



BUAD 1305.03 - Electronic Communications Techniques

Department of General Business & Finance

MW 8:00am–9:20am, SHB 202

Spring 2018 (CRN 21551)

Instructor:

Dr. Dana E. Bible

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Office:

SHB 206F

Phone:

936-294-2574

Office Hours: MW 11:15am – 12:15pm *or by appointment*

Virtual Office Hours: Tuesdays 6:30pm – 7:30pm *or by appointment*

Required e-Text:

Microsoft Office 2016 VOLUME 1 (*Exploring series*) by Grauer, Poatsy, Mulbery, Hogan, Rutledge, Krebs, & Cameron

NOTE: The access code and e-text can be purchased directly from Pearson.

Required Supplies and Prerequisites:

- Flash/Travel drive to manage assignments
- Student Computer account (S drive) and Student Email Account (@shsu.edu)
- Access to Blackboard online learning system

This course does not have prerequisites.

Course Description:

This course is designed to provide the student with skills to produce properly formatted business documents, both in text and numerical formats. Emphasis is placed on the use of current application software, such as word processing, spreadsheet, and presentation, to effectively communicate electronically. 3 Credit Hours

Teaching/Learning Strategies:

Teaching/learning strategies will include lecture, class discussion, small group work, individual assignments, and experiential learning exercises.

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.) 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:

- Apply the fundamental principles of word processors, spreadsheets, and presentations.
- Proficiently format and enter materials for business use, in a MS Word document.
- Demonstrate basic skills in MS Excel to communicate financial and numerical information in business.
- Create and present MS PowerPoint presentations.

IDEA Objectives:

In this course, our focus will be on these major objectives (as assessed by the IDEA course evaluation system):

Essential:

Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

Important:

Gaining a basic understanding of the subject

Important:

Learning to apply course material (to improve thinking, problem solving, and decisions).

Course Evaluation:

Course Assignments & Assessments	Points
Simulation Activity (10 x 10 pts each)*	100
Practice Activity (10 x 10pts each)*	100
Assessment 1 –MS Word	100
Assessment 2 –MS Excel	100
Assessment 3 –MS PowerPoint	100
Project (3 parts x 50pts each)	150
Quiz: Office Common Features	10
Participation/Professionalism	<u>40</u>
	700

Possible Points

700 – 630 = A 629 – 560 = B 559 – 490 = C 489 – 420 = D 419 and below = F

Bonus points may be available at the discretion of the instructor.

**Of the 12 activities, only the top 10 will be counted toward the total course points.*

NOTES:

- All cut-offs are firm.
- Grades are not curved.
- Grades are based on points only, never on percentages.
- The time to grieve a grade is within 48 hours posting, not at the end of the semester.
- If you arrive more than 10 minutes late to class on an assessment day, you will NOT be allowed to take the assessment.

Student Expectations:

Regular and punctual class attendance. Roll will be taken every class period. (See Attendance Policy). Students are expected to participate in class and to bring materials to class.

Commit to Success. Put in the effort necessary to be successful in the course by keeping up with reading assignments, activities, quizzes, discussion boards, etc.

Preparation for class. I expect you to have read the assigned materials before the class during which it is discussed. PowerPoint slides for each textbook chapter are available on the Blackboard course site. You are responsible for all material in the assigned chapters whether we discuss that material in class or not

Participate in all class activities. Class sessions provide opportunities to practice your communication and team building skills.

Communication. Communication with students will be conducted primarily through classroom interaction, SHSU email, and the announcements function on Blackboard.

Be "present." Check blackboard and SHSU email at least 3 times per week.

Timely completion of all course assignments. All graded assignments for the course must be completed on the due date specified in the syllabus. No late work will be accepted. Tests will be given on the date specified in the syllabus. No make-up tests or assignments will be given. Unless otherwise specified, all written assignments must be keyed in proper business format. If you are absent from class when an assignment is due, you will avoid the late penalty by submitting your work early.

Respect others. You must treat me, other faculty, and other students with respect. Students who are especially disruptive/inappropriate may be reported to the Dean of Students for disciplinary action in accordance with Sam Houston State University policy.

Practice Netiquette. No flaming (negative hurtful comments); use proper grammar and spelling; do not yell (write in all caps); and no text language or abbreviations.

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Attendance Policy:

An 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 1 class period of absence without penalty in a summer class and 2 class periods in fall/spring classes; for students with more than the allowed number of absences, 10 points per absence will be deducted from the overall course points for the semester. Missing 12 or more class periods during fall/spring classes or 6 or more class periods during a summer class will result in an automatic grade of F for the semester.

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 for both people involved. **Failure to sign in to create a record of attendance is equivalent to missing the class in my records.** Three class periods with a mark of tardy will equal one absence.

