



**BUAD 3335 Business Communication**  
**Course Syllabus**  
**Spring 2018**

| <b>Course Information</b>                              | <b>Faculty Information</b>   |
|--|--|
| <b>Section 01</b><br>M/W 8:00 am – 9:20 am<br>SHB 204  | <b>Professor:</b> Ashton Mouton<br><b>Office:</b> SHB 210 G<br><b>Email:</b> amm009@shsu.edu                             |
| <b>Section 15</b><br>M/W 9:30 am – 10:50 am<br>SHB 331 | <b>Office Hours:</b><br><b>M: By Appointment Only</b><br><b>W: By Appointment Only</b><br><b>TR: 2-4 pm, main campus</b> |
| <b>Section 14</b><br>M/W 2:00 pm – 3:20 pm<br>TWC 241  |  |

**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.

## **Required Textbook and Materials**

Cardon, P. W. (2018). *Business communication: Developing leaders for a networked world* (3rd ed.) New York, NY: McGraw-Hill. ISBN 978-1-259-69451-6

## ***Additional Materials***

- Students are expected to utilize computer technology while enrolled in this class.
  - A reliable computer or tablet with Internet access will be needed to take online quizzes, complete homework, and/or major writing assignments.
  - Mobile devices, tablets, and/or laptops may also be used in class during participation activities.
- If needed, other readings will be posted on Blackboard and will be discussed in class prior to being assigned.
- You will need pen/pencil and paper for every class for note taking, in-class quizzes, and/or participation activities.
- 3 in. x 5 in. index cards

## **Assignments and Evaluation**

Assignment specifications can be found posted on Blackboard and will be explained further in class. Your final grade in the course is based on your performance in the following assignments:

**Job Materials Packet (100 points):** When applying for a new job, all submitted materials should be tailored to the position and company for which you hope to work. For this assignment, you will develop a cover letter and resume for a position and company for which you would like to work.

**Routine Message (100 points):** Routine messages are common messages in professional contexts that transmit basic information. They are typically direct and communicate non-controversial information.

**Midterm Messages (150 points):** In this message, you will have an opportunity to practice two different types of messages that are common in the workplace: persuasive and negative messages. Persuasive messages attempt to influence the receiver's ways of thinking or acting. Mass persuasive messages—such as sale announcements—are some of the most commonly encountered persuasive messages. In addition to sending mass or focused persuasive messages, business professionals often persuade peers and supervisors to adopt ideas, approaches, and more. Negative messages are more common than many would like to believe. Negative messages range from rejecting a colleague's idea or employee's proposal to reprimanding or even firing an employee. External negative messages include, for example, ending a relationship with a customer or rejecting a claim. Relationship management skills are especially important to crafting effective negative messages.

**Team Research Report (300 points):** Reports are used in the workplace to provide detailed information to support the sender's objective in a way that is persuasive to the

receiver. Common reports include proposals, progress or work summaries, and more. Reports are written in objective voice because they are often shared with more than the intended/target receiver, and they are often referenced long after they are submitted to the receiver. For most of the course, you will work on a team with some of your classmates to develop your submission for this assignment. The report assignment will review effective approaches to training, communication, and design in professional contexts and will include a training manual.

**Chapter Reading Quizzes (10 points each x 10, 100 points):** For each chapter covered in this class, you will complete a chapter quiz. Quizzes can be administered during the class meeting in which the chapter is covered or available online, so you should always read the chapter(s) assigned before you arrive in class. If you miss a quiz due to absence, tardiness, or forgetfulness, you will earn a zero for the chapter quiz.

**Final Exam (100 points):** The final exam will be a multiple-question exam. The exam will be comprehensive and will be based primarily on the course textbook and class lectures and activities. Completing the chapter quizzes is one of the best ways to study for the exam. In addition, we will be preparing for the exam during the last two class periods of the semester. For the final exam, you will need to bring a scantron with at least 50 question slots; the color of the scantron does not matter.

