

# Course & Contact Information

## *SPCH 1321: Business Communication*

This course applies basic communication concepts to the business environment and examines effective and professional writing, applying and interviewing, business presentations, and group or teamwork.

Credit Hours: 3

### **Instructor Contact**

- Name: Jennifer Poland
- Email: [jpoland@brazosport.edu](mailto:jpoland@brazosport.edu) from your school email or through the email tool in D2L
- Remind (used for non-grade-related communication only)

### **About the Instructor**

I've taught here at Brazosport College since 2006 and am currently an instructional designer through the Center for Instructional Excellence here at BC. From 2006 to 2016, I taught middle school math full-time, with the exception of a 2-year period where I was a lead instructional designer for the University of Houston. I have a Master's in Communication Studies from Louisiana State University focusing in organizational communication, and a Master's in Education from Lamar University focusing in teacher leadership and instruction. I grew up in this area and attended classes here at BC while in high school and college. I am married with two kids and two dogs, and I love to garden.

## Course Materials

### **Required**

**Textbook:** *Business Communication for Success* (2010)

This is a free, online textbook provided by the University of Michigan library through a license by Creative Commons. You can access the book from the Open Textbook Library. It is available for download in a variety of formats, or you can access it online.

### **Additional Readings**

Additional readings will be linked throughout the course. All materials are available free online.

Disclaimer:

Any recommended readings were curated to present varying points of view and opinions on a multitude of topics related to the course. The opinions expressed in recommended readings are those of the authors and do not necessarily reflect the views or opinions of the instructor or the College. Recommended readings are covered under academic freedom.

### **Additional Materials & Tools**

- Computer with regular internet access
- Video recording device (phone, webcam, etc)

- Brazosport College email address
- General knowledge in using course tools (view Distance Learning website for manuals and tutorials) as well as:
  - Internet browser setting and configuration (check your browser)
  - E-mail (sending, receiving, uploading, and downloading file attachments)
  - Microsoft Office such as Word (creating, saving, uploading, and downloading documents) or Drive (please download as a .pdf or a .docx file before submitting)
  - **NOTE:** if using Macintosh Pages for creating and submitting documents make sure to save as or export as document files
  - Adobe Acrobat
  - Browsers for accessing and navigating the internet such as Firefox

## Course Learning Outcomes

### Course Objectives

By the end of this course, the student will be able to:

1. Demonstrate conceptual understanding of communication skills associated with business and professional contexts (CO1).
2. Recognize and describe the array of specific business/professional situations that require effective communication skills (CO2).
3. Understand and demonstrate the dynamics of human communication in business/professional settings (CO3).
4. Gain practical experience by applying effective teamwork/collaboration skills in solving organizational problems (CO4).
5. Gain practical experience through the use of effective communication skills in individual speaking assignments, teamwork settings, group presentations, and written documents (CO5).

## Student Expectations

You will or need to:

- log in often.
- use the syllabus as your guide.
- ask questions - don't wait.
- view online lectures.
- read course materials.
- actively participate in discussions.
- think critically.
- use proper "netiquette" (view netiquette page).
- meet all assignment deadlines.

- be self-motivated and disciplined.
- show increased knowledge and demonstrate it during class activities.
- work with others in a fair and kindly manner.
- explicitly address all requirements associated with each assignment.
- **Discussion activities:** *post in the forum area for each topic given during the weeks in which a discussion is due.*
- **Discussion participation:** *engage with at least one other peer each week.*
- **Dropbox activities:** *submit designated activities in the weekly dropbox.*
- **Guided readings:** *submit guided readings according to the due dates.*

## Course Overview & Structure

This is a web-based course delivered through the Virtual Campus portal (D2L) at Brazosport College. This class runs on a 24/7 weekly schedule. This means that within any given week you are free to choose your own times to learn and participate. Discussions and submission of assignments are open each weekend, and conclude on the following Sunday. Because you are not on a fixed schedule **it is up to you** to develop the discipline and schedule the time to be an active learner in this environment. Please keep in mind that there are specific days and times when assignments are due.

