### Course Syllabus:

**Introduction to Business Communication**

**BUSI 2304.504~ CRN 30321**  
Summer 2024

Department of Business Communication & Legal Studies  
Nelson Rusche College of Business

<table>
<thead>
<tr>
<th>Class Meets:</th>
<th>Online Classroom</th>
<th>Class Times:</th>
<th>Asynchronous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Location:</td>
<td>Brightspace by D2L</td>
<td>Credit Hours:</td>
<td>3</td>
</tr>
<tr>
<td>Professor:</td>
<td>Dr. Marice Kelly</td>
<td>Email:</td>
<td><a href="mailto:Maricel.Kelly@sfasu.edu">Maricel.Kelly@sfasu.edu</a></td>
</tr>
<tr>
<td>Office:</td>
<td>Online</td>
<td>Phone:</td>
<td>936-468-2968</td>
</tr>
</tbody>
</table>

**Office Hours:**  
Tuesday & Thursday Online  
10 a.m. to 12 p.m. (noon)  
D2L Email - Online Classroom  
Other Days by Appointment  
To schedule a zoom meeting, schedule 48 hrs ahead of time.

This syllabus provides the course calendar of assignments, policies, and grading policies. This class meets online for 5 weeks. Our week starts on Monday and ends on Saturday. Each week you will complete online assignments that will be due by 11:59 pm every Saturday. The deadline for assignments is firm. The dropbox for assignments will be in the D2L online classroom. The course calendar and each weekly module in D2L will provide detailed information about completing assignments. A tentative schedule of assignments is attached and the professor reserves the right to change the course assignments.

**Required Textbook:**

Lehman, D., DuFrene, D., & Walker, R. (2020). *BCOM*, (11th ed.), Boston: Cengage. ISBN 978-0-357-90124-3. 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 student textbook.
Software:

- Microsoft Word: All documents and assignments that are submitted online must be completed using Microsoft Word.
- PowerPoint: 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 software. SFA offers free downloads of Office 365.

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

Technical Support:

Student Device Support:  http://help.sfasu.edu/
Student Technical Support:
https://help.sfasu.edu/TDClient/2027/Portal/Requests/ServiceCatalog?CategoryID=10203

DESCRIPTION, STRUCTURE, AND POLICIES OF THE COURSE

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.

Hours Per Week: For this accelerated three-credit hour online course, you should plan to spend about actual hours per week working on the course. During this time, you will be reading chapters in the textbook and in the online content, taking chapter tests, completing assignments from the chapters, participating in online discussions, conducting research, composing messages. For some weeks you may find yourself spending more than 9 actual hours per week.

Course Structure:

Every module will consist of written assignments and last project is a group assignment to be completed outside of class. As a class rule, the expectation for everyone is to show courtesy to your professor and classmates. This includes:

- During group discussions, allow each person to express his/ her opinion.
- Make every effort to work with your group members to complete projects.
- Be an active learner which means participating and being engaged.
Course Communication:

Communication between professor and student will be through address D2L online course email. The professor will make a reasonable attempt to reply within 24-48 hours to the student. The professor will make every attempt to return all assignments within two weeks. Individual meetings are available on request.

Course Policies:

Attendance:

ONLINE CLASSES:

You are expected to log in to D2L at the start of the class to complete the first attendance assignment and introduce yourself to the class. There will be weekly announcements; therefore, you need to log in at least 4 times a week to read class announcements. Here is a list of online classroom Netiquette rules that must be followed in this class:

- Communicate (written & verbally) in a professional manner.
- If you would not say it face-to-face, do not say it online.
- Use a salutation when replying to posts (Hi Karen or Greetings Kelvin).
- Do not assume everyone understands your point of view.
- Be conscientious of the words that you type (reframe from using sarcasm).
- When there is a group discussion, allow each person to express his/ her opinion.
- Make every effort to work with your group members to complete projects.

Desire2Learn (D2L) is the learning management system used for SFASU online learning environment. Students will access their online courses, class materials, and learning assignments through D2L. As stated earlier, you will need a computer with Internet access or access to D2L at one of the computer labs on campus. Rusche College of Business has Campus Computer Labs in rooms 222, 224, and 324. Additional hardware such as a webcam and microphone may also be needed.

Course Grading:

- Deadlines are firm.
- Missed assignments due to an absence cannot be made up without prior arrangements with the instructor or an excused absence (documented medical condition or legal issue).
- Assignments will be submitted via the online classroom in D2L.
- Please make sure to submit all assignments as DOC, DOCX or a PowerPoint file.

    Course grades are based upon a point system.
    Your total points will determine your final grade.
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

Grading Policy:

<table>
<thead>
<tr>
<th>Grade Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Questions (3 x 15)</td>
<td>45</td>
</tr>
<tr>
<td>#1 Resumé</td>
<td>50</td>
</tr>
<tr>
<td>#2 Practice Writing Assignment</td>
<td>50</td>
</tr>
<tr>
<td>#3 Negative News Message</td>
<td>100</td>
</tr>
<tr>
<td>#4 Persuasive News Message Charitable Organization</td>
<td>100</td>
</tr>
<tr>
<td>#5 Individual Report – The Minimum Wage</td>
<td>125</td>
</tr>
<tr>
<td>#6 Ethics Assignment</td>
<td>25</td>
</tr>
<tr>
<td>#7 Group Research Presentation – Team Asgmt.</td>
<td>150</td>
</tr>
<tr>
<td>Tests (3 x 100)</td>
<td>300</td>
</tr>
<tr>
<td><strong>Total Possible</strong></td>
<td><strong>955</strong></td>
</tr>
</tbody>
</table>

Late or Missed Assignments:

Late or missed assignments are not accepted (exceptions see below). Moreover, a lack of D2L access is not an acceptable excuse to turn in late work. D2L homepage will announce routine system maintenance and send out emails prior to system maintenance or updates. Therefore, use your organizational management skills to prepare and turn in your assignment(s) on time. Extra credit opportunities are not offered. The lowest grade will not be dropped.

