

**Sam Houston State University**  
**College of Business Administration**  
**Department of General Business and Finance**  
**BUAD 3335 Business Communication/Fall 2017**

**Instructor:** Lucia S. Sigmar, PhD  
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**Office Hours:**

Monday:	9:30 a.m. - 11:30 a.m.
Tuesday:	9:30 a.m. - 11:30 a.m.
Wednesday:	9:30 a.m. - 11:30 a.m.
Thursday:	9:30 a.m. - 11:30 a.m.
<b>Fridays By Appointment</b>	

**Required Text:** Cardon, P. (2018). *Business Communication: Developing Leaders for a Networked World* (3rd Ed.) New York: McGraw-Hill. ISBN 9781259694516

**Required Resources:** McGraw Hill Connect Access Code

**NOTE:** Information on how to purchase the textbook and the Connect access code can be found in the link ("Textbook Information") in the left-hand menu. If you follow the instructions given in this link, you will be able to purchase the Connect access code AND the e-book version of the textbook. Once you complete your purchase, you can also purchase an OPTIONAL loose-leaf copy of the print book for an additional \$15.

**Required Supplies and Prerequisites:**

- Student (SHSU) email account and reliable Internet access
- 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, 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 writing 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 a writing-intensive course. Students must submit all 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 Message
- Résumé and Cover Letter

**Possible Points:**

Item		Total Points
Syllabus Quiz	10 pts.	10
Chapter Quizzes/SmartBook Exercises	14 @ 10 pts. each	140
Messages	Routine/Good News	100
	Exam: Negative <b>or</b> Persuasive	100
Research Project	Report	200
Job Search Materials	Resume (50 pts.)	100
	Cover Letter (50 pts.)	

Connect Grammar, Mechanics, and Research Activities	5-10 pts. each	100
Assignments (TBA)		100
Final Exam/Project		50
<b>Total Course Points</b>		900

### Grade Distribution:

- 810-900 points = A
- 720-899 points = B
- 630-719 points = C
- 540-629 points = D
- 539 points or below = F

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

**NOTE: Students must complete all major assignments (business report, three messages) in order to pass the course. If any one of these assignments is not completed, the student will receive a failing grade.**

### Course Policies:

1. **Attendance.** Attendance 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, that day's in-class letters, and 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 enrolled in M-W 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. Tardiness or leaving early will count 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 with perfect attendance (no tardies; no leaving early) will be rewarded with 10 bonus points at the end of the semester.

2. **Communication.** I will be communicating with students primarily through the classroom, the announcements function on Blackboard, and via email. You can find the announcements on the course home page when you log into the course. You will also receive a copy at your SHSU e-mail address, so be sure to check that account daily on weekdays.
3. **Quizzes.** Chapter quizzes will be open on the first day of class and close as indicated on the Course Timeline. No extensions will be given for any reason, so do not wait until the last day to try to take all the quizzes. Chapter quizzes are worth 10 points each.
4. **LearnSmart Practice Assignments and Connect Activities on Blackboard.**  
All assignments are due by the dates/times listed on the Course Timeline and are worth 5-10 points. Your grades will post to the Blackboard Grade Book.

In the event of an extended “hardware crisis,” you have the option of accessing these resources from another computer or contacting 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). In the event you have technical problems, contact Tech Support and copy me at least six hours before the scheduled deadline.

Don’t wait until the last minute. I will not extend the deadline or accept late assignments for any reason.

5. **Professionalism.** This class will be conducted in a professional manner. This means 1) submit work on time 2) avoid profanity and/or offensive language in your communication, 3) participate fully and courteously with your classmates and team members, and 4) turn off cell phones.
6. **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. Course lectures will be delivered via narrated PowerPoint or MP4 file; these should be viewable on a variety of devices, including iPads
7. **Timely completion of all course assignments.** Due dates and times for all assignments are specified in the Course Timeline. Late assignments will not be accepted.
8. **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 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.

- 9. Americans with Disabilities Act.** 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. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired. 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 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>

*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.*

- 10. 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.
- 11. 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.

Distance tutoring services for writing are available to Sam Houston State University students who are enrolled in classes that do not meet on the Huntsville campus. To schedule an online synchronous tutoring session (voice/video over IP tutoring session, Skype tutoring session), call the Writing Center at 936-294-3680. Request a Skype tutoring session. WC staff will need your SAMID, name, class, teacher, and Skype username and an estimate of your paper length. If you do not have a Skype username, go to <https://login.skype.com/account/signup-form>. Skype tutoring sessions require at least an hour session.

(Syllabus valid for Fall 2017)

