



Business Education. Marketing.
Tourism and Hospitality.

Robbins College of Business and Entrepreneurship Course Syllabus BCOM 210: Business Communication for Professional Development

Instructor:
Office:
Office Hours
Office Phone:
Email:

Department Social Media

Facebook: FHSU Applied Business Studies <https://www.facebook.com/fhsuappliedbusiness/>
Instagram: @fhsuabs

Department Mission

The mission of the Department of Applied Business Studies is to prepare students in the disciplines of business communication, business education, marketing, and tourism and hospitality management to be competitive in the global marketplace. Through innovative curriculum, real-world learning experiences and professional development activities, the students will be effective communicators, technologically adept, creative, and prepared to adapt to an ever-changing world environment.

Course Prerequisite

No prerequisite required.

Course Description

An introductory course in the development of professional business communication to enhance workplace readiness skills. Emphasis will be on writing and speaking like an industry insider. Students will explore industries of interest to develop career plans and conventional business messages.

Course Materials

You do not need to purchase materials for this course, but you will be required to access the following:

- **Open-Access Textbook:** Helens-Hart, R. & Dolechek, R. (2022). *Introduction to professional development: A business communication approach*. FHSU Digital Press. <https://fhsu.pressbooks.pub/profdev/>
- Computer, Webcam, Internet, MS Office, FHSU email, and FHSU Blackboard.

Program Objectives

BSBE Learning Outcome	How Objective will be Evaluated
Effective Communicators: Construction professional, clear, concise, evidence-driven and audience-centered messages in oral and written contexts.	Various writing assignments are required. Presentations are required.
Strategic Thinking: Analyze internal and external organizational factors to assess, evaluate, design and execute strategy.	Analysis of organizational factors are required in various career preparation assignments.
Proficient in Info Technology: Evaluate and utilize a variety of digital tools to construct knowledge, produce creative artifacts, and develop and test solutions.	Infographics are created in final assignment, homework is done in Word processing, and presentations with digital support are required.
Diversity and Global Issues: Possess intercultural competence to navigate the benefits and challenges of diversity in organizations.	Students may choose to investigate global business issues in their interview and final project assignments. Students will review elements of workplace diversity in a module.
Effective team member: Utilize collaborative tools to coordinate workflow and accomplish a joint task in a face to face or virtual environment.	Students will review elements of effective teamwork in a module.
Legal and Ethical Environments: Critique and defend multiple perspectives on business controversies and the decisions made in practical ethical scenarios.	Students may choose to investigate business ethics issues in their interview and final project assignments. Assignments are submitted through SafeAssign to ensure academic integrity.

Course Objectives

Upon successful completion of the course, students should be able to:

1. Demonstrate professionalism in oral and written communication.
2. Analyze industry-specific audiences to create messages that meet information needs and fit conventions.
3. Inventory professional strengths and skills to write, design, and orally deliver clear and concise employment message.
4. Develop oral and written evidence-driven reports on career and industry trends.
5. Identify, practice, and enhance workplace readiness skills.
6. Design a personalized career plan considering where one has been, where one is now, where one wants to go, and how one will get there.

Course Delivery and Structure

Teaching methods used in the delivery of course content may include but are not limited to: Lecture, Discussion, Assignments, Projects, Quizzes, and Exams.

Required Skills:

- **CIVILITY:** Displaying respect for all members of the classroom community, your fellow students and myself, is required. This includes avoidance of racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom community.
- Ability to follow a schedule and complete tasks and assignments according to due dates
- Ability to navigate Blackboard, including reading and posting messages to the discussion boards
- Ability to navigate the Web (use a browser) and handle multiple open windows
- Ability to open and navigate PDF files using Adobe Acrobat

- Ability to create, send, open, close, and save files and attachments with Microsoft Word and Microsoft PowerPoint
- Basic word processing skills

Points will be deducted from assignments that include errors in formatting, spelling, word choice, grammar, etc. Grades may be reduced if an assignment does not follow directions or meet the learning objectives. Rubrics for certain assignments will help you focus on assignment requirements.

Questions about this course and its content are encouraged. However, before asking a question, consider if the answer to this question posted on Blackboard, included in this syllabus, or easily found by searching the FHSU website. Technical questions should be directed to [Tiger Tech](#) (785-628-3478).

Grading and Evaluation

Assignment*	Points	Frequency	Total Points	Percentage
Professionalism at Work Report & Presentation	100	1	100	16%
Final Project Report and Presentation	150	1	150	24%
Resume	50	1	50	8%
Elevator Speech Worksheet & Presentation	25	1	25	4%
Quizzes	20	6	120	19%
Comprehensive Final Exam	100	1	100	16%
Engagement	2	30	90	14%
Total			635	100%
*Subject to revisions, see Blackboard for updates				

Coursework will be evaluated on a **total point** system and will consist of exams, quizzes, homework, projects, and class discussion. All points will be given **equal weight** when determining a grade for this course. Grades will be determined as follows:

90% - 100%	A
80% - 89.99%	B
70% - 79.99%	C
60% - 69.99%	D
59.99% or less	U

Students' scores on all assignments will be posted on Blackboard.com. The grade book will be updated regularly to provide students with their current grade in the course.

