

**JACKSONVILLE STATE UNIVERSITY  
SCHOOL OF BUSINESS AND INDUSTRY  
DEPARTMENT OF MANAGEMENT & MARKETING**

**CBA 350 01: BUSINESS COMMUNICATIONS  
Spring 2019**

**Room:** RM 124 School of Business & Industry Complex  
115 College Street, Jacksonville, 36265  
**Time:** 09:15-10:45 TT  
**Professor:** Mark Hearn  
**Office:** SOBI Complex, Building 1, RM 108  
**Office hours:** 11:00-12:00 TTh or by appointment  
**Phone:** 256-782-5756  
**Email:** mhearn@jsu.edu  
**Web Page:** <http://www.jsuccba.com/mhearn/>

**For Whom Intended:** This is a CCBA core course.

**Aims of the Course:**

- Developing specific skills, competencies and points of view needed by professionals in the field most closely related to this course.
- Learning how professionals in this field go about the process of gaining new knowledge.
- Developing skill in expressing oneself orally or in writing.

**Prerequisites:** Junior standing.

**Course content:** While this class does not have a required text, there is a significant amount of required reading. All students are expected to have an in-depth knowledge of the online content related to this class: <http://www.jsuccba.com/mhearn/>

**Mechanics of Presenting the Course:** The course material is presented using the lecture discussion and the problem introduction solution methods.

**Class Communications:** Probably the best means of contacting me is email. You can certainly leave voice mail on the office phone; however, I probably will not receive the message as quickly as I will by email. When contacting me concerning class issues, I have several requests. First, if using email, use the JSU GEM student email system. Second, start all email subject lines with the following:

**CBA 350 01 Spring 2019**

After that primer, you can add additional information to the subject line as needed, i.e.: CBA 350 01 Spring 2019 PowerPoint, CBA 350 01 Spring 2019 Questionnaires and so forth. By formatting the subject line in this manner and using GEM, your message has a better chance of ending up in the correct location and not the trash.

If communicating by phone and especially if leaving a message in voice mail, be sure to identify

yourself by first and last name and the class in which you are enrolled. Speak slowly and clearly enunciate your words and numbers as needed. If I can't understand your phone number, I will not return you call.

**Course Requirements:** Students are expected to have read all assigned material prior to the actual class meeting time and to actively participate in class discussions. Students are responsible for both assigned reading and material discussed in the classroom. Regular attendance is strongly encouraged.

**Student Evaluations:** Course grades will be determined in accordance with the following format:

|   |                                  |
|---|----------------------------------|
| Initial Group Questionnaire . . . . .                           | 40 pts                           |
| Revised Group Questionnaire . . . . .                           | 20 pts                           |
| PowerPoint #1 . . . . .   | 35 pts                           |
| PowerPoint #2 . . . . .   | 20 pts                           |
| PowerPoint #3 . . . . .   | 30 pts                           |
| Email Exercise . . . . .  | 5 pts                            |
| Plagiarism Check . . . . .                                      | 10 pts                           |
| Preliminary Presentation (1st three slides plus oral) . . . . . | 20 pts                           |
| Electronic Submission of Individual Presentation . . . . .      | 5 pts                            |
| Electronic Submission of PowerPoint Presentation . . . . .      | 5 pts                            |
| Peer Presentation Reviews . . . . .                             | 10 pts (additional pts possible) |
| Individual Presentation . . . . .                               | 100 pts                          |
| Individual Presentation Revision (The Final) . . . . .          | 10 pts                           |

The above items represent all the assignments that I have planned for the semester. However, I reserve the right to add additional assignments at my discretion.

**General Class Guidelines and Procedures:** the following items represent general guidelines and procedures for the class. While my judgment will be the final say on classroom issues, we will operate from these directives under most circumstances:

- In-Class Exercises, Individual Presentations, or Exams that are late or missed without notice will be penalized progressively 10 % per class.
- If feasible, Make-ups will be given without penalty for all scheduled in-class exercises; if requested in advance and completed within one week of scheduled date.
- All assignments are due and should be turned in at class. An assignment is late when class is over.
- Late assignments are penalized 10 % per class period that they are late.

**Procedural Issues Concerning Individual Presentations:** the following items represent general guidelines and procedures concerning the Individual Presentation. While my judgment will be the final say on classroom issues, we will operate from these directives under most circumstances:

- Students may sign-up for an Individual Presentation time/day slot after they have had their topic approved by the instructor.
- Students are responsible for signing up for presentations.
- Students who have not signed-up for a presentation time/day slot by the first day of presentations will, by default, be expected to present on the first day or first available day on a stand by basis.
- Students failing to present when scheduled may not have an option to present later.
- There will be a 10 pt penalty for failing to present when scheduled and a 18 pt penalty for failing to

orally present an individual presentation.

