

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

**BA 501-01 & 02: ORGANIZATIONAL COMMUNICATIONS
SPRING 2019**

Online: <http://jsu.blackboard.com/>
Professor: Dr. Mark Hearn
Office hours: 11:00-12:00 T & Th or by appointment
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Section 02 students need to meet with me (Mark Hearn) on or before 01/10/2019. SOBI Complex Building 1, RM 108. Arrangements will need to be made with me prior to 01/10/2019.

For Whom Intended: This is an elective course under the MBA and MPA

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.

Mechanics of Presenting the Course: Presented through the Blackboard e-Education platform.

Course Requirements: Students are expected to check the Blackboard website and or emails from the instructor regularly (Recommended **at least daily**). Assignments will have timelines that must be met to avoid late penalties. Due to the nature on the online experience, much of the burden of learning the material and managing the education experience is sifted to the student. Regular visits to the site to check for new information are strongly encouraged.

Software: You will need access to Microsoft Word (I'm using 2013). Microsoft PowerPoint (I'm using 2013). Email (We will be using the new Outlook GEM system (Gamecock Electronic Mail). You need access to a high speed internet system. All submitted work needs to be submitted in these formats

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, regardless of the section (01 or 02), use the same subject line:

BA 501 01 Spring 2019

After that primer, you can add additional information to the subject line as needed, i.e.: BA 501 01

Spring 2019 PowerPoint, BA 501 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. Third, if communicating by phone, be sure you 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 be returning your call.

Hardware: You will need a microphone for recording a narration for your PowerPoint slides.

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.jsucba.com/mhearn/>. I will recommend material to help you learn the software listed above. The decision to purchase any of the recommendations will be up to you. We will move through the programs at a quick pace. If you are not familiar with the programs at all, you should anticipate needing to pick up some help.

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

Introduction Assignment	5 pts	Due 01/10
GEM Email setup and check in assignment	5 pts	Due 01/17
Initial Questionnaire Project	30 pts	Due 01/24
Revised Questionnaire Project	20 pts	Due 01/31
PowerPoint Exercise #1	35 pts	Due 02/07
PowerPoint Exercise #2	20 pts	Due 02/14
PowerPoint Exercise #3	20 pts	Due 02/28
Preliminary Presentation slides 1-3 with voice track	30 pts	Due 03/14
All PowerPoint Slides.	60 pts	Due 04/04
Plagiarism Check Safe Assign Body of Paper	10 pts	Due 04/11
Final Presentation, PowerPoints, voice track, support material	90 pts	Due 04/25

Due Dates represent when work is to be either submitted or posted. (i.e. the Introduction assignment is due on 01/10/2019. This means that the assignment is to be posted to Blackboard on that date. All due dates are for 9:00 a.m. CST on that date. Late work is penalized in accordance with the syllabus.

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.

This semester we will focus mainly on making a PowerPoint presentation with a voice track to accompany the slides. Your narration of the slides will serve as your presentation of the material. You will be expected to submit several supporting documents for your presentation as well as detailed note pages with your slides. You will be expected to document your sources. You will need a microphone to record your presentation.

Individual Presentation Topics: The topics for the individual presentations will be based upon organizational communication issues. I will approve all topics.

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.

- If feasible, Make-ups will be given without penalty for all scheduled class exercises; if requested in advance and completed within one week of scheduled date.
- All requests for accommodation are welcome from students and parents.
- All individual presentations and their associated PowerPoint slides must be submitted to the instructor for review prior to being presented if requested by the instructor.
- 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%. If you are 1 minute late, you will start down 10%. The deduction will increase another 10% when 4 hours late (-20%). Another 10% when 8 hours late (-30%). Another 10% when 24 hours late (-40%). After that, it will incur a 10% deduction for each additional 24 hours that it is late. Ultimately, work that is one week late will not receive a grade (-100%).
- All scores are recorded to the accompanying JSU Distance Education Blackboard site for this class. Students should regularly check the site for their scores.

Academic Honesty: If I believe an exam has been compromised, I reserve the right to retest the whole 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%