



## BUAD 1305.13 - Electronic Communications Techniques

Department of General Business & Finance  
Fall 2017 (CRN 80322)

**Instructor:** Dr. Dana E. Bible  
**E-mail:** [deb013@shsu.edu](mailto:deb013@shsu.edu)  
**Class Time & Loc.:** Online

**Office:** SHB 206F  
**Phone:** 936-294-2574  
**Office Hours:** MW 9:30am-10:50am  
or by appointment

### Required e-Text:

Microsoft Office 2016 VOLUME 1 (*Exploring series*) by Grauer, Poatsy, Mulbery, Hogan, Rutledge, Krebs, & Cameron

Access code for e-text will be provided by instructor **free of cost**.

### Required Supplies and Prerequisites:

- Microsoft Office™ 2016 software suite
- Web Cam/Microphone
- Adobe Flash Player
- DSL, Cable, or other high-speed internet connection
- Flash drive to manage assignments
- Student Email Account (@shsu.edu)
- Access to Blackboard online learning system

This course does not have prerequisites.

### Course Description:

This course is designed to provide the student with skills to produce properly formatted business documents, both in text and numerical formats. Emphasis is placed on the use of current application software, such as word processing, spreadsheet, and presentation, to effectively communicate electronically. 3 Credit Hours

### Teaching/Learning Strategies:

Teaching/learning strategies will include lecture, class discussion, small group work, individual assignments, and experiential learning exercises.

### Course Objectives:

The general objective of business communication is to build on general studies (such as language skills of writing, grammar, and punctuation) in conjunction with business foundation courses (accounting, finance, management, marketing, etc.) to enable students to develop effective business communication skills to solve business problems. At the end of the course, students will be able to do the following:

- Apply the fundamental principles of word processors, spreadsheets, and presentations.
- Proficiently format and utilize MS Word documents for business use.

- Demonstrate basic skills in MS Excel to communicate financial and numerical information in business.
- Create and present MS PowerPoint presentations.

### IDEA Objectives:

In this course, our focus will be on these major objectives (as assessed by the IDEA course evaluation system):

### Essential:

Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

### Important:

Gaining a basic understanding of the subject

### Important:

Learning to apply course material (to improve thinking, problem solving, and decisions).

### Student Assessment:

Course Assignments & Assessments	Points
Simulation Activity (10 x 10 pts each)*	100
Practice Activity (10 x 10pts each)*	100
Assessment 1 –MS Word	100
Assessment 2 –MS Excel	100
Assessment 3 –MS PowerPoint	100
Project (3 parts x 50pts each)	150
Discussion Questions (3 x 10pts each)	30
Wiki – Start/Stop/Keep	10
Common Features Quiz	<u>10</u>
	700

### Possible Points

700 – 630 = A      629 – 560 = B      559 – 490 = C      489 – 420 = D      419 and below = F

*\*Of the 12 activities, only the top 10 will be counted toward the total course points*

*Bonus points may be available at the discretion of the instructor.*

*\*Of the 12 activities, only the top 10 will be counted toward the total course points.*

### NOTES:

- All cut-offs are firm.
- Grades are not curved.
- Grades are based on points only, never on percentages.
- The time to grieve a grade is within 48 hours posting, not at the end of the semester.

### Student Expectations:

**Prepare for class.** I expect you to have read the assigned materials before the class during which it is discussed. PowerPoint slides for each textbook chapter are available on the Blackboard course site. You are responsible for all material in the assigned chapters whether we discuss that material in class or not.

**Commit to Success.** Put in the effort necessary to be successful in the course by keeping up with reading assignments, activities, quizzes, discussion boards, etc.

**Participate in all class activities.** Discussion Board posts provide opportunities to practice your communication and team building skills. Engage in courteous and collegial discussions throughout the course.

**Be “present”.** Make sure that you respond to course discussion questions each week and reply to at least two students each week. Check blackboard and SHSU email at least 3 times per week.

**Use your resources.** Look at the course calendar for assigned due dates for assignments, quizzes, and exams. Review the syllabus and assignments before posting questions in the virtual office.

**Communicate.** Communication with students will be conducted primarily through virtual office interaction, SHSU email, and the announcements function on Blackboard. The virtual office should be utilized to ask questions when the answer may be of benefit to classmates.

**Complete all course assignments.** All graded assignments for the course must be completed on the due date specified in the syllabus. No late work will be accepted. Assessments will be given on the date specified in the syllabus. No make-up assessments will be given. Unless otherwise specified, all written assignments must be keyed in proper business format.

