



BUAD 2321.03 - Design and Presentation of Business Projects

Department of General Business & Finance

MW 2:00pm-3:20pm

Spring 2018

Instructor:	Dr. Dana E. Bible	Office:	SHB 206F
E-mail:	deb013@shsu.edu	Phone:	936-294-2574
Office Hours:	MW 11:15am – 12:15pm or by appointment		
Virtual Office Hours:	Tuesdays 5:30pm – 6:30pm or by appointment		

Required Text:

Hamilton, Cheryl. *Communicating for Results: A Guide for Business and the Professions*, 11th Ed. (Cengage, 2018) ISBN 978-1-305-28026-7

Required Supplies and Prerequisites:

- Student (SHSU) email account and reliable Internet access
- Proficiency in MS Word and MS PowerPoint
- Proficiency in the Blackboard online learning system
- Microsoft Office™ 2016 software suite
- Web Cam/Microphone
- YouTube and/or Google account
- DSL, Cable, or other high-speed internet connection
- Flash drive to manage assignments

Course Description:

BUAD 2321 focuses on the design and presentation of business information using current technology to enhance communication. Theory and principles are studied as they apply to the development of competency in formal business speaking (3 credit hours).

Teaching/Learning Strategies:

Teaching/learning strategies will include lectures, demonstrations, readings, class discussion, 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:

- Understand basic principles of ethical professional communication.
- Design and deliver business presentations with various purposes (to inform, to convince, to

cause action, to inspire/entertain).

- Analyze and adapt presentations to business audience interests and knowledge levels.
- Differentiate between effective delivery methods and techniques (including computer graphics) to support presentation content.
- Critically and systematically listen to and evaluate oral business messages.

IDEA Objectives:

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

Essential:

Developing skill in expressing oneself orally or in writing.

Important:

Gaining a basic understanding of the subject.

Important:

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

Student Assessment:

Course Assignments & Quizzes	Points
Quizzes (10 x 10 pts each)*	100
Assignment 1 - Impromptu Exercise	10
Assignment 2 - Listening Exercise	20
Assignment 3 - Interview	100
Assignment 4 - Team Informative Presentation	100
Assignment 5 - Team Persuasive Presentation	100
Assignment 6 - Special Event Speech**	50
Personal Communication Questionnaire Pre-Test	10
Personal Communication Questionnaire Post-Test	10
Participation and Professionalism	50
	<hr/> 550

Possible Points:

550 – 495 = A 494 – 440 = B 439– 385 = C 384 – 330= D 329 and below = F

**Of the 13 quizzes, only the top 10 will be counted toward the total course points*

***Counts as Final Exam*

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

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.

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.

Prepare 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.

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.

Participate in all class activities. Discussion Board posts provide opportunities to practice your communication and team building skills. Engage in courteous and collegial discussions throughout the course.

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

Use your resources. Look at the course calendar for assigned due dates for assignments, quizzes, and exams. Review the syllabus and assignments before posting questions in the virtual office.

Communicate. Communication with students will be conducted primarily through virtual office interaction, SHSU email, and the announcements function on Blackboard. The virtual office should be utilized to ask questions when the answer may be of benefit to classmates.

Complete 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. Assignments will be given on the date specified in the syllabus. No make-up assignments will be given. Unless otherwise specified, all written assignments must be keyed in proper business format.

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.

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.
- 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.

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.

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.

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, 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 timeframe 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>

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 Personal Communication Questionnaire: Pre-Test: DUE Sunday, January 28 by 11:59 p.m. (BB)	
Module 2 – Understanding Communication in the Workplace			
2	M 1/22	Communication & Ethics at Work: What should you know? Quiz Chapter 1: DUE Sunday, February 11 by 11:59 p.m. (BB)	Chapter 1
	W 1/24	Organizations in the Workplace: <i>Which ones fit you best?</i> Quiz Chapter 2: DUE Sunday, February 11 by 11:59 p.m. (BB)	Chapter 2
3	M 1/29	Handling Conflict, Cultural Diversity, and Relationships	Chapter 3
	W 1/31	Handling Conflict, Cultural Diversity, and Relationships Quiz Chapter 3: DUE Sunday, February 11 by 11:59 p.m. (BB)	Chapter 3
4	M 2/5	Assignment # 1: Impromptu Exercise	
	W 2/7	Assignment # 1: Impromptu Exercise	
Module 3 – Personalizing Communication in the Workplace			
5	M 2/12	Anxiety, Technology, and Other Communication Obstacles Quiz Chapter 6: DUE Sunday, February 25 by 11:59 p.m. (BB)	Chapter 6
	W 2/14	Effective Listening Quiz Chapter 4: DUE Sunday, February 25 by 11:59 p.m. (BB)	Chapter 4
6	M 2/19	Nonverbal Communication Quiz Chapter 5: DUE Sunday, February 25 by 11:59 p.m. (BB)	Chapter 5
	W 2/21	Assignment # 2: Listening Exercise	
Module 4 – Maximizing Communication in the Workplace			
7	M 2/26	Basic Information for all Types of Interviews The Employment Interview Quiz Chapter 7: DUE Sunday, March 25 by 11:59 p.m. (BB) Quiz Chapter 8: DUE Sunday, March 25 by 11:59 p.m. (BB)	Chapter 7 Chapter 8
	W 2/28	Interview Preparation	
8	M 3/5	Assignment # 3: Interview Day 1	
	W 3/7	Assignment # 3: Interview Day 2	
	3/12 –16	SPRING BREAK	
9	M 3/19	Small-Group Communication & Problem Solving Quiz Chapter 9: DUE Sunday, March 25 by 11:59 p.m. (BB)	Chapter 9
	W 3/21	Participation and Leadership in Teams Quiz Chapter 10: DUE Sunday, March 25 by 11:59 p.m. (BB)	Chapter 10