**Participation and Daily Work (150 points):** Participation consists of in class exercises/activities and/or out of class homework assignments. To be more specific, these points can be composed of contribution to class discussions, short writing projects, peer feedback, group activities, exercises, etc. You must be in class to receive participation points for these exercises. Additional details are listed below:

- **Professionalism:** In addition to daily activities, your performance and participation in class will be assessed through the Professionalism category. Unprofessional behavior includes but is not limited to use of devices for purposes not related to the course; rudeness to classmates, the instructor, or other visitors; sleeping; and more.
- **Topic Discussion Leader:** In pairs, you will sign up to lead a short discussion and activity that gives your classmates practice applying the topic of the class period. Your presentation should be engaging and get your classmates engaged in and excited about the topic. The goal is for your classmates to engage in and apply the skills, strategies, and/or knowledge of the course topic. You are strongly encouraged to meet with Dr. Smith to plan your activity. More information provided on Blackboard.
- **Other Daily Activities:** Other formalized daily work assignments will be provided in class and/or via Blackboard.

### ***Assignment Deadlines***

Assignment deadlines can be found on the course schedule. It is your responsibility to know what is expected from you each day of class, so you should check the course schedule every day. All work must be completed and turned in at the beginning of class on the date it is due. **Late work will not be accepted, and quizzes and participation/daily work points cannot be made up. Turning in an assignment on time means no later than**

**the beginning of class, the day it is due, stapled and complete.** If you are going to be absent the day an assignment is due, you must have made previous arrangements with the professor to turn in the assignment early (or have notified the instructor of an absence that meets the university emergency criteria and is accompanied by official documentation, see Attendance and Timeliness below). No assignments will be accepted via email unless you are directed by the instructor to turn something in electronically.

Please note: Computer/printer malfunction is not a valid excuse for late or missed assignments. The university provides computers in the library and other labs that are available for your use and are compatible with most assignments you are given. Please save and back up often to avoid losing your assignments.

***Make Up Exams/Assignments***

You must contact me immediately if you are going to miss an exam or assignment. If you must miss an exam or other assignment, you **must** provide documentation to verify the legitimacy of your absence. Make-ups exams will only be offered in the case of **documented, university-sanctioned** excuses. Please note that doctor’s appointments do not qualify as excused absences. If you belong to a student organization that requires you to miss class, the organization will provide you with documentation. The only other acceptable excuses are documented medical emergencies and the death of a family member. If you miss class due to an illness or some other emergency, you will need to provide documentation. For medical excuses, this means a note from your doctor stating that you were under their care and were unable to attend school. The professor will not accept general doctor’s notes, especially from the Student Health Center. An opportunity to take an alternative examination will be offered to those with documented and legitimate excuses. Extensions on other assignments will be offered to those with documented and legitimate excuses.

***Final Grading Distribution*** (W = Major Writing Assignment)

| <b>Assignment</b>            | <b>Possible Points</b>    | <b>Your Grade</b> |
|------------------------------|---------------------------|-------------------|
| Job Materials Packet (W)     | 100                       |                   |
| Routine Message (W)          | 100                       |                   |
| Midterm Messages (W)         | 150                       |                   |
| Team Research Report (W)     | 300                       |                   |
| Chapter Reading Quizzes      | 100 (10 @ 10 points each) |                   |
| Final Exam                   | 100                       |                   |
| Participation and Daily Work | 150                       |                   |
| <b>Total</b>                 | <b>1000</b>               |                   |

***Extra Credit***

During the semester, the instructor will offer opportunities to earn a maximum of 50 extra credit points (5%). Each student may complete each of the extra credit opportunities only once. The descriptions of all extra credit opportunities are listed below.

- 1. See and Learn SHSU, Lecture Attendance and Reflection:** For 10 points of extra credit (1%), you can attend a lecture on campus and write a reflection about what

you learned during the presentation. In order to receive the points, you should (A) find and attend a lecture, talk, or presentation on campus; (B) Write a one-page double-spaced synopsis of what you learned during the presentation; and (C) Submit the paper to your instructor on or before the due date, specified on the course schedule. A sample lecture and reflection will be posted on Blackboard.

2. **SHSU Writing Center:** Five points extra credit can be earned per major writing assignment (0.5% x4 W = 2%) by working with a tutor at the Writing Center (proof must be provided to the instructor). Writing tutors will help you generate, organize, or revise a draft of any assignment. They will not proofread or edit your work, but they can help you develop these skills. Note: Working with the Writing Center does not guarantee a satisfactory grade on any assignment in this course. The Center is located in Farrington 111. Call 936-294-3680 for appointments.
3. **Miscellaneous Events:** A variety of extra credit opportunities may arise throughout the semester. Details for these opportunities and the requirements for earning credit will be available on Blackboard. A student may earn up to 20 points of extra credit (2%) by fulfilling the requirements for an event.