**Respect others.** You must treat me, other faculty, and other students with respect. Students who are especially disruptive/inappropriate may be reported to the Dean of Students for disciplinary action in accordance with Sam Houston State University policy.

**Practice Netiquette.** No flaming (negative hurtful comments); use proper grammar and spelling; don't yell (write in all caps); and no text language or abbreviations.

### Academic Integrity:

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see the [Dean of Student's Office](#).

An act of academic dishonesty, even a first offense, places you in jeopardy of severe forms of disciplinary action, including dismissal from the university. 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. 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. Avoid even the appearance of cheating. If you are discovered in an act of dishonesty, penalties instated will be at the discretion of the instructor, including an “F” for the course. In this course, I place emphasis 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.

For this course, academic dishonesty includes, but is not limited to:

- Copying files or lending your storage device to another student
- Copying answers on exams, using other electronic devices, using the internet/Google for answers or
- Turning in assignments that have been used in other classes
- Purchasing or selling assignments or exam materials
- Turning in someone else’s work as your own. Doing so will result in a grade of zero for both the cheater and the enabler.

#### **Students with Disabilities Policy:**

It is the policy of Sam Houston State University that 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. *Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations.*

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, I encourage you to register with the SHSU Services for Students with Disabilities and to 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 Services for Students with Disabilities. For a complete listing of the university policy, see: <http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

#### **Student Absences on Religious Holy Days Policy:**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20....” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to be absent on a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable time frame in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: [/dept/academic-affairs/documents/aps/students/861001.pdf](http://dept/academic-affairs/documents/aps/students/861001.pdf)

## Weekly Schedule Revised

Week	Days	Topic/Assignment	Readings
Module 1 – Start Here			
1	8/23	Introduction to course and syllabus review	
Module 2 – Microsoft Office Common Features			
2	8/28 - 8/30	Account & Storage Creation  Office Common Features <b>Quiz:</b> Office Common Features	Chapter 1
Module 3 – Microsoft Word			
3 - 6	9/4 - 9/25	<b>Introduction to Word:</b> <i>Organizing a Document</i>	Chapter 1
		<b>Document Presentation:</b> <i>Editing and Formatting</i>	Chapter 2
		<b>Document Productivity:</b> <i>Working with Tables</i>	Chapter 3
		<b>Collaboration and Research:</b> <i>Communicating and Producing Professional Papers</i>	Chapter 4
		<b>Assessment #1</b>	
Module 4 – Microsoft Excel			
6 - 10	9/26 - 10/25	<b>Introduction to Excel:</b> <i>Creating and Formatting a Worksheet</i>	Chapter 1
		<b>Formulas and Functions:</b> <i>Performing Quantitative Analysis</i>	Chapter 2
		<b>Charts:</b> <i>Depicting Data Visually</i>	Chapter 3
		<b>Datasets and Tables:</b> <i>Managing Large Volumes of Data</i>	Chapter 4
		<b>Assessment #2</b>	
Module 5 – Microsoft PowerPoint			
11 - 13	10/30 - 11/15	<b>Introduction to PowerPoint:</b> <i>Creating a Basic Presentation</i>	Chapter 1
		<b>Presentation Development:</b> <i>Planning and Preparing a Presentation</i>	Chapter 2
		<b>Presentation Design:</b> <i>Illustrations and Infographics</i>	Chapter 3
		<b>Enhancing with Multimedia:</b> <i>PowerPoint Rich Media Tools</i>	Chapter 4
Module 6 – Final Project & Course Wrap Up			
14 - 15	11/20 - 12/3	Course Evaluations & Start/Stop/Keep	
		<b>Project Completion</b>	

**NOTE:** This schedule is a tentative outline for the semester. It is meant to be a guide. Several items are subject to change (e.g., exams may be moved up in time, certain topics may be stressed more or less than indicated, etc.).

