

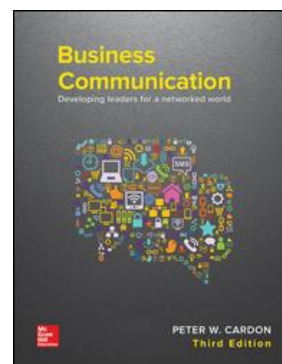
Sam Houston State University
College of Business Administration
Department of General Business and Finance
BUAD 3335-06: Business Communication
Fall 2017

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

Classroom: SHB 139
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

- Cardon, P. (2018). Business Communication: Developing Leaders for a Networked World (3rd ed.) New York: McGraw-Hill.
NOTE: You must also purchase the Connect component for this textbook (Access code).
- External Storage Device such as a flash drive or cloud storage (Google Drive, One Drive, etc.)
- SHSU email account and access to Blackboard



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 and deliver an oral presentation.

Course Evaluation

BUAD 3335 is classified as a writing-intensive course. 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.**

Assignments and Grading Procedures: 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.

Units/Assignments and Point Distribution		Points
Unit 1: Employment Materials	Assignment 1: Resume (50 points) Assignment 2: Cover Letter (50 points)	100
Unit 2: Responding to Messages	Assignment 3: Routine Direct Message (100 points) Assignment 4: Negative Message (100 points) Assignment 5: Persuasive Message (100 points)	300
Unit 3: Business Report	Assignment 6: Business Research Report	200
SmartBook Exercises/Quizzes	Exercises to strengthen understanding and application of key concepts (10 points each)	150
Connect Activities	Grammar, mechanics, and research activities (10 points each)	100
Participation	Short in-class assignments or exercises	50
Exam	Final Exam	100
		1000

You will receive points on each major assignment and other smaller assignments, totaling 1000 points. Your final grade will be based on the standard point grading scale:

900 - 1000 = A
800 - 899.9 = B
700 - 799.9 = C
600 - 699.9 = D
599.9 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 will be taken at each class meeting, as regular attendance is important for this class. Students are allowed 6 absences in courses that meet twice a week. However, beyond the sixth absence, the student will receive an 'F' for the course.

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 quizzes 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.