

Sam Houston State University
College of Business Administration
Department of General Business and Finance
BUAD 3335 Business Communication
Spring 2018

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Office Hours:

Monday:	10 a.m. - 12 p.m.
Tuesday:	10 a.m. - 12 p.m., 2 p.m. - 3:30 p.m.
Wednesday:	10 a.m. - 12 p.m.
Thursday:	10 a.m. - 12 p.m., 2 p.m. - 3:30 p.m.
Fridays	by appointment

Required Text: Cardon, P. (2017). *Business Communication: Developing Leaders for a Networked World* (3rd ed.) New York: McGraw-Hill. ISBN 978-1259694516. (This is available through your McGraw Hill Connect access code.)

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 ebook version of the textbook for a total of \$90. Once you complete the purchase Connect access, you will be able to 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, 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" or the course.** Required writing assignments include the following:

- Business Research Report
- Routine/Direct Message
- Bad News Message
- Persuasive Message
- Resume
- Cover Letter

Possible Points:

Item		Total Points
Syllabus Quiz	10 pts.	10
Activities	2 @ 15 pts. each 1 @ 20 pts.	50
Chapter quizzes	14 @ 10 pts. each	140
Messages	Message 1 (100 pts.)	200

	Message Exam (100 pts.)	
Research Project	Phases I - 3	200
Job Search Materials	Resume (50 pts.) Cover Letter (50 pts.)	100
Final Exam/Comprehensive (includes persuasive communication)	100 pts.	100
Total Course		800

Final Grade Distribution:

- 720 - 800 points = A
- 640 - 719.9 points = B
- 560 - 639.9 points = C
- 480 - 559.9 points = D
- 479.9 points or below = F

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

Course Policies:

1. Regular class check-ins. This is an online class. You will need to check into the course daily to keep up with assignments and receive supplemental information for your success in the course. Homework assignments, instructional materials, and grades will all be posted on Blackboard. All readings and due dates are listed in the Course Timeline on Blackboard; you are responsible for accessing, understanding, and remembering the information on the Timeline.
2. 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 (with a .docx or .doc extension) 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.
3. Timely completion of all course assignments. Late written assignments (letters, report, resume/cover letter) will cost you 20 points per day from your assignment grade.
4. Communication: Communication with students will be conducted primarily through SHSU email, the Virtual Office and the announcements function on Blackboard.
5. Ground Rules for Quizzes on Blackboard:
 - All quizzes are worth 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).
- Don't wait until the last minute. I will not extend the deadline or accept late assignments for any reason.
- In the event you have technical problems, contact Tech Support and copy me at least six hours before the scheduled deadline.

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 (SafeAssign), 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 instated 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.

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). 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>

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.

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 III. Walk in, or call 936-294-3680 for an appointment.

Distance tutoring services for writing are provided to Sam Houston State University students who are enrolled in classes which 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.

Unit	Class Days	Reading Assignments	Assignments Due
1	1/17-1/28	<ul style="list-style-type: none"> Chapter 1: Credibility Chapter 5: Creating Effective Business Messages Chapter 9: Routine Business Messages 	<p>Due at 11:00 p.m. on 1/28:</p> <ul style="list-style-type: none"> Chapters 1, 5, and 9 Quizzes Syllabus Quiz (In order to advance to Unit 2, you must earn 10/10 on the syllabus quiz.) Activity 1: Animoto Introduction (15 points) (Video due 1/29; comments on classmates' videos due 2/2) Message 1: Good News/Direct Strategy (100 points)
2	1/29 - 2/11	<ul style="list-style-type: none"> Chapter 2: Interpersonal Communication and Emotional Intelligence Chapter 4: Communication Across Cultures 	<p>Due at 11:00 p.m. on 2/11:</p> <ul style="list-style-type: none"> Chapters 2 and 4 Quizzes Activity 2 (15 points)
3	2/12 - 2/25	<ul style="list-style-type: none"> Chapter 10: Persuasion Chapter 11: Negative Messages Chapter 7: Email and other Traditional Tools for Business Communication 	<p>Due at 11:00 p.m. on 2/25:</p> <ul style="list-style-type: none"> Quizzes for Chapters 7, 10, and 11 Message Exam (100 points)
4	2/27 - 3/11	<ul style="list-style-type: none"> Chapter 16: Employment Communications 	<p>Due at 11:00 p.m. on 3/11:</p> <ul style="list-style-type: none"> Chapter 16 Quiz Resume and Cover Letter (50 points each for a total of 100 points)
5	3/19 - 4/1	<ul style="list-style-type: none"> Chapter 3: Team Communication and Difficult Conversations Chapter 12: Research and Business Proposals and Planning for Business Reports 	<p>Due at 11:00 p.m. on 4/1:</p> <ul style="list-style-type: none"> Quizzes for Chapters 12 and 3 Research Project – Phase 1 Due

6	4/2 - 4/15	<ul style="list-style-type: none"> Chapter 13: Completing Business Proposals and Business Reports 	Due at 11:00 p.m. on 4/15: <ul style="list-style-type: none"> Quiz for Chapter 13 Research Project – Phase 2 Due
7	4/16 - 4/29	<ul style="list-style-type: none"> Chapter 6: Improving Readability with Style and Design 	Due at 11:00 p.m. on 4/29: <ul style="list-style-type: none"> Quiz for Chapter 6 Research Report – Phase 3 (Final Draft) Due
8	4/30 - 5/4	<ul style="list-style-type: none"> Chapter 8: Social Media for Business Communication 	Due at 11:00 p.m. on 5/4: <ul style="list-style-type: none"> Quiz for Chapter 8 Activity 3: LinkedIn
9	Final Exam	Final Exam (100 points) - TBA	