



BUAD 2321.10 - Design and Presentation of Business Projects

Department of General Business & Finance
Fall 2017

Instructor: Dr. Dana E. Bible
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Class Time & Loc.: Online

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

Required Text:

Hamilton, Cheryl. *Communicating for Results: A Guide for Business and the Professions*, 11th Ed. (Cengage, 2018) ISBN 978-1-305-28026-7

Required Supplies and Prerequisites:

- Student (SHSU) email account and reliable Internet access
- Proficiency in MS Word and MS PowerPoint
- Proficiency in the Blackboard online learning system
- Microsoft Office™ 2016 software suite
- Web Cam/Microphone
- YouTube and/or Google account
- DSL, Cable, or other high-speed internet connection
- Flash drive to manage assignments

Course Description:

BUAD 2321 focuses on the design and presentation of business information using current technology to enhance communication. Theory and principles are studied as they apply to the development of competency in formal business speaking (3 credit hours).

Teaching/Learning Strategies:

Teaching/learning strategies will include lectures, demonstrations, readings, class discussion, 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:

- Understand basic principles of ethical professional communication.
- Design and deliver business presentations with various purposes (to inform, to convince, to cause action, to inspire/entertain).

- Analyze and adapt presentations to business audience interests and knowledge levels.
- Differentiate between effective delivery methods and techniques (including computer graphics) to support presentation content.
- Critically and systematically listen to and evaluate oral business messages.

IDEA Objectives:

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

Essential:

Developing skill in expressing oneself orally or in writing.

Important:

Gaining a basic understanding of the subject.

Important:

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

Student Assessment:

Course Assignments & Quizzes	Points
Quizzes (10 x 10 pts each)*	100
Assignment 1 - Elevator Speech	10
Assignment 2 - Listening Exercise	20
Assignment 3 - Special Event Speech	50
Assignment 4 - Interview	100
Assignment 5 - Informative Presentation	100
Assignment 6 - Team Persuasive Presentation**	100
Wiki – Start/Stop/Keep	10
Discussion Board - Introduction	<u>10</u>
	500

Possible Points:

500 – 450 = A 449 – 400 = B 399– 350 = C 349 – 300 = D 299 and below = F

**Of the 13 quizzes, only the top 10 will be counted toward the total course points*

***Counts as Final Exam*

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

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 absent himself/herself from 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 timeframe 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>

Sam Houston Writing Center:

The Sam Houston Writing Center, located in Farrington 111, is open from 8:00 a.m. until 7:00 p.m. Monday through Thursday, 8:00 a.m. until 3:00 p.m. on Friday, and 2:00 p.m. until 7:00 p.m. on Sunday. Writing tutors will work with you at any stage of the writing process (brainstorming, generating a draft, organizing a draft, or revising a draft) for any written assignment. The Writing Center operates on an appointment system, so please call (936) 294-3680 to schedule a session with a writing tutor. Skype sessions are available for distance students and a tutor is available at the University Center. See the website for more information: www.shsu.edu/sctr.

Weekly Schedule

Week	Days	Topic/Assignment	Readings
Module 1 – Start Here			
1	8/23 - 8/27	Introduction to course and syllabus review Discussion Board: Student Introductions; DUE Sunday, Sept. 3 by 11: 59 p.m.	
Module 2 – Understanding Communication in the Workplace			
2-4	8/28 - 9/17	Communication & Ethics at Work: What should you know? Quiz Chapter 1: DUE Sunday, Sept. 3 by 11:59 p.m.	Chapter 1
		Organizations in the Workplace: <i>Which ones fit you best?</i> Quiz Chapter 2: DUE Sunday, Sept. 10 by 11:59 p.m. Assignment # 1: Elevator Speech; DUE Sunday, Sept. 10 by 11: 59 p.m.	Chapter 2
		Handling Conflict, Cultural Diversity, and Relationships Quiz Chapter 3: DUE Sunday, Sept. 17 by 11:59 p.m.	Chapter 3
Module 3 – Personalizing Communication in the Workplace			
5-7	9/18 - 10/8	Effective Listening Quiz Chapter 4: DUE Sunday, Sept. 24 by 11:59 p.m. Assignment # 2: Listening Exercise; DUE Sunday, Sept. 24 by 11: 59 p.m.	Chapter 4
		Nonverbal Communication Quiz Chapter 5: DUE Sunday, Oct. 1 by 11:59 p.m.	Chapter 5
		Anxiety, Technology, and Other Communication Obstacles Quiz Chapter 6: DUE Sunday, Oct. 8 by 11:59 p.m. Assignment # 3: Special Event Speech; DUE Sunday, Oct. 8 by 11: 59 p.m.	Chapter 6
Module 4 – Maximizing Communication in the Workplace			
8-11	10/9 - 11/5	Basic Information for all Types of Interviews Quiz Chapter 7: DUE Sunday, Oct. 15 by 11:59 p.m.	Chapter 7
		The Employment Interview Quiz Chapter 8: DUE Sunday, Oct. 22 by 11:59 p.m. Assignment # 4: Interview; DUE Sunday, Oct. 22 by 11: 59 p.m.	Chapter 8
		Small-Group Communication & Problem Solving Quiz Chapter 9: DUE Sunday, Oct. 29 by 11:59 p.m.	Chapter 9
		Participation and Leadership in Teams Quiz Chapter 10: DUE Sunday, Nov. 5 by 11:59 p.m.	Chapter 10
Module 5 – Polishing Oral & Written Communication in the Workplace			
12-14	11/6 - 11/26	Information Presentations: Plan, Research, Organize, and Deliver Quiz Chapter 11: DUE Sunday, Nov. 12 by 11:59 p.m. Assignment # 5: Informative Presentation; DUE Sunday, Nov. 12 by 11: 59 p.m.	Chapter 11
		Verbal & Visual Supporting Materials Quiz Chapter 12: DUE Sunday, Nov. 19 by 11:59 p.m.	Chapter 12

