



## BUAD 3335 Business Communication Fall 2017 – Course Syllabus

### Section 08

Tu/Th 9:30 AM – 10:50 AM  
SHB 204

### Section 09

Tu/Th 12:30 – 1:50 PM  
SHB 204

**Professor** Ashly Smith, Ph.D.  
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**Office Hours** Tu/Th 11:00 am – 12:00 pm  
Wed 9:00 am – 12:00 pm  
Other times by appointment

### Required Text

Cardon, P. (2017). Business communication: Developing leaders for a networked world (3<sup>rd</sup> ed.) New York: McGraw-Hill.

NOTE: The bookstore should be selling the Connect access card, which provides online access to the electronic textbook and the required Connect activities. The print version of the textbook is not required. **The online Connect component is required.**

### 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 Requirements

- *Preparation for class.* The assigned material should be read before the class during which it is discussed. Course materials will be made available on Blackboard. Students are responsible for assigned materials whether they are discussed in class or not.
- *Regular and punctual class attendance.* Roll will be taken every class period (See Attendance & Tardy Policy).

- *Participation in all class activities.* Class sessions provide opportunities to practice your communication and team building skills. Full attention is expected. Being and/or causing distraction will negatively affect your grade in the course, and distracted/distracting students may be asked to leave the class for the day.
- *Computer proficiency is essential*, especially in the use of word processing and course management software (Blackboard, Connect) and the use of the Internet in conducting research.  
**All written assignments are to be typed, unless otherwise indicated.**

## COURSE WORK, POSSIBLE POINTS, AND GRADING

Scheduled tests/assignments/activities will be given in objective and/or written format. Selected reading, activities, and problems will be assigned and listed on the course schedule. Students are responsible for material in assigned chapters and on handouts whether it is discussed in class or not.

Students are expected to complete all assignments by the due date and time. Major writing assignments may be submitted late; a 10% will be deducted from the major writing assignment grade for every day that it is late.

Major Assignment	Due Date	Possible Points
Routine Message <sup>w</sup>	Sept 29	100
Persuasive Message <sup>w</sup>	Oct 6	100
Negative Message <sup>w</sup>	Oct 20	100
Team Report <sup>w</sup>	Nov 14	250 (divided)
Job Materials Packet <sup>w</sup>	Nov 21	100
Chapter Quizzes	On-going	75 (divided)
LearnSmart Achieve Grammar Activities	On-going	50 (divided)
Daily Work	On-going	125 (divided)
Final Exam	Section 8: Dec 7 / Section 9: Dec 5	100
<b>Total</b>		<b>1000</b>

<sup>w</sup> Major writing assignment

### Grading Scale

Points Earned	Corresponding Letter Grade
900-1000 pts	A (90%)
800-899 pts	B (80%)
700-799 pts	C (70%)
600-699 pts	D (60%)
Below 600 pts	F

**NOTE: Grade cut offs are firm.** Grades will not be curved, rounded, or adjusted in any way for any reason. 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.

# OVERVIEW OF MAJOR ASSIGNMENTS

## **Routine Message (100 pts)**

Routine messages are common messages in professional contexts that transmit basic information. They are typically direct and communicate non-controversial information.

The assignment sheet will be provided at the beginning of the unit. The genre for this assignment will be email. The assignment will be assessed using a rubric provided via Blackboard.

## **Persuasive Message (100 pts)**

Persuasive messages attempt to influence the receiver's ways of thinking or acting. Mass persuasive messages—such as sale announcements—are some of the most commonly encountered persuasive messages. In addition to sending mass or focused persuasive messages, business professionals often persuade peers and supervisors to adopt ideas, approaches, and more.

The assignment sheet will be provided at the beginning of the unit. For this assignment, submitted products may be used to support the development of a career clothing closet on campus. The genre for this assignment will be a business letter. The assignment will be assessed using a rubric provided via Blackboard.

## **Negative Message (100 pts)**

Negative messages are more common than many would like to believe. Negative messages range from rejecting a colleague's idea or employee's proposal to reprimanding or even firing an employee. External negative messages include, for example, ending a relationship with a customer or rejecting a claim. Relationship management skills are especially important to crafting effective negative messages.

The assignment sheet will be provided at the beginning of the unit. The genre for this assignment will be an internal memo. The assignment will be assessed using a rubric provided via Blackboard.

## **Team Report (250 pts, divided)**

Reports are used in the workplace to provide detailed information to support the sender's objective in a way that is persuasive to the receiver. Common reports include proposals, progress or work summaries, and more. Reports are written in objective voice because they are often shared with more than the intended/target receiver, and they are often referenced long after they are submitted to the receiver.

For most of the course, you will work on a team with some of your classmates to develop your submission for this assignment. The report assignment will review effective approaches to training, communication, and design in professional contexts and will include a training manual for the proposed career clothing closet being developed on campus.

The assignment sheet will be provided at the beginning of the unit. The assignment will be assessed using a rubric provided via Blackboard.

## **Job Materials Packet (100 pts)**

When applying for a new job, all submitted materials should be tailored to the position and company for which you hope to work. For this assignment, you will develop a cover letter and resume for a position and company for which you would like to work.