- All individual presentations and their associated PowerPoint slides must be submitted to the instructor for review prior to being presented.
- All individual presentations will be checked for plagiarism by SafeAssign through JSU's Blackboard. My general rule of thumb is a SafeAssign score of 20% or less is acceptable. Scores near a 20% score will be reviewed on an ad hoc basis. Students failing to satisfactorily pass the plagiarism check will have points deducted on the In-Class-Exercise associated with the submission. Students failing the plagiarism check will have an opportunity to revise and resubmit their papers.
- **No paper may be presented in class until it has received a satisfactory score on the plagiarism check.**
- Paper versions of individual presentations can be submitted for an early "no cost" review. They may be submitted only once. Must be paper. Allow two week days for review.
- Individual presentations must be submitted as both paper and electronic versions.
- Appendices A & B due at the class meeting prior to a student's scheduled presentation.
- Students will only be allowed to present if Appendices A & B were turned in at the previous class.
- All turned in work must be bound with a spring clip. You are welcome to come by my office and borrow one from me before turning in your paper.
- If your Memo of Transmittal (MOT) changes from the initial submission to the due date for Appendices A & B, you should turn in an updated version of the MOT with the appendices packet. A common change is the PowerPoint information. Inaccurate or incomplete information will cost you points.

**Individual Presentation Due Dates:** All due dates coincide with class time. Items due on particular date are late at the end of the class period.

| <b><u>Item</u></b>   | <b><u>Due Date</u></b>       |
|--|------------------------------|
| Topic Submission   | 01/24                        |
| Safe Assign submission (Word file of Introduction through Summary) | 02/28                        |
| Individual Presentation (Memo of Transmittal through References)   | 03/14 (Late penalty -10 pts) |

**Preliminary and Individual Presentations Dates are approved on a first come/first served basis. You must have an approved topic before you can sign up for a presentation date.**

|   |   |
|---|---|
| Preliminary Presentations (First Three Slides)                | Due on day presented*                                   |
| Individual Presentation (Appendix A-B) (Late penalty -10 pts) | Due at class prior to scheduled date of presentation ** |

\*If not signed up by first day of Preliminary Presentations, that is your day or first open (03/05)

\*\*If not signed up by first day of Individual Presentations, that is your day or first open (03/19)

### **General Classroom Issues:**

- Disability Accommodations Statements. Any individual who qualifies for reasonable accommodations under The Americans with Disabilities Act of Section 504 of the Rehabilitation Act of 1973 should contact the Instructor immediately and register with Disabled Services.

- Any student who receives failing grades during this course is urged to discuss this with me.
- Time is a scored element in all class events. Students need to develop an appreciation for the importance of finishing, completing, and starting exercises and tests “On Time”. Missing the time line for assignments will be penalized progressively starting at 10%.
- Peer Presentation Reviews will require that you review the presentation of your fellow students. You will not be required to review students that present on the same day that you present. Your task for each review is to score the presenter on both their oral presentation and their PowerPoint slides. Scores will be compared to my assessment for point determination.
- All scores are recorded to the accompanying JSU Distance Education Blackboard site for this class. Students should regularly check the site for their scores.
- The final exam in this class involves the revision of the Individual Presentation in accordance with the feedback provided by the instructor. Prior to the final, students will be given their grade in the course with a score of “0” on the final. Students will also be informed of their highest possible score in the class if they successfully complete the final.
- All requests for accommodation are welcome from students and parents.

**Academic Honesty:** If I believe an exam has been compromised, I reserve the right to retest the class or any individual in the class. Violations of the University's academic code include, but are not limited to: possession of, or use of unauthorized materials during exams; providing information to another student. Violations of this code may result in academic penalties, including receiving an "F" in this course.

Grade distribution from points possible:

|   |   |   |           |
|---|---|---|-----------|
| A | . | . | 90%       |
| B | . | . | 80%       |
| C | . | . | 70%       |
| D | . | . | 60%       |
| F | . | . | Below 60% |

| <u>Date</u> | <u>Topic</u>  |
|-------------|---|
| 01/08       | Course Overview<br>Describe instructors teaching style<br>Explain course content<br>Identify classmates by name |
| 01/10       | Collecting Primary Information  |
| 01/15       | Questionnaires  |
| 01/17       | Group Questionnaires Presented  |
| 01/22       | Questionnaires Returned   |
| 01/24       | Questionnaire Revisions Due, Email ICE (Individual Presentation Topic)  |
| 01/29       | Report Format: Guidelines. Does and Don'ts. Ghosts in the Machine   |





03/21

Individual Presentations

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Spring Break – 03/25 - 03-29

04/02

Individual Presentations

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04/04

Individual Presentations

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04/09

Individual Presentations

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04/11

Individual Presentations

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04/16

Individual Presentations

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04/18

Individual Presentations Returned

04/23

(Tue) 08:00-10:00 Final Exam: Individual Presentation Revisions due