Module 5 – Polishing Oral & Written Communication in the Workplace			
10	M 3/26 Tu 3/27	Information Presentations: Plan, Research, Organize, and Deliver Verbal & Visual Supporting Materials Quiz Chapter 11: DUE Sunday, April 29 by 11:59 p.m. (BB) Quiz Chapter 12: DUE Sunday, April 29 by 11:59 p.m. (BB) Team selection and Informative Presentation Preparation	Chapter 11 Chapter 12
11	M 4/2 W 4/4	Assignment # 4: Team Informative Presentation Day 1 Assignment # 4: Team Informative Presentation Day 2	
12	M 4/9 W 4/11	Assignment # 4: Team Informative Presentation Day 3 Persuasive Presentations: Individual or Team Quiz Chapter 13: DUE Sunday, April 29 by 11:59 p.m. (BB)	Chapter 13
13	M 4/16 W 4/18	Persuasive Presentation Preparation Assignment # 5: Persuasive Presentation Day 1	
14	M 4/23 Tu 4/24	Assignment # 5: Persuasive Presentation Day 2 Assignment # 5: Persuasive Presentation Day 3 Personal Communication Questionnaire: Post-Test: DUE Sunday, April 29 by 11:59 p.m. (BB)	
Module 6 – Final Project & Course Wrap Up			
15	M 4/30 W 5/2	Course Evaluations & Start/Stop/Keep Assignment # 6: Special Event Speech Day 1	
	M 5/7	Assignment # 6: Special Event Speech Day 2 1:00pm – 3:00pm	

BB – Complete in Blackboard

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 1 – Start Here				
Week 1	Personal Communication Questionnaire: Pre-Test	Wed. 1/17/2018, 12:00am	Sun. 1/28/2018, 11:59pm	____/10
Module 2 – Understanding Communication in the Workplace				
Weeks 2-4	Quiz – Chapter 1	Mon. 1/22/2018, 12:00am	Sun. 2/11/2018, 11:59pm	____/10
	Quiz – Chapter 2	Mon. 1/22/2018, 12:00am	Sun. 2/11/2018, 11:59pm	____/10
	Assignment # 1 – Impromptu Exercise	In class 2/5/2018 & 2/7/2018	In class 2/5/2018 & 2/7/2018	____/10
	Quiz – Chapter 3	Mon. 1/22/2018, 12:00am	Sun. 2/11/2018, 11:59pm	____/10
Module 3 – Personalizing Communication in the Workplace				
Weeks 5-6	Quiz – Chapter 4	Mon. 2/12/2018, 12:00am	Sun. 2/25/2018, 11:59pm	____/10
	Assignment # 2 – Listening Exercise	In class 2/21/2018	In class 2/21/2018	____/20
	Quiz – Chapter 5	Mon. 2/12/2018, 12:00am	Sun. 2/25/2018, 11:59pm	____/10
	Quiz – Chapter 6	Mon. 2/12/2018, 12:00am	Sun. 2/25/2018, 11:59pm	____/10
Module 4 – Maximizing Communication in the Workplace				
Weeks 7-9	Quiz – Chapter 7	Mon. 2/26/2018, 12:00am	Sun. 3/25/2018, 11:59pm	____/10
	Quiz – Chapter 8	Mon. 2/26/2018, 12:00am	Sun. 3/25/2018, 11:59pm	____/10
	Assignment # 3 – Interview	In class 3/5/2018 & 3/7/2018	In class 3/5/2018 & 3/7/2018	____/100
	Quiz – Chapter 9	Mon. 2/26/2018, 12:00am	Sun. 3/25/2018, 11:59pm	____/10
	Quiz – Chapter 10	Mon. 2/26/2018, 12:00am	Sun. 3/25/2018, 11:59pm	____/10
Module 5 – Polishing Oral & Written Communication in the Workplace				
Weeks 10-14	Quiz – Chapter 11	Mon. 3/26/2018, 12:00am	Sun. 4/29/2018, 11:59pm	____/10
	Assignment # 4 – Team Informative Presentation	In class 4/2/2018, 4/4/2018, & 4/9/2018	In class 4/2/2018, 4/4/2018, & 4/9/2018	____/100
	Quiz – Chapter 12	Mon. 3/26/2018, 12:00am	Sun. 4/29/2018, 11:59pm	____/10
	Quiz – Chapter 13	Mon. 3/26/2018, 12:00am	Sun. 4/29/2018, 11:59pm	____/10
	Assignment # 5 – Team Persuasive Presentation	In class 4/18/2018, 4/23/2018, & 4/25/2018	In class 4/18/2018, 4/23/2018, & 4/25/2018	____/100
	Personal Communication Questionnaire: Post-Test	Mon. 4/23/2018, 12:00am	Sun. 4/29/2018, 11:59pm	____/10
Module 6 – Final Assignment & Course Wrap Up				
Weeks 15-16	Assignment # 6 – Special Event Speech	In class 5/2/2018 & 5/7/2018	In class 5/2/2018 & 5/7/2018	____/50