

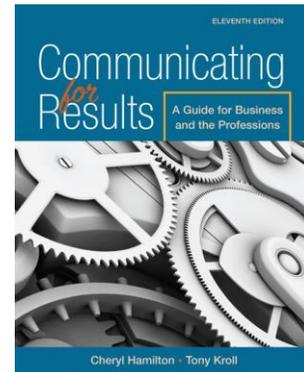
Sam Houston State University
College of Business Administration
Department of General Business and Finance
BUAD 2321-04/05: Business Communication
Fall 2017

Instructor: Lindsay Clark, Ph.D.
Email: lclark@shsu.edu
Office: SHB 210-N

Classroom: SHB 204
Class Time: MW 3:30-4:50pm
Office Hours: MW 8:30-9:20am; 2-3:20pm
T 1-3pm; by appt.

Course Materials and Prerequisites

- Hamilton, C. (2018). *Communicating for Results: A Guide for Business and the Professions* (11th Edition). Boston: Wadsworth, Cengage Learning.
- Access to SHSU email account and Blackboard
- Access to MS Word and MS PowerPoint
- External Storage Device such as a flash drive or cloud storage (Google Drive, One Drive, etc.)



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.

Course Objectives

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

1. Understand basic principles of ethical professional communication.
2. Design and deliver business presentations with various purposes (to inform, to convince, to cause action, to inspire/entertain).
3. Analyze and adapt presentations to business audience interests and knowledge levels.
4. Differentiate between effective delivery methods and techniques (including computer graphics) to support presentation content.
5. Critically and systematically listen to and evaluate oral business presentations

Teaching and Learning Strategies

Teaching/learning strategies include lectures, readings, class discussion, small group work, assignments, and experiential learning exercises.

Course Expectations

- Preparation for class. Read assigned material before the class in which it is discussed.
- 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.
- Participation in all class activities. Class sessions provide opportunities to practice your communication and team building skills.
- Computer proficiency. Proficiency in the use of PowerPoint software and the use of the Internet in conducting research is necessary for this class.

Assignments

The following table outlines the general structure of the class, the various required major assignments, and the weight each will play in determining your course grade:

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

You will receive points on each major assignment and other smaller assignments, totaling 500 points. Your final grade will be based on the following point grading scale:

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

Grades are based on points only, never on percentages. Bonus points may be available at the discretion of the instructor.

Course Policies

Attendance: 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. If you are tardy, it is your responsibility to talk with me at the end of class to ensure you are counted as present. 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.

Classroom Conduct: 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.

Course Calendar: The course calendar is available on Blackboard and is the "official" calendar. Scheduled reading and assignment due dates may shift over the course of the semester; therefore, you should check the calendar on Blackboard often for updates.

Electronic Devices in the Classroom: Laptops, tablets, smart phones, etc. can be useful for this class; however, please use these devices in a professional and respectful manner during class sessions. Accepting phone calls, texting, checking social media, etc., in class shows a lack of professionalism that would be frowned upon in the workplace.

Group Responsibility: Group work is required throughout the term for some in-class exercises and major assignments. Because your input is essential to the success of the entire group, your attendance is essential. Lack of participation in group activities both in and out of class meetings may lead to a lowered grade for the specific assignment.

Late Work: Late work is only accepted for major assignments and will only be accepted up to 48 hours after it was due. This late work will lose one letter grade. **Late homework, in-class participation assignments, and tests will not be accepted unless prior arrangements are made with me.**

Learning Management System (LMS): Our learning management system (LMS) is Blackboard. Please check Blackboard regularly to check on your grades, schedule, assignments, and announcements from me. Assignments are due according to the due dates on the course schedule. In the event that you have technical problems, contact Tech Support (936-294-2780).

University Policies and Services

Academic Integrity: Understanding what constitutes plagiarism and academic dishonesty will help prevent you from committing this act inadvertently and will strengthen your writing. Plagiarism is a serious legal and ethical breach, and it is treated as such by the university. 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, and may also include dismissal from the University.

If you have any questions about using work other than your own in your paper, see me before you turn in an assignment.

Americans with Disabilities Act: It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

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.

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. 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). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. 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.