The assignment sheet will be provided at the beginning of the unit. The assignment will be assessed using a rubric provided via Blackboard.

## **Chapter Quizzes (75 pts, divided)**

For each chapter covered in this class, you will complete a chapter quiz through the McGraw Hill Connect software. All quizzes are due by the beginning of the class period during which the chapter content will be discussed. Quizzes will become available approximately one week before they are due.

**LearnSmart Achieve Grammar Activities (50 pts, divided)**

The use of professional grammar and punctuation is essential for developing and maintaining a professional image. Throughout the course, you will complete grammar activities through the McGraw Hill Connect software. Activities are typically due at the end of a unit, EXCEPT the source use activities which are due on November 1. Grammar Activities will become available at the beginning of the unit in which they are due or approximately two weeks before they due.

**Daily Work (125 pts, divided)**

There will be regular activities during class time. Any work due or completed during class time is not eligible for late submission. You must be in class to receive credit (unless you have a university-approved absence). While some of this daily work will be submitted for credit, all work is designed to give you practice applying and developing the communication skills we will be honing in the course.

***Professionalism (50 pts)***

In addition to daily activities, your performance and participation in class will be assessed through the Professionalism category. Unprofessional behavior includes but is not limited to use of devices for purposes not related to the course; rudeness to classmates, the instructor, or other visitors; sleeping; and more.

***Topic Discussion Leader (25 pts)***

You will sign up to lead a short discussion on a sub-topic related to the topic of the class period. For example, on the day we discuss Persuasive Message, you might provide a short informative presentation on how to secure a raise during a performance review and then provide a resource that your classmates may reference in the future related to your topic. Your presentation should be engaging and get your classmates engaged in and excited about your topic. The goal is for your classmates to learn something extra about the course topic and to have a resource for further development of the discussed skill. Each sub-topic and provided resource may only be covered once. If you're presenting the same day as another student, you should confer with the other student(s) to ensure you are not duplicating the same information. If you are presenting on the same day as another student, you may choose to work together and "pool" your time. More information provided on Blackboard.

***Other Daily Activities***

Other Daily Work assignments are detailed on the Course Assignment Breakdown pages. Details will be provided in class and via Blackboard.

**Final Exam (100 pts)**

The final exam will be a multiple-question exam. The exam will be comprehensive and will be based primarily on the course textbook and class lectures and activities. Completing the chapter quizzes is one of the best ways to study for the exam. In addition, we will be preparing for the exam during the last two class periods of the semester. For the final exam, you will need to bring a scantron with at least 50 question slots; the color of the scantron does not matter.

## **COURSE OPPORTUNITIES**

### **(How to Improve Performance in the Course)**

#### **Revision Opportunities**

Major writing assignments (except the Job Materials Packet) may be revised for an improved grade. Revisions must be emailed to the professor within one week of the student receiving the graded document. Revisions must include the revised document and a cover memo indicating what changes have been made and a justification for *how* those changes improve the quality of the document.

#### **Extra Credit Events**

A variety of extra credit opportunities will be available throughout the semester. Details for these opportunities and the requirements for earning credit will be available on Blackboard. *A student may earn up to 20 extra credit points by fulfilling the requirements for an event.*

#### **Sam Houston State University Writing Center**

Writing tutors will help you generate, organize, or revise a draft of any assignment. They will not proofread or edit your work, but they can help you develop these skills. (Note: Working with the Writing Center does not guarantee a satisfactory grade on any assignment in this course.) The Center is located in Farrington 111. Call 936-294-3680 for appointments. *Five points extra credit can be earned per major writing assignment by working with a tutor at the Writing Center (proof must be provided to the instructor).*

#### **Attendance & Tardy Policy**

Attendance is essential and expected. If you are unable to commit to punctual attendance, it is advisable to wait until you are able to make the commitment. Attendance will be taken at all class meetings. An absence will result in zero credit for that day's quizzes/exams, 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 are allowed *up to six class periods* of absences without penalty in a TTh or MW class; beyond the sixth absence, the grade of "F" will be recorded for the student. Only absences documented by the university (on official letterhead; not from campus health)—such as letters for student-athletes, student representatives, or other instances in which the student is representing the university—will be "excused." No other absences are excused.

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. Students with perfect attendance (no tardies; no leaving early) will be rewarded with 10 bonus points at the end of the semester.

**[Course Policies continued on next page]**

# **COURSE POLICIES**

## **(Expectations, University Policies, and Other Things to Remember)**

### **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 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. Lab computers and printer are to be used for composing assignments only. Unless otherwise instructed, computers are to be turned completely off when class begins. Absolutely no food or drink is permitted in the classroom. Students who fail to meet conduct expectations will be asked to leave class for that class meetings—effectively earning a tardy and forfeiting any points earned during that class period.

### **Academic Integrity Expectations**

An act of academic dishonesty, even a first offense, places the student in jeopardy of severe forms of disciplinary action, including dismissal. 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, the instructor will cooperate with administrators in detecting (SafeAssign), documenting, and reporting any person committing an act as described above.

