

**BUAD 301: Advanced Business Communication
Syllabus XXXX**

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Prerequisites: C grade in English 101 or Communication 103 and C grade in BUAD 201 or its equivalent. You may not be enrolled in BUAD 201 while taking BUAD 301.

Common Body of Knowledge Content Coverage: This course is designed to increase students' knowledge of organizational writing/communication in domestic and international markets. Through library research and electronic database information gathering (**information competence:** the information literate student, individually or as a member of a group, uses information effectively to accomplish a specific purpose--ACRL Standard Four), this course prepares students to critically analyze cases, interpret data, research alternative solutions, solve problems, organize, and write case reports. Additionally, students will write arguments and persuade decision-makers to accept proposals and solutions.

Course Format and Teaching Methods: This class is a discussion forum and workshop. Your participation in class discussions and group activities like peer-edited workshops is **extremely** important. Borderline grades will be raised or lowered depending on the amount of your **active** contributions to the class.

Writing Competency: The standard of writing is that of an upper-division class. Students should have already mastered correct grammar and punctuation; those who have not should expect to catch up by asking for help, attending the Business Writing Center, and spending time studying *The Elements of Style*. This course is intended to bring students to a higher level of expertise in writing style, strategy, clarity, and precision of thought.

Required Texts: *Management Communication: Principles and Practice, 3rd edition, by Michael E. Hattersley and Linda McJannet (McGraw-Hill/Irwin).*

Other Materials: Recently published portable dictionary and thesaurus (electronic versions OK); computer disk or flash drive, the course page on TITANIum, class handouts. All citations must conform to the APA (American Psychological Association) style sheet.

Attendance: This course will conform to the CSUF withdrawal policies. You get two absences, no questions asked. Each additional absence will cost 15 points from your participation score. You will lose 5 points for each tardy of five minutes or more. If you are unable to attend class for any reason, please email me immediately. If you must be out hand in your assignment early or e-mail the document to me **before 2:00pm on the day it is due**. It is your responsibility to get notes from a classmate and master any missed material **on your own**. Keep in mind that even one missed assignment will lower your grade substantially. I do not give make up exams.

NO LATE PAPERS WILL BE ACCEPTED

Ethics: Using case analysis of crisis situations, students will understand that managers and public relations/communication directors must be candid and transparent even in the face of wrongdoing on the part of corporate executives. Students learn to devise solutions to ethical dilemmas, use arguments of fact, policy and worth, and confront ethics in daily business operations. Challenges include an analytical report about a business problem using unbiased sources and correct attribution.

Academic Dishonesty: Plagiarism is the failure to cite the source of your information or language; in other words, it means presenting someone else's work as your own. Any incident of academic dishonesty, including plagiarism, cheating, or submitting falsified work, will result in an F (0%) on the assignment, possibly for the entire course, and likely additional university-level disciplinary action. If you wish to quote or paraphrase someone you must use the APA documentation format.

For more information on CSUF's policies on academic dishonesty, please see the Student Guide to Avoiding Plagiarism <http://www.fullerton.edu/deanofstudents>

Assessment Activities: The main purpose of the degree program at the Mihaylo College of Business & Economics (MCBE) at Cal State Fullerton is to provide you with the knowledge and skills that prepare you for a successful career in business. In order to assist us in achieving this goal, we will use a number of assessment tools to track your progress throughout the MCBE curriculum. Please expect to participate in MCBE assessment activities in several of your courses while at the MCBE. As you do so, you will assist us in identifying our program's strengths and weaknesses as well as areas for potential improvement. In other words, you are making an important investment in the value of your degree.

Access for Disabled Students: The University is committed to supporting all students and providing reasonable accommodations when it is possible and appropriate to do so. Students with temporary or permanent disabilities may receive assistance and support services through the Disabled Student Service Office, UH 101, 657.278.3117, www.fullerton.edu/disabledservices. This office reviews documentation and determines the necessary specific accommodations for students with disabilities. Students with a disability are entitled to reasonable accommodation after they have identified themselves as a student with a disability. Those students must request specific accommodations and provide documentation in support of their request. The student will be given a form which then must be given to me. This form will advise me of the reasonable accommodation that is to be provided.

Emergency Procedures: Familiarize yourself with CSUF emergency procedures and add emergency contact information to your phone!

http://www.fullerton.edu/emergencypreparedness/ep_students.html

Professional Demeanor: Part of receiving a university education from the Mihaylo College of Business and Economics is learning the functional content of your chosen field. Another objective is learning to act like a member of that professional field. Professional demeanor is not just an important part of your learning process; it also affects the quality of the learning experience for all class members. How you individually act affects not only how others perceive you, but can also result in a variety of positive or negative consequences. Professional demeanor will be evaluated as part of your in-class behavior.

