

SYLLABUS – BA 306 Business Communications



School of Business & Mass Communication Department of Business Online, Spring 2012-D2

Brenau University Mission Statement

Brenau University challenges students to live extraordinary lives of personal and professional fulfillment. As students pursue an Associate's, Bachelor's or Graduate degree program at Brenau, they gain preparation for a lifetime of intellectual accomplishment and appreciation of artistic expression through a curriculum enriched by the liberal arts, scientific enquiry and global awareness.

Contact Information

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Common Course Elements

Textbook(s)/ISBN: Bovee, C., & Thill, J. V. (2010). *Business communication today* (10th ed.). Pearson/Prentice Hall. [ISBN: 978-0-13-815539-1]

ALSO REQUIRED:

A Web Camera (Webcam). There is no 'brand' requirement – although you will find better quality if you choose one with a headset. **A headset is strongly recommended.**

A free 'ooVoo' Video Conferencing ID.

1. Please go to www.ooVoo.com, and download the free software and sign up for a free ID.
2. **You must use your Brenau student email address (Tigermail).**
3. For your ooVoo ID, please use your name in this format: **johnjones** (or equivalent) so that you can be easily identified by the professor when sending and receiving ooVoo messages.

Supplementary Information: Strongly Recommended, but not required:
Publication Manual of the American Psychological Association (5th Edition or later). American Psychological Association: Washington, D.C.

Course Description: Theory and practice of written and spoken

communication in business both in person and via electronic formats. The applications of psychological principles to improve the effectiveness of business correspondence and related types of business writing for implementation of business policy. The preparation of business reports, memoranda, and letters are required.
Prerequisite: EH 101.

Program and/or LE Learning Outcomes

ELO7- Communicate (written and oral) effectively in an organizational setting.
ELO4-Utilize writing and speaking skills to communicate business subjects and issues to a variety of audiences

Writing and Speaking Competency

Course Learning Outcomes

After completing the course, students will have developed the knowledge, skills, and abilities to

1. Produce persuasive, clear, concise, readable, and mechanically sound written communications with the memorandum, short report, long report, and letter formats.
2. Understand the nature of objectives, policies, and procedures in an organization and know the effective means of disseminating them.
3. Function in an electronic communications environment; upload and download files.
4. Listen effectively.
5. Organize and make public multimedia presentations using Microsoft PowerPoint.
6. Merge form letters with database entries electronically.
7. Function effectively in the decision-making process within small groups.
8. Construct simple hyper-linked, multimedia Home-pages in HTML (hypertext mark-up language) suitable for presentation on the Internet.

Evaluation Instruments Used

Students will view a speech video and critique it in writing.

Evaluation Instruments Used

Students should be able to demonstrate their critical thinking skills through the following:

For each outcome:

- Individual Speech.
- PowerPoint Presentation.
- Tests.
- Written assignments (papers).

University Class Attendance and Participation Policy

All grades and evaluations earned by the student and issued by the faculty are based upon the quality of the student's overall academic performance both in and out of class. Students are expected to attend and participate in class regularly, and to assume responsibility for meeting all requirements as specified in the course syllabus. Because of the differences in schedules and contact hours, there are different attendance policies for the Women's College, Evening and Weekend Studies and Online Studies. Students should consult the specific policies for their divisions. Those divisions are Women's College, Evening and Weekend Studies undergraduate, Evening and Weekend Studies graduate, and Online Studies. (See current Catalog for specific requirements.)

Academic Honesty

Brenau University is an academic community actively engaged in scholarly pursuits. As members of this community, students are expected to recognize and honor standards of academic and intellectual integrity. Brenau supports the ideals of scholarship and fairness by rejecting all dishonest work when it is submitted for academic credit. Brenau University encourages students to be responsible and accountable for their decisions and actions. It is Brenau's hope that its students will uphold the honor of the university by refraining from every form of dishonesty in the community. Any attempt by students to present the work of others as their own or to pass an examination by improper means is regarded as a most serious offense and renders those students who do so liable to disciplinary action. Assisting another student in any such dishonesty, or knowing of this dishonesty and not reporting it, is also considered a grave breach of honesty. (See current Catalog for further information, as well as appeal process.)

The Brenau Honor Code: I promise to uphold the Brenau University honor code by refraining from every form of dishonesty and cheating in university life, and will strive to create a spirit of honesty and honor. Failure to do so is considered a breach of trust toward the faculty and student body. I accept this commitment as a personal responsibility to refrain from and to report all forms of dishonesty and cheating.