Exceptions:

The student’s responsibility is to contact the professor with a legitimate excuse to make arrangements for a missed assignment. If it is impossible to contact me before the test, contact me as soon as possible after the emergency is resolved. The student must reschedule the missed assignment or test within 3 days.

Discussion Board Questions Rubric

Discussion answers should thoroughly answer the question(s). The answer should be a minimum of 100 words (which should equal to about 5 sentences). Do not cite the textbook in your answer. You must create an original answer that may include examples that will demonstrate that you understand the material that you have read. Proofread your answer. Poorly written answers will have a 3-point deduction.
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.

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 identify and analyze global and crosscultural environmental business issues. (Global Awareness)
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, and analysis, evaluation and synthesis of information.</td>
<td>Individual Report Ch. 11, WK 3</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 Report Ch. 11, WK 3</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 Ch. 12, WKn 4 &amp; 5</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 Assignment #6 Ch. 2, WK 4</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.
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

**General Student Policies:**

**Academic Integrity (4.1).** Abiding by the university policy on 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 dishonesty, as well as abiding by university policy for penalties on cheating and plagiarism.

**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 to the class 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

**Withheld Grades Semester Grades 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 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
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.

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, 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/thewhub
936.468.4008
thewhub@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

Artificial Intelligence (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.
## Course Calendar
### Summer Five Week Term
#### Tentative Schedule

<table>
<thead>
<tr>
<th>Module Week</th>
<th>Assignments</th>
<th>Due Date By 11:59 pm</th>
</tr>
</thead>
</table>
| **Module 1** 07/08 – 07/13 | Read Chapter 1: *Establishing a Framework for Business Communication*  
Read Chapter 13 *Preparing Resumes and Applications Messages*  
Read Chapter 14 *Interviewing for a Job and Preparing Employment Messages*  
Read Chapter 5 *Communicating Electronically*  
Complete Syllabus Quiz  
Individual Introduction Discussion  
Discussion Question #1  
#1 Your Résumé  
Test #1 (Chapters 1, 5, 13, & 14) | 07/13 |
| **Module 2** 07/15 – 07/20 | Read Chapter 6 *Delivering Good-and Neutral-New Messages*  
Read Chapter 7 *Delivering Bad-News Messages*  
Read Chapter 3 Planning and Decision Making  
Read Chapter 4 *Preparing Written Messages*  
Discussion Question #2  
#2 Practice Writing Assignment  
#3 Negative News Message  
Test #2 (Chapters 3, 4, 6, & 7) | 07/20 |
<table>
<thead>
<tr>
<th>Module 3</th>
<th>Read Chapter 8</th>
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<tbody>
<tr>
<td>07/22 - 07/27</td>
<td>Delivering Persuasive Messages</td>
</tr>
<tr>
<td>Read Chapter 9</td>
<td></td>
</tr>
<tr>
<td>07/27</td>
<td>Understanding the Report Process &amp; Research Methods</td>
</tr>
<tr>
<td>Read Chapter 11</td>
<td></td>
</tr>
<tr>
<td>07/27</td>
<td>Organizing and Preparing Reports and Proposals</td>
</tr>
<tr>
<td>Read Chapter 12</td>
<td></td>
</tr>
<tr>
<td>07/27</td>
<td>Designing and Delivering Business Presentations</td>
</tr>
<tr>
<td>Discussion Question #3</td>
<td></td>
</tr>
<tr>
<td>07/27</td>
<td>#4 Persuasive News Message Charitable Organization</td>
</tr>
<tr>
<td>07/27</td>
<td>#5 Individual Report – The Minimum Wage</td>
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</table>

<table>
<thead>
<tr>
<th>Module 4</th>
<th>Read Chapter 2</th>
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<tbody>
<tr>
<td>07/29 – 08/03</td>
<td>Focusing on Interpersonal and Group Communication</td>
</tr>
<tr>
<td>Read Chapter 10</td>
<td></td>
</tr>
<tr>
<td>08/03</td>
<td>Managing Data and Using Graphics</td>
</tr>
<tr>
<td>#6 Ethics Assignment</td>
<td></td>
</tr>
<tr>
<td>08/03</td>
<td>Work with your group to complete final group project</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Module 5</th>
<th>Final Exam Week</th>
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<tbody>
<tr>
<td>08/05 – 08/07</td>
<td>#7 Team Research Presentation – Team Asgmt.</td>
</tr>
<tr>
<td>08/06</td>
<td>Final Exam Test #3</td>
</tr>
<tr>
<td>08/07</td>
<td>Chapters (2, 8, 9, &amp; 10)</td>
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</table>