Classroom Conduct:

- Only registered students may attend class. I expect you to assist in maintaining a classroom environment that is conducive to learning.
- You must treat me, other faculty, and other students with respect.
- **Turn off your cell phone and electronic devices while you are in class and store them out of sight.**
- Under no circumstances may you use cell phones or other electronic devices during times of examination or during presentations.
- Unless I instruct you otherwise, you must turn your computer monitor completely off when class begins. Computers are to be used for in-class assignments only.
- Students are expressly prohibited from eating and/or drinking in class, using tobacco products, making offensive remarks, reading non-class materials, sleeping, talking at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction.
- Inappropriate behavior in the classroom shall result in a directive to leave class which will result in losing any points for in-class assignments for that class period. Students who are especially disruptive also may be reported to the Dean of Students for disciplinary action in accordance with Sam Houston State University policy.

Academic Integrity:

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see the [Dean of Student's Office](#).

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 instated will be at the discretion of the instructor, 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.

For this course, academic dishonesty includes, but is not limited to:

- Copying files or lending your storage device to another student
- Copying answers on exams, using other electronic devices, using the internet/Google for answers or
- Turning in assignments that have been used in other classes
- Purchasing or selling assignments or exam materials
- Turning in someone else's work as your own. Doing so will result in a grade of zero for both the cheater and the enabler.

Students with Disabilities Policy:

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. *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.*

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 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. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...." 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). The instructor will complete a form notifying the student of a reasonable time frame in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: [/dept/academic-affairs/documents/aps/students/861001.pdf](http://dept/academic-affairs/documents/aps/students/861001.pdf)

Visitors in the Classroom:

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

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.

Weekly Schedule

Week	Days	Topic/Assignment	Readings
Module 1 – Start Here			
1	W 1/17	Introduction to course and syllabus review	
Module 2 – Microsoft Office Common Features			
2	M 1/22	Account & Storage Creation	Chapter 1
	W 1/24	Office Common Features	
	Su 1/28	Quiz due Sunday 1/28: Office Common Features	
Module 3 – Microsoft Word			
3	M 1/29	Introduction to Word: <i>Organizing a Document</i>	Chapter 1
	W 1/31	Document Presentation: <i>Editing and Formatting</i>	Chapter 2
4	M 2/5	Document Productivity: <i>Working with Tables</i>	Chapter 3
	W 2/7	Document Productivity: <i>Working with Tables (continued)</i>	Chapter 3
5	M 2/12	Collaboration and Research: <i>Communicating and Producing Professional Papers</i>	Chapter 4
	W 2/14	Project Part 1; Assessment #1 Review	
	Su 2/18	Simulation Activity due 2/18: Chapters 1-4 Practice Activity due 2/18: Chapters 1-4 Optional bonus quizzes due 2/18: Chapters 1-4	
Module 4 – Microsoft Excel			
6	M 2/19	Assessment #1	Chapter 1
	W 2/21	Introduction to Excel: <i>What is a spreadsheet?</i>	
7	M 2/26	Formulas and Functions: <i>Performing Quantitative Analysis</i>	Chapter 2
	W 2/28	Formulas and Functions: <i>Performing Quantitative Analysis (continued)</i>	Chapter 2
8	M 3/5	Charts: <i>Depicting Data Visually</i>	Chapter 3
	W 3/7	Charts: <i>Depicting Data Visually (continued)</i>	Chapter 3
	3/12 –16	SPRING BREAK	
9	M 3/19	Datasets and Tables: <i>Managing Large Volumes of Data</i>	Chapter 4
	W 3/21	Datasets and Tables: <i>Managing Large Volumes of Data (continued)</i>	Chapter 4

10	M 3/26	Project Part 2; Assessment #2 Review Simulation Activity due 3/27: Chapters 1-4 Practice Activity due 3/27: Chapters 1-4 Optional bonus quizzes due 3/27: Chapters 1-4 Assessment #2	
	Tu 3/27		
	W 3/28		
Module 5 – Microsoft PowerPoint			
11	M 4/2	Introduction to PowerPoint: <i>Creating a Basic Presentation</i>	Chapter 1
	W 4/4	Presentation Development: <i>Planning and Preparing a Presentation</i>	Chapter 2
12	M 4/9	Presentation Design: <i>Illustrations and Infographics</i>	Chapter 3
	W 4/11	Presentation Design: <i>Illustrations and Infographics (continued)</i>	Chapter 3
13	M 4/16	Enhancing with Multimedia: <i>PowerPoint Rich Media Tools</i>	Chapter 4
	W 4/18	Enhancing with Multimedia: <i>PowerPoint Rich Media Tools (continued)</i>	Chapter 4
14	M 4/23	Project Part 3; Assessment #3 Review Simulation Activity due 4/24: Chapters 1-4 Practice Activity due 4/24: Chapters 1-4 Optional bonus quizzes due 4/24: Chapters 1-4 Assessment #3	
	Tu 4/24		
	W 4/25		
Module 6 – Final Project & Course Wrap Up			
15	M 4/30	Course Evaluations & Start/Stop/Keep	
	W 5/2	Project completion	
	Su 5/6	Final Project due 5/6 by 11:59pm	

NOTE: This schedule is a tentative outline for the semester. It is meant to be a guide. Several items are subject to change (e.g., exams may be moved up in time, certain topics may be stressed more or less than indicated, etc.).

