

**Sam Houston State University
College of Business Administration
Department of General Business and Finance
BUAD 3335.04 Business Communication
2 - 3:30 pm SHB 139 Spring 2018**

Professor: Kathy L. Hill, Ph.D.

Office: SHB 210 - C

Phone: 936 – 294 - 1288

Fax: 936 – 294 - 3074

Email: khill@shsu.edu

Office Hours:

Monday & Wednesday: 12:30 – 2 pm

Tuesday & Thursday: 11 – 12:30 pm

Friday by appointment

Required Text: Cardon, P. (2018). *Business Communication: Developing Leaders for a Networked World* (3rd Ed.) New York: McGraw-Hill. ISBN 978-1-259-8966-2

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 \$95. 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 \$25.

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.

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” for the course.** Required writing assignments include the following:

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

Possible Points:

Item		Total Points
Syllabus Quiz	10 pts.	10
Chapter Quizzes	14 @ 10 pts. each	140
Messages	Routine/Good News (50 pts.) Negative (50 pts.) Persuasive (50 pts.)	150
Research Project		200
Job Search Materials	Resume (50 pts.) Cover Letter (50 pts.)	100
Connect Grammar, Mechanics, and Research Activities	5-15 pts. each	185
Activities Email In-class presentation	10 pts 10 pts	20 (maybe more added to this during the semester)
Final Exam		100
Total Course Points		905

Grade Distribution:

- 905 – 814.5 points = A
- 813.5 – 724 points = B
- 723 – 633.5 points = C
- 632.5 – 543 points = D
- 542 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:

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

Chapter Quizzes (LearnSmart Practice Assignments) on Blackboard:**Ground Rules for LearnSmart Practice Assignments and Connect Activities on Blackboard:**

- All quizzes are due by the dates times listed on the Course Schedule
- All LearnSmart Practice Assignments are worth 10 points; Connect Activities are worth 5-15 points. Upon completion, your grades will post automatically to the Blackboard Grade Book. It is your responsibility to keep up with all deadlines as specified in the course schedule on blackboard.
- 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 (936-294-4904) and copy me at least six hours before the scheduled deadline.
- If you encounter technical problems with your Blackboard account, contact the HelpDesk (936-294-1950).

NOTE: Do not wait until the last minute to complete these quizzes. When the quizzes expire, they are gone—no excuses.

Course Policies:

- 1. Regular and punctual class attendance.** I will take roll at every class period using a sign-in sheet. Students will be rewarded with 10 bonus points for perfect attendance. 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 to **three (3) absences**. I will record a grade of "F" for the course if you miss more than three times. 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.
- 2. Preparation for class.** You will need to check into Blackboard 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.

3. 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.
4. **Participation in all class activities.** Class sessions provide opportunities to practice your communication skills.
5. **Computer proficiency.** Assignments require the use of MS Word. The Business Report assignment will require you to conduct research using the Internet and databases located at the library website. You must word-process all written assignments using MS Word for submission through the course site on Blackboard using Turnitin. Course lectures will be delivered via lectures on PowerPoint in class plus there are narrated PowerPoint or MP4 files; these should be viewable on a variety of devices, including iPads
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. **Grading Questions.** The time to grieve a grade is immediately after it is awarded or posted.

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 other faculty, other students, and me with respect. **Turn off your cell phone, computer, and/or pager while you are in class and store it out of sight.** A ringing cell phone becomes my property! Under no circumstances may you

use cell phones or other electronic devices during class unless we are working on an activity or an assignment. Your computers and cell phones need to be completely off when class begins. **I am very cranky about computers and cell phones.**

Absolutely no food or drink is permitted in the classroom.

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 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.

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 January 26, 2018.**

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/wsctr.

Course Schedule – The course schedule is listed under the Timeline as well as in the Units in BB with the dates of the Quizzes and Connect Exercises Due. You need to keep track of all of these as it is your responsibility to have them done as once they are closed, they will not be reopened. We will, also have in-class assignments as well as lectures.