

**Sam Houston State University  
College of Business Administration  
Department of General Business and Finance**

**BUAD 3335 Business Communication  
CRN 80349  
Fall, 2017**

**BUAD 3335.12 TH: 6:00 p.m. – 8:50 p.m. The Woodlands Center Room: 203**

**Professor:** Kathryn S. O'Neill, Ph.D.  
**Office:** SHB 210-J  
**Phone:** 936-294-1285  
**Fax:** 936-294-3074  
**E-mail:** [oneill@shsu.edu](mailto:oneill@shsu.edu)

**Wednesday**

**Thursday**

**Office Hours:** 1:00 p.m. – 4:00 p.m. 5:00 p.m. – 6:00 p.m.  
Huntsville campus

**Monday/Tuesday/Friday:** By appointment

**Required Text:** Shwom, B. & Snyder, L.G. (2014). *Business Communication: Polishing Your Professional Presence*. 3<sup>rd</sup> Edition. New York: Pearson. ISBN: 978-0-13-305951-9

**Required Supplies and Prerequisites:**

Flash/Travel drive to manage assignments  
Student Computer account  
Scantron Form 882-E and #2 pencil  
Proficiency in MS Word  
Proficiency in Blackboard online learning system

**Course Description:**

BUAD 3335 is a writing-intensive course. Teaching/learning strategies will include lecture, class discussion, small group work, individual writing assignments, collaborative writing assignments and experiential learning exercises. Course content centers on communication as a management tool in business and as a personal skill with emphasis on the logical development of routing oral and written messages and reports. 3 Credit Hours.

**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.) and 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:

1. Apply business communication strategies and principles to prepare effective messages for domestic and international business situations.
2. Identify ethical, legal, cultural, and global issues affecting business communication.
3. Use analytical and problem solving skills typical in business communication.
4. Construct clear, logically organized messages using accepted standards of English grammar, mechanics, and business style.
5. Select appropriate organizational formats and channels (including technology) for developing and presenting routine business messages.
6. Compose effective employment communication.
7. Conduct research and compose a documented business report.

### Course Evaluation:

BUAD 3335 is classified as a writing-intensive course. Evaluation of written assignments contributes at least 50% of the course grade. Students must submit required writing assignments; omission of any one of the required writing assignments will result in a grade of "F" for the course. Required writing assignments include the following:

- Business Research Report
- Routine/Direct Message
- Bad News Message
- Persuasive/Sales Message
- Résumé and Cover Letter

Course Assignments	Points
Final Exam	100
Chapter Quizzes	200
(No Quiz for Chs. 2, 11—10 quizzes X 20 pts. each)	
Grammar/Mechanics Revisions (3 X 25 pts.)	75
Team Performance	
Charter, Project Plan	25
Peer Evaluation	50
Business Report (Team)	150
Resume/Cover Letter	100
Letters (3)	300
Letter 1 (Routine/Direct Message) = 100	
Letter 2 (Bad News Message) = 100	
Letter 3 (Persuasive/Sales Message) = 100	
	<hr/> 1,000

### Possible Points

1000 – 900 = A      899 – 800 = B      799 – 700 = C      699 – 600 = D      Below 599 = F  
 Grades are based on points only, never on percentages. Bonus points may be available at the discretion of the instructor.

## **Course Policies:**

**1. Regular and punctual class attendance.** I will take roll at every class period using a sign-in sheet. Absence results in zero credit for that day's quizzes/exams/in-class work and for any other time-sensitive assignments—with the exception of extreme circumstances (in which case, arrangements for work must be made ahead of time with the instructor). Students are allowed up to three class periods of absence without penalty in a one-day-per-week class; for students with more than three absences, I will record a grade of "F" for the course. Signing in on the roll is the student's responsibility. Asking a colleague to sign in for you is dishonest and disrespectful, and, upon discovery, will result in a failing grade for the course. Failure to sign in to create a record of attendance is equivalent to missing the class in my records.

Tardiness (arrival more than 10 minutes after the class start time by the classroom clock) or leaving early counts as one-half absence. If a student is tardy, it is his/her responsibility to inform the professor at the end of the class period, or I will count the tardy as an absence. I will take up the roll sheet five minutes after the beginning of class. Students with perfect attendance (including no tardies and no early departures) earn 10 bonus points at the end of the semester.

**2. Preparation for class.** I expect you to have read the assigned materials before the class during which I cover the topic. PowerPoint® slides for each textbook chapter are available on the Blackboard course site. You are responsible for material in assigned chapters whether we discuss that material in class or not.

**3. Participation in all class activities.** Class sessions provide opportunities to practice your communication skills.

**4. Computer proficiency.** Assignments require the use of MS Word. The Business Report assignment will require you to conduct research using the internet. You must word-process all written assignments using MS Word for submission through the course site on Blackboard.

**5. Timely completion of all course assignments.** Late written assignments (exams, reports) will cost you 10 points per day. If you are absent from class when an assignment is due, you will avoid the late penalty by submitting your work early.

**6. NO MAKE-UPS ON IN-CLASS LETTERS!!!** If you are not in class when we create an in-class letter assignment for a grade, I will not allow a make-up. You will earn a zero for the missed assignment.