Avoid even the appearance of academic dishonesty. If a student is looking at another student's paper during an exam, it will be assumed that the purpose is to cheat, and will be documented as such. Undocumented use of another's writing or phrasing will be considered plagiarism. Suspected academic dishonesty is considered grounds for assignment failure in this course.

In this course, emphasis is placed on the following: ethical behavior; conveying honest and accurate information; showing equal treatment through non-sexist and nondiscriminatory writing; exhibiting fair-mindedness, a sensitivity to the feelings of others, and respect for human rights.

### **Student Absences on Religious Holy Days Policy**

Following the Texas Education, a student is excused 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. The student must request to be excused for religious observance with a written statement concerning the religious holy day(s) within 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.

### **Disabled Student Policy**

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.

## F16 BUAD 3335 Sections 06 & 07 – Weekly Schedule

	Week/Dates	Topic	Work Due
Laying the Groundwork	8.24	(Th) Course Overview & Professionalism	
	8.29 & 8.31	(Tu) Interpersonal Communication  (Th) Team Communication	(Tu) Ch 1 & Ch 2 Quizzes  (Th) Ch 3 Quiz; Complete Blackboard Discussion Board forum activity on Team Self-Assessment by 11:59 pm on Aug 31
	9.5 & 9.7	(Tu) Team Formation & Planning  (Th) Business Research Standards	(Tu)  (Th) Ch 12 Quiz; Team Action Plan due to Blackboard by 11:59 pm on Sept 8.
Routine Messages	9.12 & 9.14	(Tu) Library Day  (Th) Effective Business Messages	(Tu) Bring at least 3 research questions/objectives per team.  (Th) Ch 5 Quiz
	9.19 & 9.21	(Tu) Improving Readability with Style & Design  (Th) Improving Readability with Style & Design; Business Policies	(Tu) Ch 6 Quiz  (Th) Bring draft of dress code policy.
	9.26 & 9.28	(Tu) Routine Messages  (Th) Emails	(Tu) Ch 9 Quiz  (Th) Ch 7 Quiz; Bring <i>printed</i> copies of last 3 emails you sent and the last 3 you received. Bring draft of Routine Message assignment.  <b>Due by 11:59 pm on Sept 29: Routine Message (BB); Capitalization and Commas Grammar Activities (Connect)</b>
Persuasive Messages	10.3 & 10.5	(Tu) Persuasive Messages  (Th) Business Letters; Persuasive Message Practice	(Tu) Ch 10 Quiz  (Th) Bring draft of persuasive message.  <b>Due 11:59 pm on Oct 6: Persuasive Message (BB); Verbs and Subject-Verb Agreement Grammar Activities (Connect)</b>
Negative Messages	10.10 & 10.12	(Tu) Negative Messages  (Th) Social Media Tools for Business	(Tu) Ch 11 Quiz  (Th) Ch 8 Quiz

Negative Messages, continued	10.17 & 10.19	(Tu) Memos  (Th) Negative Message Practice	(Tu)  (Th) Bring draft of Negative Message assignment.  <b>Due by 11:59 pm on Oct 20: Negative Message (BB); Run-on Sentences and Fragments Grammar Activities (Connect)</b>
Focus on the Report	10.24 & 10.26	(Tu) Business Reports – Style & Design  (Th) Team Updates	(Tu) Ch 13 Quiz  (Th) Be prepared to discuss team progress and effectiveness.
	10.31 & 11.2	(Tu) Source Contextualization  (Th) Team Updates	(Tu) <b>3 Grammar Activities (Connect) relating to source use due by 11:59 pm on Nov 1.</b>  (Th) Be prepared to discuss team progress and effectiveness.
	11.7 & 11.9	(Tu) Effective Figures  (Th) Team Updates  <b>[Note: Nov 10 is Last Day to Drop with a Q]</b>	(Tu)  (Th) Be prepared to discuss team progress and effectiveness.
Job Market	11.14 & 11.16	(Tu) Report Review  (Th) Job Market Overview	(Tu) <b>Team Report due to Blackboard by 11:59 pm on Nov 14.</b>  (Th) Ch 16 Quiz. Review Reynolds & Reynolds website.
	11.21 & 11.23	(Tu) Résumés  (Th) No Class	(Tu) Bring draft of résumé to class. <b>Due Nov 21 by 11:59 pm: Job Materials Assignment (BB); Parallelism Grammar Activity (Connect)</b>  (Th) Be thankful. ☺
Course Review	11.28 & 11.30	(Tu) Course Review  (Th) Course Review	<b>(Mon)</b> All course review materials due by 11:59 pm on Nov 27.  <b>(Th) After Action Reports due to BB by 11:59 pm on Nov 30.</b>

Final Exam Times (Attend the final exam meeting for the section in which you are enrolled)	
<b>Section 08</b> Thursday, Dec 7 <sup>th</sup> , 9:30 – 11:30 a.m.	<b>Section 09</b> Tuesday, Dec 5 <sup>th</sup> , 1:00 – 3:00 p.m.

**Professor reserves the right to make changes to the syllabus and schedule as necessary.**