

BUAD 3335: BUSINESS COMMUNICATION

SPRING 2018

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Course Text - Cardon, P.W. (2016).

Business Communication:

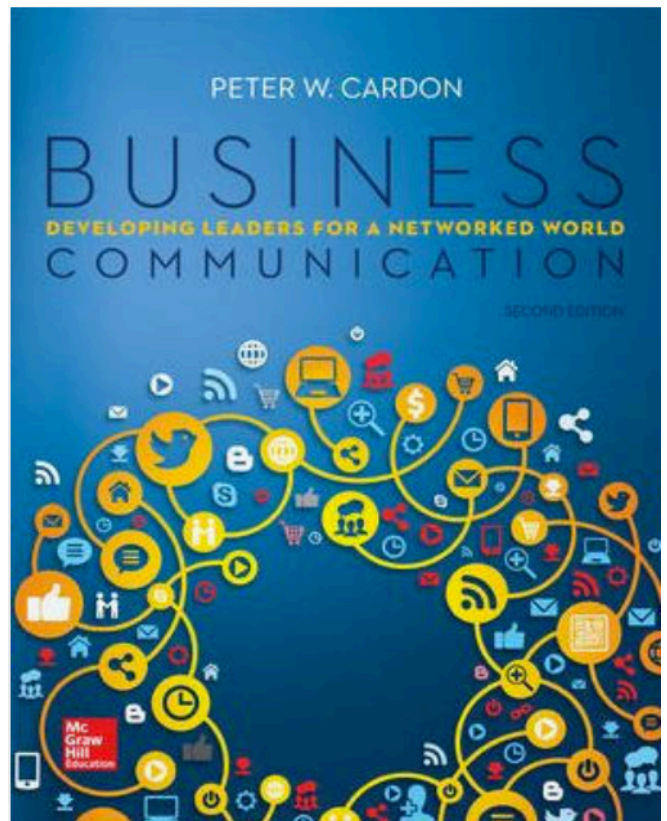
Developing Leaders for a Networked World,
2nd Ed. New York: McGraw-Hill Education.

ISBN: 9780073403281

Course Description

BUAD 3335W 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 routine oral and written messages and reports. 3 Credit Hours.



Learning Objectives

The goals of BUAD 3335 are to

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 American 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- [community engagement project](#)

Community Engagement: In this course, you will not only learn knowledge and skills, but also actively use them to make a difference in our community to improve the quality of life. This experience, it is hoped, will help you see yourself as a positive force in this world and deepen your understanding of your role as a citizen. This project will take approximately 9 hours to complete.

Assignments

Units and Grade Distribution

Unit 1:	The Job Packet	
	Assignment 1- Résumé	50
	Assignment 2- Cover Letter	50
Unit 2:	Responding to Messages	
	Assignment 3- Routine Direct Message	100
	Assignment 4- Negative/Persuasive Message	100
Unit 3:	Business Report- Community Engagement Project	
	Assignment 5- Business Research Report	200
	The Deliverable	50
Quiz	Chapter Quizzes	
	13 quizzes at 10 pts each	130
Grammar Activities		
	Grammar Exercises on BB, 10 pts each	100
Other	Professionalism	
	Shorter Assignments/Class Participation/In-class writing	120
Exam	Final Exam	
	Final	100
	Total	1000

Grading Scale:

- 900 - 1000 points = A
- 800 – 899 points = B
- 700 – 799 points = C
- 600 – 699 points = D
- 599.9 points or below = F

LMS

Our learning management system (LMS) is Blackboard. Please check Blackboard regularly to check on your grades, schedule, assignments, and announcement from me. Assignments are due according to the due dates on the course schedule. **Late assignments will not be accepted.** In the event that you have technical problems, contact Tech Support (936-294-2780) for help and copy me at least six hours before the scheduled deadline.

Attendance

Attendance will be taken at each class meeting, as regular attendance is important for this class. If a student misses attendance, they will be counted absent. Students are allowed 6 absences in a T/TH or M/W course. However, beyond the sixth absence, the student will receive an 'F' for the course. Student who have perfect attendance for the semester will receive 10 points extra credit.

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

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guarantee a satisfactory grade on any assignment in this course.) The Center is located on the Huntsville campus in Farrington 111. Walk in, or call 936-294-3680 for an appointment.

Academic Honesty

Understanding what constitutes plagiarism and academic dishonesty will help prevent you from committing this act inadvertently and will strengthen your writing. Plagiarism is a serious legal and ethical breach, and it is treated as such by the university. 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, and may also include dismissal from the University. If you have any questions about using work other than your own in your paper, see me before you turn in an assignment. I’m always happy to answer any questions that you may have.

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. 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). This request must be made in 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.

Americans with Disabilities Act

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.