**Professor reserves the right to make changes to the policies and schedule as necessary.**

## Grade/Assignment Sheet

### BUAD 1305.13 Fall 2017

		Date Available	Due Date	Points Earned /Possible
Module 1 – Start Here				
	Discussion Board #1	Wed. 8/23/2017, 12:00am	Sun. 9/3/2017, 11:59pm	____/10
Module 2 – Microsoft Office Common Features				
	Quiz – Office Common Features (BB)	Wed. 8/23/2017, 12:00am	Sun. 9/3/2017, 11:59pm	____/10
Module 3 – Microsoft Word				
MS Word	Discussion Board #2	Mon. 9/4/2017, 12:00am	Sun. 9/17/2017, 11:59pm	____/10
	Bonus Ch.1-4 End of Ch. Quizzes (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/4
	Bonus Ch.1-4 Key Terms Quizzes (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/4
	Ch. 1 Simulation (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/10
	Ch. 1 Practice (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/10
	Ch. 2 Simulation (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/10
	Ch. 2 Practice (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/10
	Ch. 3 Simulation (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/10
	Ch. 3 Practice (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/10
	Ch. 4 Simulation (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/10
	Ch. 4 Practice (P)	Mon. 9/4/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/10
	Assessment # 1 (P)	Mon. 9/25/2017, 12:00am	Mon. 9/25/2017, 11:59pm	____/100
Module 4 – Microsoft Excel				
MS Excel	Discussion # 3	Mon. 9/25/2017, 12:00am	Sun. 10/8/21017, 11:59pm	____/10
	Bonus Ch.1-4 End of Ch. Quizzes (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/4
	Bonus Ch.1-4 Key Terms Quizzes (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/4
	Ch. 1 Simulation (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/10
	Ch. 1 Practice (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/10
	Ch. 2 Simulation (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/10
	Ch. 2 Practice (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/10
	Ch. 3 Simulation (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/10

	Ch. 3 Practice (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/10
	Ch. 4 Simulation (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/10
	Ch. 4 Practice (P)	Wed. 9/27/2017, 12:00am	Tue. 10/24/2017, 11:59pm	____/10
	Assessment # 2 (P)	Wed. 10/25/2017, 12:00am	Wed. 10/25/2017, 11:59pm	____/100
Module 5 – Microsoft PowerPoint				
MS PowerPoint	Bonus Ch.1-4 End of Ch. Quizzes (P)	Mon. 10/30/2017, 12:00am	Tue. 11/14/2017, 11:59pm	____/4
	Bonus Ch.1-4 Key Terms Quizzes (P)	Mon. 10/30/2017, 12:00am	Tue. 11/14/2017, 11:59pm	____/4
	Ch. 1 Simulation (P)	Mon. 10/30/2017, 12:00am	Tue. 11/14/2017, 11:59pm	____/10
	Ch. 1 Practice (P)	Mon. 10/30/2017, 12:00am	Tue. 11/14/2017, 11:59pm	____/10
	Ch. 2 Simulation (P)	Mon. 10/30/2017, 12:00am	Tue. 11/14/2017, 11:59pm	____/10
	Ch. 2 Practice (P)	Mon. 10/30/2017, 12:00am	Tue. 11/14/2017, 11:59pm	____/10
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	Ch. 3 Practice (P)	Mon. 10/30/2017, 12:00am	Tue. 11/14/2017, 11:59pm	____/10
	Ch. 4 Simulation (P)	Mon. 10/30/2017, 12:00am	Tue. 11/14/2017, 11:59pm	____/10
	Ch. 4 Practice (P)	Mon. 10/30/2017, 12:00am	Tue. 11/14/2017, 11:59pm	____/10
	Assessment #3 (P)	Wed. 11/15/2017, 12:00am	Wed. 11/15/2017, 11:59pm	____/100
Module 6 – Final Project & Course Wrap Up				
Project & Wrap Up	Wiki	Mon. 11/20/2017, 12:00am	Sun. 12/3/2017, 11:59pm	____/10
	Project Part 1	Wed. 9/20/2017, 12:00am	Sun. 12/3/2017, 11:59pm	____/50
	Project Part 2	Wed. 10/18/2017, 12:00am	Sun. 12/3/2017, 11:59pm	____/50
	Project Part 3	Mon. 11/13/2017, 12:00am	Sun. 12/3/2017, 11:59pm	____/50

**Course Assignments & Assessments****Points**

Simulation Activity (10 x 10 pts each)*	100
Practice Activity (10 x 10pts each)*	100
Assessment 1 –MS Word	100
Assessment 2 –MS Excel	100
Assessment 3 –MS PowerPoint	100
Project (3 parts x 50pts each)	150
Discussion Questions (3 x 10pts each)	30
Wiki – Start/Stop/Keep	10
Common Features Quiz	<u>10</u>

700

**Possible Points**

700 – 630 = A      629 – 560 = B      559 – 490 = C      489 – 420 = D      419 and below = F

*\*Of the 12 activities, only the top 10 will be counted toward the total course points*