2. The Brightspace exam will be based on these readings. | □ Discussion Question #2- Your initial post is due 3/21.  
□ Reflection Paper #2  
□ Brightspace Exam #2 | 3/27 |
| **Module 3: Using Business Technology Professionally** | • Read the articles listed under Module 3. The Brightspace exam will be based on these readings. | □ Voicemail Assignment  
□ Reflection Paper #3  
□ Brightspace Exam #2 | 4/24 |
| Final Project | • Read the final project instructions | □ Final Project Presentation | 5/1 |

**SAM ASSIGNMENTS- Exams & Projects**  
All of the following assignments will be completed through the Cengage/SAM platform

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word</td>
<td>• Complete the Word exams and projects found in the Sam-Word module</td>
<td>2/21</td>
</tr>
<tr>
<td>Excel</td>
<td>• Complete the Excel exams and projects found in the Sam-Excel module</td>
<td>3/27</td>
</tr>
<tr>
<td>PowerPoint and Outlook</td>
<td>• Complete the PowerPoint and Outlook exams and projects found in the Sam-PowerPoint and Outlook module</td>
<td>4/24</td>
</tr>
<tr>
<td>SAM Comprehensive Exam</td>
<td>• Complete the Sam Comprehensive Exam in the Sam-Final Exam module</td>
<td>5/8</td>
</tr>
</tbody>
</table>