

**Sam Houston State University
College of Business Administration
Department of General Business and Finance**

**BUAD 3335 Business Communication
Spring 2017**

BUAD 3335 M/W: 12:30 p.m. – 1:50 p.m. **Smith-Hutson Building Room:** SHB 337

Professor: Bradley S. Wesner, Ph.D.

Office: SHB 210-D

E-mail: bradley.wesner@shsu.edu

Monday

Wednesday

Office Hours: 9:30 a.m. – 12:00 noon.

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Additional Times: By appointment

Required Text:

Guffey Cardon, P. (2016). Business communication: Developing leaders for a networked world (3rd ed.) New York: McGraw-Hill.

Required Supplies and Prerequisites:

Flash/Travel drive to manage assignments

Student Computer account

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, 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 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. Evaluation of written assignments contributes at least 50% of the course grade. **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.** Required writing assignments include the following:

- Business Research Report
- Routine/Direct Message
- Bad News Message
- Persuasive/Sales Message
- Résumé and Cover Letter

Course Assignments	Points
Final Exam	100
Chapter Quizzes	200
Grammar/Mechanics Test	100
Business Research Report	200
Resume/Cover Letter	100
Letters (3)	300
Letter 1 (Routine/Direct Message) = 100	
Letter 2 (Bad News Message) = 100	
Letter 3 (Persuasive/Sales Message) = 100	
	<hr/> 1000

Possible Points

1000 – 900 = A 899 – 800 = B 799 – 700 = C 699 – 600 = D Below 599 = F

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

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

Note: The proper time to challenge a score on an assignment is immediately after receiving your score, not at the end of the semester

Course Policies:

- 1. Regular and punctual class attendance.** I will take roll at every class period using a sign-in sheet. Absence results in zero credit for that day's quizzes/exams/in-class work and for any other time-sensitive assignments, unless you have made prior arrangements with me. Students are allowed up to three class periods of absence without penalty in a two-day-per-week class; for students with more than three absences, I will record a grade of "F" for the course. Signing in on the roll is the student's responsibility. Asking a colleague to sign in for you is dishonest and disrespectful, and, upon discovery, will result in a failing grade for the course. Failure to sign in to create a record of attendance is equivalent to missing the class in my records.
- 2. Preparation for class.** I expect you to have read the assigned materials before the class during which I cover the topic. PowerPoint® slides for each textbook chapter are available on the Blackboard course site. You are responsible for material in assigned chapters whether we discuss that material in class or not.
- 3. Participation in all class activities.** Class sessions provide opportunities to practice your communication skills.
- 4. 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.
- 5. Timely completion of all course assignments.** I will never accept an assignment late. In this age of technology, you do not need to be present in class to turn in an assignment...all you have to do is email it to me. In the event that you will be out of class on the day an assignment is due, you are responsible for submitting that assignment via email to me or over blackboard.
- 6. NO MAKE-UPS ON IN-CLASS LETTERS!!!** If you are not in class when we create an in-class letter assignment for a grade, I will not allow a make-up. You will earn a zero for the missed assignment.
- 7. Ground Rules for Chapter Quizzes on Blackboard.**
 - All quizzes are worth 20 points. Each quiz has 10 questions and a 15-minute time limit.
 - I will not accept any personal excuses for missing a quiz. When the quiz expires, it's gone. In the event of an extended "hardware crisis," you have the option of accessing the quiz from a friend's computer or some other alternative.
 - Don't wait until the last minute. All quizzes are open for one week.

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.

The Ten Rules: I have found that having a set of iron clad rules for class is a helpful thing. So, here is my set of rules and the consequences of breaking them.

