

Sam Houston State University
College of Business Administration
Department of General Business and Finance
BUAD 232I Design and Presentation of Business Projects
Fall 2017

Professor: Lucia S. Sigmar, Ph.D.
Office: SHB 200-L
Phone: 936-294-4904
Fax: 936-294-3074
Email: sigmar@shsu.edu

Office Hours:

Monday: 9:30 a.m. - 11:30 a.m.
Tuesday: 9:00 a.m. – 11:30 p.m.
Wednesday: 9:30 a.m. - 11:30 a.m.
Thursday: 11:00 a.m. - 11:30 p.m.
Fridays by Appointment

Required Text: Hamilton, C. (2018). *Communicating for Results: A Guide for Business and the Professions* (11th Edition). Boston: Wadsworth, Cengage Learning.

Required Supplies and Prerequisites:

- Student (SHSU) email account and reliable Internet access
- Proficiency in MS Word and MS Powerpoint
- Proficiency in Blackboard online learning system

Course Description: BUAD 232I 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 and Learning Strategies: Teaching/learning strategies include lectures, readings, class discussion, small group work, assignments, and experiential learning exercises.

Course Objectives: At the end of this course, students will be able to:

- 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 presentations

Course Requirements:

- Preparation for class. Read the assigned material before the class during which it is discussed. PowerPoint® slides for each textbook chapter are available on Blackboard. Students are responsible for assigned readings whether they are discussed in class or not.
- Regular and punctual class attendance. Roll will be taken every class period (See Attendance Policy). Students are expected to participate in class and to bring textbooks to class.
- Participation in all class activities. Class sessions provide opportunities to practice your communication and team building skills.
- Attendance during classes where other individuals/teams are giving presentations. If you do not attend a class meeting when other teams are giving their presentations, you will be docked ten (10) points from your presentation for each day you do not attend.
- Computer proficiency is essential. Proficiency in the use of PowerPoint® graphics software and the use of the Internet in conducting research is necessary for this class. In the event of a "technical crisis," you can contact Tech Support for help in resolving your issue before the deadline (the latter works only if you have not waited until the last minute to complete your assignment). Don't wait until the last minute. I will not extend the deadline or accept late assignments for any reason.
- Timely completion of all course assignments.
 - Students are expected to complete all assignments on the due date specified in the Course Timeline, prior to class. No late work will be accepted.
 - Scheduled tests will be given on the due date specified in the Course Timeline in objective and/or written format. No make-up tests will be given.
 - Presentations must be given on the day you are scheduled; otherwise, you will forfeit your grade.
 - All writing assignments must be keyed and in proper business format, unless otherwise specified.
- Communication. Communication with students will be conducted primarily through classroom interaction, SHSU email, and the announcements function on Blackboard.

Assignments:

Reading Tests (4 non-cumulative: 25 points each)	100	points
Class Participation/Assignments	50	points
Impromptu Speech	25	points
Listening Exercise	25	points
Mock Interview	75	points
Special Event Speech	25	points
Informative Presentation	100	points
Team Sales Presentation	100	points
Total Possible Points	500	points

Grade Distribution:

450-500 pts	A (90%)
400-499 pts	B (80%)
350-399 pts	C (70%)
300-349 pts	D (60%)
Below 300 pts	F

All cut-offs are firm. Grades will not be curved.

Note: The proper time to challenge a score on an assignment is within 48 hours of receiving your score, not at the end of the semester.

Attendance Policy: Attendance in this course is necessary and expected. If you are unable to commit to taking the class, it is advisable to wait until you are able to make the commitment. Attendance will be taken at all class meetings. Absence from class will result in zero credit for that day's exams and that day's assignments—with the exception of extreme circumstances (in which case, arrangements for work must be made ahead of time with the instructor.)

Tardiness 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 the tardy will be counted as an absence. If you are unable to come to class on time, you are advised to switch sections or take the class in another semester.

Students enrolled in MW or TTH classes are allowed **up to six class periods** of absences without penalty. Beyond the sixth absence, a grade of "F" will be recorded for the student. Students unable or unwilling to accomplish reasonable attendance (those who will likely exceed the absence limit) are encouraged to enroll during a semester and in a section when they **will** be able and willing to attend the class. Students with perfect attendance (no tardies; no leaving early) will be rewarded with 10 bonus points at the end of the semester.

Classroom Conduct: Only registered students may attend class. Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and other students with respect. Students are to turn off all cell phones and other electronic devices while in the classroom. Under no circumstances are cell phones or other electronic devices to be used or seen during times of examination or during presentations. Computers are to be used for in-class assignments only. 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, up to and 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: SHSU adheres to applicable federal, state, and local laws, regulation, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in class, then I encourage you to register with the SHSU Counseling Center 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 Counseling Center.

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. Please let me know that you require accommodation within the first two weeks of class so that I can work with you to coordinate submission of assignments in advance of your event.

Sam Houston Writing Center: Writing tutors will help you generate, organize, or revise a draft of any assignment. They will not proofread or edit your work—this is your job. (Note: Working with the Writing Center does not guarantee a satisfactory grade on any assignment in this course.) The Center is located on the Huntsville campus in Farrington 111. Walk in, or call 936-294-3680 for an appointment.