Grading System

Academic progress and graduation honors are both determined by grades submitted by the instructors at the conclusion of each semester. Final grades represent the cumulative quantity and quality of a student's course work for that semester.

The grading system is as follows:

<i>Grade</i>	<i>Interpretation</i>	<i>Quality Points</i>	
<i>A = 100-90</i>	<i>Excellent</i>	<i>4</i>	A grade of "A" signifies an exceptional, clear, and creative grasp of the concepts of the course with demonstrated ability to apply this knowledge to specific problem situations. It also means that the student has actively participated in class activities and has completed all material in a neat and timely manner. The material indicates that the student spent extra time, personal energy, and critical reflection in an effort to demonstrate exceptional work.
<i>B = 89-80</i>	<i>Good</i>	<i>3</i>	A grade of "B" signifies a solid understanding of the major concepts of the course and the ability to apply those concepts. It also means that the student's effort and class participation have exceeded the minimal basic requirements for the course. All assignments were judged to be solid in content and were completed in a timely manner.
<i>C = 79-70</i>	<i>Average</i>	<i>2</i>	A grade of "C" signifies a satisfactory understanding and application of the concepts of the course as well as minimal participation in class activities. It also indicates that the student completed the appropriate assignments that satisfied the basic course requirements.
<i>D = 69-60</i>	<i>Poor</i>	<i>1</i>	A grade of "D" signifies a below average demonstration and application of the concepts of the course and/or inadequate preparation in class activities. It may also indicate that assignments were not completed in a satisfactory or timely manner.
<i>F = 59 & Below</i>	<i>Failure</i>	<i>0</i>	A grade of "F" signifies that the student has not demonstrated adequate understanding or application of the course material. It may also indicate that the student has not met the attendance or assignment requirements.

*Please note that **Email** is the official means of communication for the University, and all students and faculty are required to utilize the BRENAU Email system. Please check your Brenau Email account daily while classes are in session and use it for all University correspondence.*

BA306 Attendance and Participation Requirements

Attendance

As a student in this course you are required to indicate evidence of your participation and attendance in this course for five of every seven days during the course's administration. Absences or nonparticipation will negatively impact the participation portion of your grade and thus, your final grade. Although you are not expected to apply all of your study time online, you should expect to spend at least two hours per day on each assignment.

Brenau University Catalog: "Online classes do not take place at a particular time; the times are flexible, dictated only by the individual schedule of each student. Online students must be 'present' in the 'virtual classroom (vc)' five of seven days of the week in order to keep up with assignments and participate fully in class discussions. Faculty members are 'present' in the vc daily providing a consistent academic challenge."

Attendance Note: Attendance is especially important during the first week of class. The information and interactions during the first week are critical to student engagement and success. **If you find you cannot meet the requirements of this course, please be responsible and drop the class in CampusWEB or by contacting the Registrar's Office for late drops.**

Participation

(Please read carefully!)

Participation and attendance are two very different things. For example, attendance would be simply logging into the course under your ID, but participation would be contributing according to the following participation criteria below. Discussions and readings are important, as they form the basis for our open discussion and contribute significantly to our collaborative learning. Sending in assignments does not count as participation, nor does just logging in to the course site.

Students must reply to *all* initial Discussion questions by *DAY 2* of the week, **and** participate 5 out of every 7 days to receive minimum participation credit for the week.

See the "How to respond to Discussion Board items" document in the *Syllabus* section of the online course area.

Participation Expectations:

1. Comment substantively on the discussion board issues.
2. Comment substantively on the discussion comments of a classmate.
3. Bring new information to the discussions that bear on the topics we cover.
4. Share an experience from your workplace (or any workplace) that relates closely to the topics and concepts we cover.
5. Respond to *all* initial Discussion questions by *DAY 2* of the week.
6. Participate (posting, not just logging in) 5 out of every 7 days.

Note: Comments like "I agree", "I was thinking the same thing", etc. don't count, nor do they contribute.

Avoid colored backgrounds, cartoons, animated images, etc., as these will slow everyone's downloads. Also, please don't send entire copies of articles you find relevant, as that raises copyright issues. Simply summarize the article, and give us a complete reference (with URL if available) so we can find it ourselves if we want to read the entire work. If you have questions regarding what constitutes participation, please post a message to the Faculty Office Discussion Forum, so all may see your question and my response.