ALL materials (course and reference) necessary to successfully complete this course are either physically located in the course shell or available via the Internet and linked. It is **highly recommended** that you access the course every other day to check in, but it is **required** that you log in at least once a week to complete assignments. **If you miss an announcement or an assignment because you fail to log in, you are still responsible for that information.**

Each module in the course contains an overview, learning objectives, assigned readings/supplemental materials, course videos, and a description of graded activities.

## Course Materials

Course materials (syllabus, required readings and activity resources) will be available in the Content area.

## Communication

Communication will primarily take place via school email or the email tool inside of the course. You can also use Remind to ask questions about assignments *so long as the questions don't fall under protected information such as asking about grades.* We can also schedule Zoom meetings as needed.

## Instructor Response Times

During the business week, I will respond to emails within 24 hours, and within 48 hours on weekends and holidays.

## Assignment Submissions

Submit assignments via the designated course tool. There will be a mixture of discussion questions, written assignments, and recordings over the course of the term.

## Assignment Schedule (Provided in course)

### Grading Criteria

Assignment	% of Total Grade
<b>Guided Reading</b> These assignments take you through the assigned readings and videos for each section. They are open-ended questions. Each has fewer than 10 questions.	20 (2 will be dropped)
<b>Extensions</b> These assignments have you apply something from that section to a real-world problem within the workplace.	15 (2 will be dropped)
<b>Workplace Problems</b> Each week, you will be expected to post your response to a problem or question dealing with workplace communication. You will also be expected to build on another student's response.	10
<b>Unit Tests</b> These tests will only cover the information for that unit. Questions will be a mix of true/false, multiple-choice, matching, and open-ended.	30
<b>Application Assignments</b> These assignments have you apply the information from the unit to create either a project or a presentation over specific aspects of that unit. Application Assignments are open for the entire window for the unit.	15
<b>Applying and Interviewing Project</b> This project has you create a cover letter, resume, and answer to common interview questions. You will also take place in a mock interview.	10

### Grade Breakdown

Percentage	Letter Grade
<b>0 – 57.99%</b>	F
<b>58.0 – 68.99%</b>	D
<b>69.0 – 78.99%</b>	C
<b>79.0 – 88.99%</b>	B
<b>89.0 – 100%</b>	A

Please note- this already factors in rounding for those who are close to the next grading window. To receive a certain grade, you must fall in the range for that grade. *No exceptions will be made, and grades will not be bumped outside of the range.* If you do not complete the course **for an emergency reason (must have approval)**, you will be given the grade you had at the end and the grade will be amended upon completion of the course.

## Student Support

- **Help Desk**
  - Chat with a Helpdesk representative
  - [helpdesk@brazosport.edu](mailto:helpdesk@brazosport.edu)
  - 979-230-3366
  - Helpdesk website
  - Campus Location: K.100
- **Online Tutors**
  - Create an Online MATH Tutoring Appointment
  - **Help Guide:** Create MATH Appointment
  - Schedule an Online WRITING Appointment
  - Video: Scheduling an Online Session
  - Video: Attending an Online Session
- **Online Academic Advisor**
  - Chat with an Academic Advisor
  - 979-230-3238 or contact the department secretary at 979-230-3237
  - Online Counseling Services website
  - Campus Location: E-Wing
- **Learning Services**
  - Chat live with a Learning Service Representative
  - Proctor Testing
  - 979-230-3253
  - Learning Services website
  - Campus Location: view map
- **Library**
  - Chat live with a Librarian
  - 979-230-3310
  - Library website
  - Campus Location: F.134
- **Campus Bookstore**
  - Bookstore website
  - 979-230-3410
  - Campus Location: view map

## Distance Learning

- Virtual Campus Manuals & Tutorials
- Success Tips
- Student Guide & Calendar website
- Online Course Tools Tour RSVP form
- Distance Learning website
- 979-230-3436

Additional support service information, including Virtual Campus Accessibility information is detailed on the Distance Learning website.