**7. Ground Rules for Chapter Quizzes on Blackboard.** Each quiz expires on a Monday at 11:55 p.m., allowing you a "day of grace."

- All quizzes are worth 20 points. Each quiz has 20 questions and a 20-minute time limit. You may take each quiz twice and the higher of your two grades will post to the online Grade Book
- I will not accept any personal excuses for missing a quiz. When the quiz expires, it's gone. In the event of an extended "hardware crisis," you have the option of accessing the quiz from a friend's computer or some other alternative. If you have computer problems over a weekend, you have a day, Monday, to contact IT for help.
- Don't wait until the last minute. All quizzes are open for three weeks; plan your work.
- Short answer "fill-in-the-blank" questions require exact wording from the text that's spelled correctly. Your answer must make sense in the context of the sentence to be correct.

- In the event you are “kicked off” the system and the quiz expires before you can reconnect, send me an e-mail by Monday noon. I can reset the quiz for you. This notification works **ONLY** if you contact me before noon Monday morning.

**8. Grading Questions.** The time to grieve a grade is immediately after it is awarded or posted. If you have questions about how quiz questions have been scored, request a review within a week of taking the quiz. Email your professor with the quiz number and the question number for review

### **Classroom Conduct**

Only registered students may attend class. I expect you to assist in maintaining a classroom environment that is conducive to learning. You must treat me, other faculty, and other students with respect.

- **Turn off your cell phone while you are in class and store it out of sight.**
- **No open laptops or other devices during class time.**

A ringing cell phone becomes my property! Under no circumstances may you use cell phones or other electronic devices during times of examination. Unless I instruct you otherwise, you must turn your laptop or other computer completely off when class begins. Absolutely no food or drink is permitted in the classroom.

### **Academic Integrity**

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.

### **Americans with Disabilities Act**

Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. 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, then I encourage you to register with the SHSU Office of 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 Office of 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 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, without penalty. University policy 861001 provides the procedures to be followed by the student and instructor. If you desire to absent yourself from a

scheduled class in order to observe (a) religious holy day(s) please notify me by written statement **by September 1, 2017.**

### 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](http://www.shsu.edu).

### Course Schedule

Week	Class Days	Topic/Assignment	Chapter
1	Th 8/24	Introduction to course and assignments **Quizzes 1 and 12 open **Syllabus Quiz Open for Bonus Points	Chapter 1
2	Th 8/31	Communication Style	
3	Th 9/7	Grammar/Mechanics Style Clinic	
4	Th 9/14	The Job Search, Résumés, and Cover Letters Résumé practice **Quiz 3 open Monday 9/18/17	Chapter 12
5	Th 9/21	Cover Letter practice Interviewing and Following Up **Quizzes 8, 9, and 10 open Monday 9/25/17 **Quizzes 1 and 12 close-Monday 9/25/17 11:55 p.m.- <b>40 pts</b> <b>**Résumé/Cover Letter due Friday 9/29/17 11:55 p.m.—100 pts</b>	
6	Th 9/28	ACE—The Writing Process Persuasive Business Proposals **Choose report cases and set up teams	Chapter 3 Chapter 9
7	Th 10/5	Finding and Evaluating Business Information Library Research Presentation **Quiz 7 opens Monday 10/9/17 **Quiz 3 closes Monday 10/9/17 11:55 p.m.— <b>20 pts</b>	Chapter 8
8	Th 10/12	Preparing Business Reports Building a Business Case **Quizzes 8, 9 and 10 close-Monday 10/16/17-11:55 p.m.- <b>60 pts.</b>	Chapter 10
9	Th 10/19	Citing Sources Grammar/Mechanics Exercise **Quiz 4 open Monday 10/23/17	

<b>10</b>	Th 10/26	Using Social Media in Business **Quiz 6 open Monday 10/30/17 **Quiz 7 closes Monday 10/30/17— <b>20 pts.</b> <b>**Business Report due Monday 10/30/17 11:55 p.m.--150 pts.</b>	Chapter 7
<b>11</b>	Th 11/2	Chapter 4: Routine Messages <b>Letter 1 In Class—100 points</b> **Quiz 5 opens Monday 11/6/17	Chapter 4
<b>12</b>	Th 11/9	Chapter 6: Communicating Bad News <b>Letter 2 In Class—100 points</b> **Quiz 4 closes—Monday 11/13/17--11:55 p.m.— <b>20 pts.</b>	Chapter 6
<b>13</b>	Th 11/16	Chapter 5: Persuasive Messages <b>Letter 3 In Class—100 points</b> **Quiz 6 closes—Monday 11/20/17--11:55 p.m.— <b>20 pts.</b> **Quiz 5 closes—Monday 11/27/17—11:55 p.m.— <b>20 pts.</b>	Chapter 5
<b>Thanksgiving Holiday, November 22 – 24</b>			
<b>14</b>	Th 11/30	Course review	
<b>December 4 - 7</b>		Final Exam Week <b>FINAL Exam—100 pts.</b>	
<b>December 11</b>		<b>Final Grades Due at 12:00 noon</b>	