

BCOM 231: Business Communication Syllabus – Spring 2017

Faculty Information

Dr. Cristina Gilstrap
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 Romain College of Business
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Romain College of Business

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Course Information

Credit Hours: 3
 Meeting Times and Location: Tuesdays/Thursdays, 9:00-10:15 AM, BEC 1004
 Pre-requisites: CMST 101 and ENG 201

Course Description

A detailed study of business communication. Includes analysis and practice in writing a variety of messages used to communicate in business and industry. Emphasizes the psycho-semantic aspects of effective organizational communication.

Course Learning Outcomes

By the end of this course, students should be able to:

1. create a professional, public-facing business message.
2. compose effective business correspondence.
3. develop a persuasive application packet.
4. compose a professional research project in APA format.
5. deliver an effective research presentation with accompanying visuals.

Program Learning Outcomes

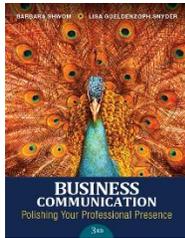
As a CORE 39 writing intensive embedded experience course:

1. writing assignments will be integrated throughout the semester.
2. written assignments will constitute a significant portion of the course grade.
3. class lectures/exercises and the textbook will include lessons on effective business communication.
4. students will compose one sustained/long-term writing project that (a) synthesizes the major objectives of the course, (b) provides instructor feedback on student drafts, and (c) includes opportunities for revision.
5. acceptable writing style criteria will be taught in the course and outlined in course assignments.

Note: BCOM 231 helps meet oral and written communication skills requirements for the Romain College of Business.

Required Textbook

Shwom, B., & Snyder, L. G. (2016). *Business communication: Polishing your professional presence* (3rd ed.). Boston: Pearson.



ISBN-13: 978-0133863307
Available at USI Campus Store

Additional Required Course Materials

Paper folder with pockets

**Bring daily schedule, textbook, & folder to class every day.

Grading, Assignments, and Quizzes

In total there are ten (10) major assignments, twelve (12) chapter reading quizzes, and exercises/homework.

Reading Quizzes (12 total @ 10 points each)	120	points
Exercises/Homework	25	points
Assignment 1: Professional Blog	50	points
Assignment 2: Correspondence	50	points
Assignment 3: Team Project & Presentation	90	points
Assignment 4: Research Topic Proposal Email	25	points
Assignment 5: APA Assignment/Exercise	25	points
Assignment 6: Occupation Description	50	points
Assignment 7: Occupation Outlook	50	points
Assignment 8: Occupation Research Report	100	points
Assignment 9: Occupation Presentation	50	points
Assignment 10: Application	<u>50</u>	<u>points</u>
TOTAL:	685*	points

*I reserve the right to alter or amend the total points as needed.

Grades will be distributed based on the following scale:

A	617 – 685 points	B+	596 – 616 points
B	548 – 595 points	C+	527 – 547 points
C	479 – 526 points	D+	458 – 478 points
D	411 – 457 points		
F	0 – 410 points		

Course Structure

The course is organized into the following four units. Each unit requires reading quizzes (on Blackboard) and major assignment(s). Additional assignments for units may include assignment/project proposals and updates, presentations, and exercises (not all assignment/exercises are listed on this table).

Unit	Topic	Assignment(s)
Unit 1	Corporate & Team Communication	Professional Blog Team Project
Unit 2	Correspondence	Correspondence
Unit 3	Research and Reporting	Topic Proposal APA Assignment/Exercise Occupation Description & Outlook Occupation Research Report Occupation Presentation
Unit 4	Employment	Application Package

Course Policies

Attendance

The value of this course is found in your active participation in class experiences, thus regular attendance is required. You have 2 absences before points are deducted from your final grade so use them wisely. Five points will be deducted from your final grade for every absence after the third.

Missed assignments will be rescheduled **only under documented emergency conditions** and if every effort is to be made to notify me **in advance**. Assignments not turned in on the assigned day during the assigned class period (not after) will receive a zero.

You are responsible for obtaining any oral or written information from a peer that was presented during a class period in which you are absent. An absence does not relieve you of obligations related to deadlines or assignment requirements. If you know you will be gone for any reason when an assignment is due, you must turn in the completed assignment on my office door in hard copy (not via email) **BEFORE** you leave to receive credit.

Readings

Your success in this class will depend on you closely reading your text before class. Remember, “skimming” is not synonymous with “reading.” For each reading, you should be highlighting, underlining, and/or taking notes (whichever works best for you) in order to increase your engagement with and retention of the content. Showing up to class with a clean chapter (and no notes) signals you did not engage with the reading as much as you should before class.

Folder

You will turn in your assignments in a paper folder. Do not take any work out of your folder during the semester. By the end of the semester, your folder will contain all assignments and exercises completed throughout the semester. Clearly put your name on the outside of your folder.

Class Participation

You should come to class each day PREPARED to critically discuss and apply the material listed on the schedule for that day. We will use in-class exercises to illustrate principles so your absence will deprive you of this material as well. A warm body does not count as active participation.

Email

Email is not answered on a 24/7 timeframe; rather, it is answered during standard business hours only. Additionally, it is answered in the order it is received. Please do not wait to the last minute to make requests or ask questions via email, as they may not be answered according to your time constraints. ***Email messages not composed in a professional manner (proper grammar, mechanics, formatting and professionalism) will be deleted without response. Emails MUST have an informative subject line, proper greeting, signature block, and appropriate editing/grammar/writing in order to receive a response.***

Assignment Due Dates & Submissions

No late assignments will be accepted in the course. If you must be away from class, early submissions are required. There are NO EXCEPTIONS to this policy. *Students are responsible for submitting correct and complete files for assignments.* No “second submissions” are allowed, including any situations which involve students submitting incorrect or incomplete files.