## When Taking an Online Course

You are currently enrolled in an online college course and will be asked to show a professional and mature attitude through the semester. The following shows what it takes to be successful in learning while taking a course that has little if no face-to-face contact with either your instructor or fellow students:

- Class time ~ 360 hours
- Study time ~ 6 to 9 hours of study time per week
- Grades ~
  - attendance/effort does **NOT** count toward a grade, **LACK** of active participation in the course will **HURT** you though
  - keep track of your own grades using the grade book
  - calculate your own grades to keep track of grade requirements
  - have questions about your grade **ASK** immediately via email or phone (don't wait until the mid or end of the course)
- Instructors ~
  - DO NOT remind you of incomplete work or assignment dates
  - DO NOT keep attendance
- Accountability ~
  - monitor your own time
  - make your own decisions about extracurricular activities
  - practice good time management strategies
  - understand **YOUR** responsibilities and expectations of college
  - BE prepared
  - DO NOT procrastinate
  - Seek guidance from the instructor when needed

## Course Policies

### Attendance

As per college policy, you are expected to attend classes regularly, whether they are face-to-face or online.

### Late Policy

Because this course allows you to complete assignments within your own schedule, not late assignments are accepted **without a documented emergency**. The only exception to this would be an issue within the course itself such as the system being down or the assignment not being open as it should. *Please note- technology issues such as lack of internet are not emergencies*. Plan to complete assignments early so this is not an issue.

### Course Disclaimer

Every attempt is made to provide a complete syllabus that provides an accurate overview of the courses; however, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester. This may depend, in part, on the progress, needs, and experiences of the students.

### College Policies

View current Student Guide & Calendar (includes Student Conduct, Honor Codes, and Academic Honesty) for detailed College Policy information.

### Online Student Conduct

- Students are expected to abide by Brazosport College's Student Code of Conduct, including the rules applicable to online courses and student conduct in general.
- Students enrolled in distance education courses are expected to perform with the highest level of academic honesty and integrity.
- Breaches of conduct include, but are not necessarily limited to:
  - misconduct,
  - cheating,
  - plagiarism,
  - collusion, and
  - failure to comply with lawful directions.
- Students have violated the Code if they "fail to comply with any lawful directions, verbal or written, of any official at BC." Lawful directions include precautions and requirements taken to prevent the spread of COVID-19 at Brazosport College. Students who do not follow safety requirements, including the wearing of a mask, may be removed from class by their instructor and referred to the Dean of Student Services.

Please refer to the Brazosport College Student Guide for more information. This is available online at <http://www.brazosport.edu>

## Title IX Statement

Brazosport College faculty and staff are committed to supporting students and upholding the College District's non-discrimination policy. Under Title IX and Brazosport College's policy FFDA (Local), discrimination based on sex, gender, sexual orientation, gender identity, and gender expression is prohibited. If you experience an incident of discrimination, we encourage you to report it. While you may talk to a faculty or staff member at BC, please understand that they are "Responsible Employees" and must report what you tell them to college officials. You can also contact the Title IX Coordinators directly by using the contact information below. Additional information is found on the Sexual Misconduct webpage at [www.brazosport.edu/sexualmisconduct](http://www.brazosport.edu/sexualmisconduct)

Mareille Rolon, HR Coordinator and Title IX Coordinator  
Office C-114; 979-230-3303; [mareille.rolon@brazosport.edu](mailto:mareille.rolon@brazosport.edu)

## Academic Honesty

Brazosport College assumes that students eligible to perform on the college level are familiar with the ordinary rules governing proper conduct including academic honesty. The principle of academic honesty is that all work presented by you is yours alone. Academic dishonesty including, but not limited to, cheating, plagiarism, and collusion shall be treated appropriately. *Note: Copying and pasting from a website is plagiarism.* Please refer to the Brazosport College Student Guide for more information. This is available online at <http://www.brazosport.edu>.

Academic dishonesty violates both the policies of this course and the Student Code of Conduct. In this class, any occurrence of academic dishonesty **MAY** be referred to the Dean of Student Services for prompt adjudication, and **MAY**, at a minimum, result in a failing grade for this course. Sanctions **MAY** be imposed beyond your grade in this course by the Dean of Student Services.