1. I will never accept **late written work**. We live in an age of technology. In the event that you are going to miss class for any reason, you can email me your written assignment. The only exception to this is if you are physically incapacitated in such a way that emailing your assignment in is not possible. You will be responsible for having a note from a medical professional that documents this incapacitation at the time that the assignment was due. NOTE: The note must specifically indicate that you were unable to send an email.
2. In the event that you have an oral presentation due in my course and you are unable to make the presentation on schedule, you must provide written documentation that clearly indicates your physical inability to make the presentation.
3. In the event that you miss an exam for any reason, you must make arrangements with me to make up the exam. The makeup exam must be completed **within one week of the exam date**. Documentation of your absence must be clearly provided and be acceptable under university guidelines. In the event that the exam is not completed within one week of the scheduled exam date, you will not be allowed to make up the examination. Also note that all makeup examinations will be in an entirely different format than the original examination presented to the class.
4. **Cell phones may never be used in my class from the time I begin lecture until the time that class is dismissed.** If you use your phone during my class, you will receive a 5% reduction from your **final course grade** per infraction. If you have an emergency situation that requires you to have access to your phone, you must make arrangements with me prior to the beginning of class. No exceptions!
5. Laptop or tablet use during lecture is permitted but is intended for educational use only. This applies from the time I begin lecture until the time that class is dismissed. In the event that I notice you using your laptop or tablet for something other than educational purposes, you will receive a 5% reduction from your **final course grade** per infraction.
6. You have 72 hours from the time a grade is posted on blackboard to challenge your score. After 72 hours all grades are final.
7. I do not round scores up for any reason. For example, an 89.999999% is a B and it always will be. If it takes 900 points to get an A and you had 899 or them...you get a B. Please do not ask me to round your score or "bump your grade up".
8. It is entirely inappropriate to contact your professor at the end of the semester and ask for a grade increase or special treatment of any kind. To do this totally disrespects your professor, your classmates, Sam Houston State University, and yourself. Do not approach me at the end of the semester and request a grade that you did not earn.
9. All emails to your professor must contain a signature block and a subject line. In other words, you must sign all emails when you send them, and they must contain a subject line that clearly indicates what your email is about. In the event that you do not sign your emails to me or provide a subject line I will not respond to them. It is a pain to look up your email alias and try to find out whom I am talking to.
10. You are NEVER allowed to read a speech or oral presentation in my course. All speeches must be given in an extemporaneous (from key word notation) format. It is never OK to read a speech in this course, as doing so constitutes a style of speaking called manuscript presentation. Manuscript takes years to learn to do well and is far beyond the scope of this course. I am very good at determining if you are reading to me, and I will give you a score of zero on the presentation if you attempt it. Please don't do it. Thanks!

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 cheating in any way or engaging in a practice that violates academic integrity I will fail you for the entire course.

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. If you desire to absent yourself from a scheduled class in order to observe (a) religious holy day(s) please notify me by written statement **by September 3, 2014.**

Sam Houston Writing Center

The Sam Houston Writing Center, located in Farrington 111, is open from 8:00 a.m. until 7:00 p.m. Monday through Thursday, 8:00 a.m. until 3:00 p.m. on Friday, and 2:00 p.m. until 7:00 p.m. on Sunday. Writing tutors will work with you at any stage of the writing process (brainstorming, generating a draft, organizing a draft, or revising a draft) for any written assignment. The Writing Center operates on an appointment system, so please call (936) 294-3680 to schedule a session with a writing tutor. Skype sessions are available for distance students and a tutor is available at the University Center. See the website for more information: www.shsu.edu/sctr.

**F16 BUAD 3335
Weekly Schedule**

Week/Dates	Topic	Work Due
8/24	Course Overview & Professionalism	
8/29 and 8/31	Interpersonal Communication Team Communication	Ch 1 & Ch 2 Ch 3; Review online consultation project resources
9/5 and 9/7	(Mon) Research & Planning of Business Reports (Wed) Library Research	Ch 12
9/12 and 9/14	Creative Effective Business Messages Professional Writing Style	Ch 5 (Thur) Ch 6; Team Topics and Schedule for Completion Due.
9/19 and 9/21	Professional Communication Tools – Email Professional Communication Tools, Continued	(TUES) Ch 7; Bring to class printed copies of the last 5 emails that you received and that you sent.
9/26 and 9/28	Routine Messages Routine Message Drafting	Ch 9 (Thurs) Routine Message due by 11:59 pm
10/3 and 10/5	Persuasive Messages Persuasive Message Drafting	Ch 10 (Thurs) Persuasive Message due by 11:59 pm
10/10 and 10/12	Negative Messages Negative Messages Drafting	Ch 11 (Thurs) Negative Message due by 11:59 pm
10/17 and 10/19	Business Reports – Style & Design (Thurs) Team Progress Report Meetings & Work Day	Ch 13

10/24 and 10/26	Effective Figures in Business Communication (Thurs) Team Progress Report Meetings & Work Day	
10/31 and 11/2	Source Contextualization Team Progress Report Meetings & Work Day	10/31 – Team Consultation Research Report due by 11:59 pm
11/7 and 11/9	(Tues) Report Briefing Presentations Teamwork Recap	
11/14 and 11/16	Job Market Overview Résumés	(Tues) Ch 16; Bring printed copy of sample job ad to class (Thurs) Bring printed copy of résumé to class
11/21 and 11/23	(Tues) Cover Letters (Thurs) No Class	(Tues) Job Packet due by 11:59 pm
11/28 and 11/30	Exam Review Days	

Final Time	
December 5, 1:00 to 3:00 p.m.	

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