- Students are expected to arrive for class and be in their seats by the scheduled beginning of class.

- Students are expected to attend class. It is your responsibility to obtain information about missed material/assignments, etc. from classmates.
- Do not read the newspaper or other materials during class.
- Do not bring meals or snacks into the classroom.
- Smart phones, beepers, laptop volume controls, pagers, personal digital assistants, should be set to mute or off before coming to class.
- Restrict laptop and smart phone use to note taking or class-related web sites. Random browsing, playing computer games, exchanging e-mail and texting are discouraged. **If engaged in unauthorized communication or entertainment, you may be asked to leave class.**

Other Policies:

- At least 50% of course assignments will be completed in class.
- Students are asked to register for the services of the CSUF Career Center. For information about these services, please see www.fullerton.edu/career.
- Save all your papers until the end of the semester. Always back up computer files and keep hard copies of all work. Practice “safe computing” and budget your time wisely. Computer or printer trouble is no excuse for late or missing work.
- All work should look professional when submitted. Each document you prepare should be error-free, pleasing to the eye, clear, courteous, and business-like. Packaging is of the utmost importance. If an assignment is full of errors and/or has little eye-appeal, I cannot give it a passing grade—no matter how hard anyone tries. I will reward effort, however, by working with you during office hours and giving you as much guidance as possible. Don’t undermine your efforts by handing in sloppy work: **PROOFREAD AND SPELLCHECK EVERYTHING!**
- Any document that is submitted without being spell checked will receive an automatic ‘F.’
- Out-of-class work must be computer printed on white, standard-size paper. Typewritten work is only acceptable in an emergency. Handwritten work is always unacceptable.
- **ASK QUESTIONS AND COMMUNICATE!** The best way to impress the instructor is to ask intelligent questions that arise from the coursework.

Assignments:

Points:

E-Mail (3 total)	50 (5%)
Case Analysis (Analysis, Performance Evaluation, Press Release) (in class)	(300) 30%
Analytical Report	(100) 10%
Presentation of Group Proposal (assessed by individual)	50 (5%)
Analytical Group Proposal (assessed by group total)	150 (15%)
Participation (includes homework, rough drafts, quizzes, class interaction, etc.)	100 (10%)
Final (in class)	250 (25%)

Grading Standard:**Pass:**

- A** (93-100) (930-1000) Your boss loves your work and your career advancement is assured.
A- (90-92) (900-929)
B+ (87-89) (870-899)
B (83-87) (830-869) Your boss is pleased with your work and your career advancement is likely.
B- (80-82) (800-829)
C+ (77-79) (770-799)
C (73-76) (730-769) Everything is OK, but don't overestimate your value to the company.

Fail:

- C-** (70-72) (700-729)
D+ (67-69) (670-699)
D (63-66) (630-669) Your boss is watching for improvement; don't hang photos in your cubicle.
D- (60-63) (600-629)
F (below 60) (below 600) Clean out your desk.

You may revise 100 point in class assignments that receive a C- or lower for up to ten additional points. You may do this twice during the course of the semester.

Some assignments may be evaluated ✓+ (above average), ✓ (average), ✓- (below average). **THESE GRADES INFLUENCE YOUR PARTICIPATION SCORE!**

YOU MUST PASS THE FINAL TO PASS THE COURSE!

BUAD 301		
Advanced Business Communication		
	Key Concepts	Link to Core
1	Meetings Key Concept 1: Delivery methods (technology) Key Concept 2: Organization	
2	Deliverables Key Concept 1: Case analysis method (Harvard Business School) Key Concept 2: Feedback/listening skills (Performance Evaluation) Key Concept 3: Crisis communication (Press Release)	MGMT 449
3	Research Projects (1) Key Concept 1: Teamwork Key Concept 2: Information competence (research skills) Key Concept 3: Executive Summary Key Concept 4: APA citation style (parenthetical & bibliographic)	
4	Research Projects (2) Key Concept 1: Analytical reports Key Concept 2: Proposals Key Concept 3: Oral presentation skills/nonverbal communication	MGMT 340
5	Content (1) Key Concept 1: Change Key Concept 2: Conflict Key Concept 3: Crisis Management	MGMT 340

6	Content (2--AACSB requirements) Key Concept 1: Ethics	MGMT 246 ISDS 265 MGMT 339 MKT 351
7	Content (3--AACSB requirements) Key Concept 1: Global issues Key Concept 2: Political, social, legal, regulatory, & environmental issues	
8	Content (3--AACSB requirements) Key Concept 1: Technology Key Concept 2: Cultural diversity	MGMT 340