Review of Assignment Drafts

Students are encouraged to work with one another to conduct peer reviews of course written assignments. My reviews will be limited to answering specific student questions related to assignments during normal office hours or otherwise scheduled appointments. Students are responsible for their own editing and proofreading. One major assignment, the occupation research report, will include a graded draft review. Other reviews/questions are on an appointment-only basis.

Academic Integrity

Those students found guilty of any form of plagiarism, cheating or other breach of academic integrity will receive a 0 for the assignment for the first offense. Second offenses will result in a failing grade for the course. You will periodically turn in assignments on SafeAssign, Blackboard’s antiplagiarism site. According to SafeAssign (2016), the purpose of this system is to “prevent plagiarism, protect the originality of work, ensure a level playing field, and create awareness and educate students” (p. 1).

Extra Credit

There is one extra credit assignment for this class. Complete the course evaluation at the end of the course and forward a copy of your email confirmation to me (10 points) (see schedule for deadline). No other opportunities for extra credit will be provided.

Changes to Course

Because of the possibility of inclement weather or other outside factors, I reserve the right to make changes to the syllabus, schedule, assignments, or other course details as needed. If class is canceled due to weather, check Blackboard for class updates.

Summary of Evaluation Criteria

Superior: Grade of A

This grade indicates the assignment has been fulfilled at an **exceptional or excellent level**.

1. Exceptional engagement of material from assigned readings, lectures, class discussions, and outside resources (where appropriate) is artfully included in the content of the essay (as opposed to cut and paste procedures that merely add volume or page length).
2. The thesis and its defense demonstrate exceptional accuracy and insight regarding both supported claims and others' claims, including the evidence and arguments for those claims.
3. Exceptional critical stylistic ability is demonstrated in the writing. There is an ability to express in writing one's thoughts in "a voice of one's own," which shows the writer has succeeded in finding a clear and aesthetically pleasing use of words and phrasing.
4. Standard documentation is used with little to no mechanical errors (i.e., syntax, spelling, grammar, and punctuation).

Above Average: Grade of B

This grade indicates the assignment has been fulfilled at an **above average or good level**.

1. More extensive material from the assigned readings, lectures, and class discussions is included in the contents of the paper. Where appropriate, use of additional resources will be expected.
2. There is an identifiable thesis that is integrated into the structure of the entire essay and is defended in a logical and systematic manner.
3. There is greater mastery of writing and thinking skills, including effective use of quotations and paragraph organization, a greater reliance on putting ideas and concepts into one's own words rather than relying on direct quotations, a greater ability to recognize and articulate diverse points of view, and a demonstrated ability to engage in critical reflection, analysis and synthesis.
4. A standard form of documentation is employed and mechanical errors, though present, are limited.

Standard Average: Grade of C

This grade indicates the assignment has been fulfilled at an **adequate level**.

1. Pertinent material from the assigned readings, lectures, and class discussions is included in the content of the paper.
2. There is a basic level of organization with an identifiable thesis, an introduction, body, and conclusion.
3. Basic concepts are included and explained at an introductory level.
4. Documentation and mechanics of writing are at a low, but adequate, college level (some areas for improvement may be pointed out).

Below Average: Grade of D

This grade indicates the assignment has been fulfilled **at or below the average level**, or that the assignment is **below the acceptable level of performance**.

1. The essay indicates that the student has not read or at least partly understood the material.
2. There is a vague or non-existent thesis in the essay.
3. Standard documentation is poorly constructed or absent and mechanical errors are distracting.
4. The essay demonstrates little creativity and primarily involves an incomplete recitation of the arguments in the assigned materials.
5. Part of the assignment is either ignored or missing.

Failure: Grade of F

The quality of the work **does not meet the standards** of a D grade or is turned in late.

University Statements

Disability Accommodations

If you have a disability for which you may require academic accommodations for this class, please register with Disability Resources (DR) as soon as possible. Students who have an accommodation letter from DR are encouraged to meet privately with course faculty to discuss the provisions of those accommodations as early in the semester as possible. To qualify for accommodation assistance, students must first register to use the disability resources in DR, Science Center Rm. 2206, 812-464-1961, www.usi.edu/disabilities. To help ensure that accommodations will be available when needed, students are encouraged to meet with course faculty at least 7 days prior to the actual need for the accommodation. However, if you will be in an internship, field, clinical, student teaching, or other off-campus setting this semester please note that approved academic accommodations may not apply. Please contact Disability Resources as soon as possible to discuss accommodations needed for access while in this setting.

Title IX – Sexual Misconduct

USI does not tolerate acts of sexual misconduct, including sexual harassment and all forms of sexual violence. If you have experienced sexual misconduct, or know someone who has, the University can help. It is important to know that federal regulations and University policy require faculty to promptly report incidences of potential sexual misconduct known to them to the Title IX Coordinator to ensure that appropriate measures are taken and resources are made available. The University will work with you to protect your privacy by sharing information with only those who need to know to ensure we can respond and assist. If you are seeking help and would like to speak to someone confidentially, you can make an appointment with a counselor in the University Counseling Center. Find more information about sexual violence, including campus and community resources at www.usi.edu/stopsexualassault.

Syllabus Course Policy

This syllabus is a guide to the course and may be subject to change with reasonable advanced notice.