		Persuasive Presentations: Individual or Team Quiz Chapter 13: DUE Sunday, Nov. 26 by 11:59 p.m.	Chapter 13
Module 6 – Final Project & Course Wrap Up			
15-16	11/27 - 12/6	Course Evaluations & Start/Stop/Keep Wiki: Start/Stop/Keep; DUE Sunday, Dec. 3 by 11: 59 p.m. Assignment # 6: Persuasive Presentation; DUE Sunday, Dec. 3 by 11: 59 p.m.	

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

		Date Available	Due Date	Points Earned /Possible
Module 1 – Start Here				
Week 1	Discussion Board - Introduction	Wed. 8/23/2017, 12:00am	Sun. 9/3/2017, 11:59pm	____/10
Module 2 – Understanding Communication in the Workplace				
Weeks 2-4	Quiz – Chapter 1	Mon. 8/28/2017, 12:00am	Sun. 9/3/2017, 11:59pm	____/10
	Quiz – Chapter 2	Mon. 8/28/2017, 12:00am	Sun. 9/10/2017, 11:59pm	____/10
	Assignment # 1 – Elevator Speech	Mon. 8/28/2017, 12:00am	Sun. 9/10/2017, 11:59pm	____/10
	Quiz – Chapter 3	Mon. 8/28/2017, 12:00am	Sun. 9/17/2017, 11:59pm	____/10
Module 3 – Personalizing Communication in the Workplace				
Weeks 5-7	Quiz – Chapter 4	Mon. 9/18/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/10
	Assignment # 2 – Listening Exercise	Mon. 9/18/2017, 12:00am	Sun. 9/24/2017, 11:59pm	____/20
	Quiz – Chapter 5	Mon. 9/18/2017, 12:00am	Sun. 10/1/2017, 11:59pm	____/10
	Quiz – Chapter 6	Mon. 9/18/2017, 12:00am	Sun. 10/8/2017, 11:59pm	____/10
	Assignment # 3 – Special Event Speech	Mon. 9/18/2017, 12:00am	Sun. 10/8/2017, 11:59pm	____/50
Module 4 – Maximizing Communication in the Workplace				
Weeks 8-11	Quiz – Chapter 7	Mon. 10/9/2017, 12:00am	Sun. 10/15/2017, 11:59pm	____/10
	Quiz – Chapter 8	Mon. 10/9/2017, 12:00am	Sun. 10/22/2017, 11:59pm	____/10
	Assignment # 4 – Interview	Mon. 10/9/2017, 12:00am	Sun. 10/22/2017, 11:59pm	____/100
	Quiz – Chapter 9	Mon. 10/9/2017, 12:00am	Sun. 10/29/2017, 11:59pm	____/10
	Quiz – Chapter 10	Mon. 10/9/2017, 12:00am	Sun. 11/5/2017, 11:59pm	____/10
Module 5 – Polishing Oral & Written Communication in the Workplace				
Weeks 12-14	Quiz – Chapter 11	Mon. 11/6/2017, 12:00am	Sun. 11/12/2017, 11:59pm	____/10
	Assignment # 5 – Informative Presentation	Mon. 11/6/2017, 12:00am	Sun. 11/12/2017, 11:59pm	____/100
	Quiz – Chapter 12	Mon. 11/6/2017, 12:00am	Sun. 11/19/2017, 11:59pm	____/10
	Quiz – Chapter 13	Mon. 11/6/2017, 12:00am	Sun. 11/26/2017, 11:59pm	____/10
Module 6 – Final Assignment & Course Wrap Up				
Weeks 15-16	Assignment # 6 – Persuasive Presentation	Mon. 11/27/2017, 12:00am	Sun. 12/3/2017, 11:59pm	____/100
	Wiki	Mon. 11/27/2017, 12:00am	Sun. 12/3/2017, 11:59pm	____/10