I cannot over-emphasize the importance of regular and substantive class participation to succeed in this class. Sporadic participation virtually guarantees that an A will NOT be earned. If you're going to miss more than two days together (not recommended), you'll need to let me know *in advance*, otherwise I may draw the conclusion that you're dropping the class. If you miss a week, it's unlikely you'll be able to pass the course, unless you've made advance arrangements with me. If you or I need to make a trip for work, there are many alternatives available to us (including the local Starbucks, library, Kinko's, etc.). Contact me in advance about getting your work in. The policy in this class is FIRM in the area of getting homework in on time. If your work is one day late, 10% will be deducted off the grade, unless you've made arrangements with me in advance. *Homework submitted 2 or more days late will not be accepted under any circumstances.*

While spelling and grammar may not be graded in normal classroom discussions, be sure to spell- and grammar-check all of your messages to the discussion board, as misspelled words can change the entire meaning of a sentence or communication. Plus, communications full of misspelled words are discourteous to the reader and imply a lack of concern. We always want to put our best foot forward in all business communications!

BA306 Course Expectations

What can you expect about the course?

Online courses can be demanding in terms of needing your active participation and self-discipline. Most students typically spend 8-10 hours per week, for example, to complete the reading assignments and homework submissions, as well as participate in any discussions in the discussion board. So please don't expect the course to be "easy" because it's an online course---it will take a great deal of self-discipline and effort on your part in order to complete the course successfully.

What can you expect about the instructor?

I am always open to your comments and questions, so please don't hesitate to contact me. I will return your voice mail or email within one business day if at all possible – although the most efficient way to reach me is to list your question in the *Faculty Office* thread from the *Discussion Board* link in the course menu area. I will post a grading rubric for each assignment so that you have the grading criteria available to you as you complete your work. It is up to you whether or not you choose to utilize this tool.

Course Evaluation Instruments and Grading

Class Assignments

Assignments will be posted on the course's website for the corresponding week, and should be completed within the prescribed times. Students are encouraged to complete the assignments in a timely and constructive manner. Students are responsible for their own work and should not post or present in any form the work of another without proper citation and acknowledgement. Students should never allow another person to enter work to the website for them. The Brenau University Honor System, as described in the University's catalog will be followed in this course. Please review the code under course documents. Brenau has provided a mechanism to assist you in evaluating the appropriate use of work performed by others.

Assignment Formats:

- All assignments should follow APA (American Psychological Association) format, 5th Edition or later.
- Please follow the directions for the assignment regarding whether you should paste the assignment in the *Comments* area or attach it.

Late Assignments: The policy in this class is FIRM in the area of getting homework in on time. If your work is one day late, 10% will be deducted off the grade, unless you've made arrangements with me in advance. *Homework submitted 2 or more days late will not be accepted under any circumstances.*

ooVoo Assignments

There will at least two ooVoo assignments, allowing you to enhance your video and camera communication skills.

Writing Assignments

There will be two formal writing assignments, with the last one being a 5-page paper. More information regarding topic and layout will follow.

Exams

Exam 1, 2, and 3

All exams are timed, and cover only the chapter information up to that point (since the previous exam, not cumulative) – to be taken at your convenience during a two-day window. Please see the schedule below for exam dates. More information will be offered the week preceding each exam.

Grading

Assignments, and other graded items, will be graded as quickly as possible. Please refer to the *My Grades* portion of the online class environment to view your grades. If you have questions regarding your grades or progress in this class at any time, please contact me privately.

Course Evaluation Instruments	Weighting
Week 1 Assignments	2%
Discussion Questions/Participation	24%
Exams 1-3 (Weighted Equally)	24%
ooVoo Assignment 1	5%
ooVoo Assignment 2	15%
Writing Assignment 1	15%
Writing Assignment 2	15%
TOTAL	100%

Reading and Exam Schedule

NOTE: All reading assignments should be completed at the beginning of each week to get the most out of the ongoing discussion questions. Class Assignments will be listed in the online class environment under the corresponding week.

	What do I read?	What is Due? (By Sunday, unless otherwise noted.)
Week 1	Chapters 1 – 3	Week 1 Assignment 1 Week 1 Assignment 2
Week 2	Chapters 4 – 6	ooVoo 1 Exam 1 , Chapters 1 – 6, Fri Mar 16 (12pm) – Sun Mar 18 (10pm)
Week 3	Chapters 7 – 10	Writing Assignment 1
Week 4	Chapters 11 – 12	Exam 2 , Chapters 7 – 12 , Fri Mar 30 (12pm) – Sun Apr 1 (10pm)
Week 5	Chapters 13 – 15	ooVoo 2
Week 6	Chapters 16 – 17	Writing Assignment 2, MONDAY, April 9
Week 7	Chapters 18 – 19	Exam 3 , Chapters 13 – 17, Mon Apr 16 (12pm) – Wed Apr 18 (10pm)