### ***Final Grading Scale***

This scale is based on a point system and not a percentage; therefore, grades will not be rounded up. If a student earns 799 points they receive a “C” in the course, not a “B.” All grades are final unless a miscalculation has occurred.

| <b>Letter Grade</b> | <b>Points Required</b> |
|---------------------|------------------------|
| <b>A</b>            | 900-1000               |
| <b>B</b>            | 800-899                |
| <b>C</b>            | 700-799                |
| <b>D</b>            | 600-699                |
| <b>F</b>            | 599 and below          |

### **Attendance and Timeliness**

You are responsible for documenting your attendance during every class. Attendance will be taken using a sign in sheet that will be passed throughout the class each period. If you do not sign the attendance sheet, you will be counted absent for that class period. **You are allotted 3 absences during the semester without penalty**, meaning you can use these days for illnesses, mental health days, family emergencies, etc. Any class that is missed counts as an absence unless excused by the university testing, activity, or grief policies. Classes missed during the first week of class will count against your 3 allotted absences (with the exception of campus closures).

If you miss more than 3 days of class, your final grade will be affected. **On the 4<sup>th</sup> absence, your course grade will be lowered by fifteen points.** It will continue to be lowered for each additional absence. For example, if you miss 8 classes, your final grade in the course will be lowered by 75 points. Please note that this attendance penalty will be imposed *in addition to* the loss of any participation points or assignment points that were missed

during your absence. You are responsible for obtaining any missed materials or class notes discussed in your absence.

Regular attendance is essential for *your* success in this class. Through in-class activities and demonstrations you will learn to apply course material. If you are not in class you will miss these opportunities. Any missed quizzes and/or daily work CANNOT be made up, regardless of the reason for missing. No late work will be accepted. In addition, there are NO makeup opportunities for missed major writing assignments. Missing any assignment will result in a zero.

In addition, you are expected to show up for class on time and stay for the entire period. Participation activities and quizzes may take place at the beginning of class, and if you are not in the classroom in time to participate, you will not receive credit for the activity. If you have a schedule conflict that does not allow you to meet this requirement, the instructor suggests you make a commitment to either this class or the conflicting activity. You simply cannot be in two places at once and frequent tardiness or leaving early is not conducive to your learning or the learning of other students in the class. As such, tardies and leaving early will be documented and will affect your final grade in the course. A tardy will be assigned any time the student arrives after the official start of class. Leaving early will be assigned anytime the student leaves before the formal class dismissal. **Four tardies/early leaves will equal one absence.**

### **Classroom Conduct**

The classroom should be a safe place for all. Language and behavior that marginalizes people on the basis of gender, sexuality, race, age, religion, or any other aspect of identity will not be tolerated. Safe does not necessarily mean comfortable, as this course is meant to challenge our assumptions. At times we will all feel uncomfortable, but we will approach these issues in a professional and respectful manner. This does not mean that students must always agree with others since reasoned, respectful dissention may be part of the discovery process and lead to previously unconsidered options. During discussions, civil discourse should be maintained at all times and comments should be aimed at moving the discussion forward. If at any time you feel that the classroom has become a less safe space for you, for whatever reason, please contact me immediately. I am always ready to adjust my teaching and/or behavior to make the classroom a better space.

Otherwise, only registered students may attend class. Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to turn off cell phones and other electronic devices while in the classroom. Under no circumstances are cell phones or other electronic devices to be used or seen during times of examination. Lab computers and printer are to be used for composing assignments only. Unless otherwise instructed, computers are to be turned completely off when class begins.

Students who fail to meet any of the above mentioned conduct expectations will be asked to leave class immediately, for the duration of that specific class meeting—effectively earning an early leave and forfeiting any points earned during the class period in question.

## **Academic Integrity Expectations**

An act of academic dishonesty, even a first offense, places the student in jeopardy of severe forms of disciplinary action, including dismissal. 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, the instructor will cooperate with administrators in detecting (through the SafeAssign system), documenting, and reporting any person committing an act as described above.

Avoid even the appearance of cheating. If a student is looking at another student's paper during an exam, it will be assumed that the purpose is to cheat, and will be documented as such.

In this course, emphasis is placed on the following: ethical behavior; conveying honest and accurate information; showing equal treatment through non-sexist and nondiscriminatory writing; exhibiting fair-mindedness, a sensitivity to the feelings of others, and respect for human rights.

## **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.

## **Disabled Student 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. 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](mailto: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>