## Students with Disabilities

Brazosport College is committed to providing equal education opportunities to every student. BC offers services for individuals with special needs and capabilities including counseling, tutoring, equipment, and software to assist students with special needs. For student to receive any accommodation, documentation must be completed in the Office of Disability Services. Please contact Phil Robertson, Special Populations Counselor at 979-230-3236 for additional information.

- Steps to Apply for Disability Services at Brazosport College.
- **Brightspace** (owned by D2L), our Learning Management System provides tools which are compliant and easy to navigate and understand using assistive technologies and devices that support their needs. To learn more about Desire2Learn's commitment to accessibility visit their Accessibility Commitment page as well as their Accessibility Resource Center for both faculty and students.
- **YouSeeU** is used in our online courses for Virtual Classrooms (live presentations) and Video Assignments. The YouSeeU interface is screen reader friendly and has a high contrast user interface, visit their Accessibility page for additional information.



- **YouTube Videos** may also be used in online courses. Visit YouTube Accessibility Settings page for additional information on how to set accessibility for YouTube on Android, turn captions on and off and use YouTube with a screen reader.

## **Student Privacy**

Brazosport College is committed to providing services and support to meet your needs and achieve your educational goals. We are equally committed to protecting your privacy.

For information regarding the confidentiality of student records please view the Brazosport College Distant Learning Student Privacy Statement. For additional information related to Student Privacy contact the Registrar (979-230-3010).

## **Withdrawals**

Withdrawal from a course is, first and foremost, the student's responsibility. An instructor may process an "administrative withdrawal" on a student for excessive absences; however, it is the student's responsibility to ensure, prior to the deadline for withdrawal, that he/she has been officially withdrawn. Because you stop attending a class, does not mean that you have officially withdrawn from the class.

## **Copyright Policy**

The Digital Millennium Copyright Act (DMCA) updates copyright law for the online (digital) environment. All information posted within the Virtual Campus is copyrighted under this and previous copyright law. No material can be used or redistributed without permission from Brazosport College.

Alternative legal sources are available for use by faculty and students including books, music, and movies. There is also our campus library which has a variety of existing licensed and subscription based materials for use. Go to CopyRight@BC for additional information and resources dealing with copyright, practices, and procedures.

## **Campus Closure Statement**

Brazosport College is committed to the health and safety of all students, staff, and faculty and adheres to all federal and state guidelines. The College intends to stay open for the duration of the semester, and provide access to classes and support services on campus in the safest way possible. The College will also comply with lawful orders given by applicable authorities, including the Governor of Texas, up to and including campus closure. It is possible that on campus activities may be moved online and/or postponed if such orders are given.

## **COVID-19**

At Brazosport College, all of us, including faculty, staff and students, share a common goal this fall semester, to keep our classes running in the safest manner possible and avoid any disruption to your progress in achieving your educational and career goals. To that end, we ask and encourage you to conduct yourself in the following manner while on campus this semester:

- Every day, perform a self-health check prior to coming to campus and stay home if sick.
- To the greatest extent possible, maintain your distance between you and other students, faculty, and staff while on campus.

- Wear a properly fitted face covering over your mouth and nose while indoors on campus. If you do not have a mask, they will be available to you in all classrooms this fall.
- Practice good hygiene, washing your hands regularly and/or using hand sanitizer.
- The most effective way to protect yourself from Covid-19 is through vaccination. The vaccine is readily available and at no cost to you. Vaccine information and availability can be found at <https://brazosport.edu/coronavirus/vaccine/>.

If at any time this semester you begin to experience Covid symptoms, or if you are exposed to someone who has tested positive for Covid-19, please take the following steps:

- Stay home if you're feeling sick and minimize your contact with others.
- Alert the College by completing the Covid-19 Exposure Report Form online at <https://brazosport.edu/coronavirus/report/>. Be sure to provide accurate contact information, including a working phone number that you will answer.
- After submitting the report, you will be promptly contacted by a member of our Rapid Response Team, who will ask you some specific questions about your situation and provide you with guidance moving forward.
- If it is determined that you should not come to class, your instructor will be notified. **Please know that your instructor will consider course adjustments and potential make-up work only if your case has been reported to Brazosport College, and they've been notified by our response team.** Your instructor will work with you to determine how to manage any make-up work.