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

Grade/Assignment Sheet

		Date Available	Due Date	Points Earned /Possible
Module 2 – Microsoft Office Common Features				
	Quiz – Office Common Features (BB)	Wed. 1/17/2018, 12:00am	Sun. 1/28/2017, 11:59pm	_____/10
Module 3 – Microsoft Word				
MS Word	Bonus Ch.1-4 End of Ch. Quizzes (P)	Wed. 1/29/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/4
	Bonus Ch.1-4 Key Terms Quizzes (P)	Mon. 1/29/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/4
	Ch. 1 Simulation (P)	Mon. 1/29/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/10
	Ch. 1 Practice/Grader (P)	Mon. 1/29/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/10
	Ch. 2 Simulation (P)	Wed. 1/31/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/10
	Ch. 2 Practice (P)	Wed. 1/31/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/10
	Ch. 3 Simulation (P)	Mon. 2/5/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/10
	Ch. 3 Practice (P)	Mon. 2/5/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/10
	Ch. 4 Simulation (P)	Mon. 2/12/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/10
	Ch. 4 Practice (P)	Mon. 2/12/2018, 12:00am	Sun. 2/18/2018, 11:59pm	_____/10
	Assessment # 1 (P)	Mon. 2/19/2018 in class	Mon. 2/19/2018 in class	_____/100
Module 4 – Microsoft Excel				
MS Excel	Bonus Ch.1-4 End of Ch. Quizzes (P)	Wed. 2/21/2018, 12:00am	Tue. 3/27/2018, 11:59pm	_____/4
	Bonus Ch.1-4 Key Terms Quizzes (P)	Wed. 2/21/2018, 12:00am	Tue. 3/27/2018, 11:59pm	_____/4
	Ch. 1 Simulation (P)	Wed. 2/21/2018, 12:00am	Tue. 3/27/2018, 11:59pm	_____/10
	Ch. 1 Practice (P)	Wed. 2/21/2018, 12:00am	Tue. 3/27/2018, 11:59pm	_____/10
	Ch. 2 Simulation (P)	Mon. 2/26/2018, 12:00am	Tue. 3/27/2018, 11:59pm	_____/10
	Ch. 2 Practice (P)	Mon. 2/26/2018, 12:00am	Tue. 3/27/2018, 11:59pm	_____/10
	Ch. 3 Simulation (P)	Mon. 3/5/2018, 12:00am	Tue. 3/27/2018, 11:59pm	_____/10
	Ch. 3 Practice (P)	Mon. 3/5/2018, 12:00am	Tue. 3/27/2018, 11:59pm	_____/10
	Ch. 4 Simulation (P)	Mon. 3/19/2017, 12:00am	Tue. 3/27/2018, 11:59pm	_____/10
	Ch. 4 Practice (P)	Mon. 3/19/2017, 12:00am	Tue. 3/27/2018, 11:59pm	_____/10
	Assessment # 2 (P)	Wed. 3/28/2018 in class	Wed. 3/28/2018 in class	_____/100

Module 5 – Microsoft PowerPoint				
MS PowerPoint	Bonus Ch.1-4 End of Ch. Quizzes (P)	Mon. 4/2/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/4
	Bonus Ch.1-4 Key Terms Quizzes (P)	Mon. 4/2/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/4
	Ch. 1 Simulation (P)	Mon. 4/2/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/10
	Ch. 1 Practice (P)	Mon. 4/2/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/10
	Ch. 2 Simulation (P)	Wed. 4/4/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/10
	Ch. 2 Practice (P)	Wed. 4/4/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/10
	Ch. 3 Simulation (P)	Mon. 4/9/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/10
	Ch. 3 Practice (P)	Mon. 4/9/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/10
	Ch. 4 Simulation (P)	Mon. 4/16/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/10
	Ch. 4 Practice (P)	Mon. 4/16/2018, 12:00am	Tue. 4/24/2018, 11:59pm	____/10
	Assessment #3 (P)	Wed. 4/25/2018 in class	Wed. 4/25/2018 in class	____/100
Module 6 – Final Project & Course Wrap Up				
Project	Project Part 1 (BB)	Wed. 2/14/2018 in class	Sun. 5/6/2018, 11:59pm	____/50
	Project Part 2 (BB)	Mon. 3/26/2018, 12:00am	Sun. 5/6/2018, 11:59pm	____/50
	Project Part 3 (BB)	Mon. 4/23/2018, 12:00am	Sun. 5/6/2018, 11:59pm	____/50

BB – Complete in Blackboard

P – Complete in Pearson's MyLab&Mastering

Course Assignments & Assessments

Points

Simulation Activity (10 x 10 pts each)*	100
Practice Activity (10 x 10pts each)*	100
Assessment 1 –MS Word	100
Assessment 2 –MS Excel	100
Assessment 3 –MS PowerPoint	100
Project (3 parts x 50pts each)	150
Quiz: Office Common Features	10
Participation/Professionalism	40
	<u>700</u>

Possible Points

700 – 630 = A 629 – 560 = B 559 – 490 = C 489 – 420 = D 419 and below = F

Bonus points may be available at the discretion of the instructor.

**Of the 12 activities, only the top 10 will be counted toward the total course points.*