- **Quizzes & Exams:** Students will work individually to complete quizzes and an exam over the material covered in selected modules. Students will be given a limited amount of time to complete each assessment. Due dates for each assessment are on the Course Schedule.
- **Elevator Speech:** Being able to articulate who you are and what you have to offer at a moment's notice is a necessary skill for networking and interviewing. For this assignment, students will complete a worksheet developing an elevator speech of introduction and then deliver it to their classmates. Due date is listed on the course schedule.

- **Professionalism at Work Oral and Written Report:** This report project will require an interview with an industry professional and follow-up research. Students will seek insider information and conduct additional research to create a realistic picture of what it takes to be professional in a selected career path. Due date is listed on the course schedule.
- **Final Project:** In this culminating project, students will reflect on content and activities from this course and their own lives, employability, and career aspirations. **Completion of the Final Project is *required*, meaning students must complete the project to pass the class;** due dates can be found on the Course Schedule.
- **Resume:** Instructions are on Blackboard. **Resumes created submitted using the “wizard” feature or templates in Word will not be accepted.** Due dates are on the Course Schedule.

Course Policies

- **Communication:** Communication for this course will take place through announcements in class, Blackboard, e-mail, Zoom, or the phone. All electronic communication (e-mail) for this class will be sent to the student’s FHSU e-mail account unless the student changes the e-mail address in Blackboard.
- **APA Citation:** All work requiring source citation must use proper APA citation format. To help format citations, students can use the APA Style Manual 7th Edition, the FHSU Writing Center, or the Purdue OWL: <https://owl.purdue.edu/>
- **Attendance Policy:** To build a community in the class, you are required to actively participate in discussions, respond to others’ ideas and comments, and complete tasks on time. Students are expected to read the required content prior to class. Class will be used to process and apply course content. Engagement points are awarded to students each class period for their active participation.

Simply attending class is not considered engagement, but it is a requirement for engagement to occur. Please refrain from using your computer and cell phone for outside-of-class purposes. If your electronics use becomes a distraction (you are frequently working on other courses, texting/scrolling and are not able to answer questions or engage in class discussion) you will be asked to either put your electronics away or leave the class to take care of your more pressing business.

If a student misses a class period for any reason (athletics, illness, work, sleeping in, etc.), they may request engagement make-up exercises for up to 10 class periods (1/3rd of classes in the semester). Requests for these exercises must be made within 48 hours of missing a class period.

After 10 absences, a student’s final grade will be reduced 10%. Every subsequent absence will see another 5% deduction on a final grade.

I do not differentiate between “excused” and “unexcused” absences. An absence is an absence.

- **Late Assignments:** All work is due at its assigned due date. No late work is accepted except in case of emergency or documented illness. If a student experiences an emergency or illness resulting in a missed class or deadline, contact Student Affairs (785-628-4277) and contact me as soon as possible thereafter.

- **Policies and Academic Honesty:** All University, Robbins College of Business and Entrepreneurship, and Department Business Studies rules apply to this course. Consult appropriate FHSU publications or personnel for details. **WARNING! Submitting another's (another human or AI-generated content) work as your own uncited, unsanctioned collaboration on assignments, using work you completed for another class, fabricating content, and plagiarism (deliberate or unintentional) of other texts is cheating and violates the Academic Honesty policy of this University at all levels.** It may result in a failing grade for the work, a "U" for the course, and if warranted, expulsion from FHSU as explained in the University policy on Academic Honesty. Cooperative study among students provides a positive learning experience for all, but copying the work of others, or allowing one's work to be copied, is unethical and not allowed.

Students may not use artificial intelligence (AI)-generated text in assignments in this course unless my permission is obtained in advance and content generated is properly cited. Unless given permission to use AI tools, each student is expected to complete each assignment without substantive assistance from others, including AI. Unauthorized or suspected unauthorized use of AI will be subject to the FHSU Academic Honesty Policy and may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.

- **Right to Make Changes:** I retain the right to amend this syllabus at any time during the administration of the course. Changes to the syllabus will be posted and announced on Blackboard.

University Policies and Services

This course will be conducted in accordance with FHSU's academic policies. Students are expected to adhere to the University's policy on academic integrity as stated in the Catalog, Student Handbook and other University documents which reads, in part, "Membership in the FHSU learning community imposes upon the student a variety of commitments, obligations and responsibilities. It is the policy of FHSU to impose sanctions on students who misrepresent their academic work. These sanctions will be selected by appropriate classroom instructors or other designated persons consistent with the seriousness of the violation and related considerations." Academic dishonesty includes, but is not limited to, cheating, plagiarizing, falsification of information pertaining to assignments and examinations, or misrepresentation of attendance. Academic dishonesty may result in dismissal from the course. For more information, please visit:

<http://www.fhsu.edu/studenthandbook/>

•Academic Honesty: https://www.fhsu.edu/academic/provost/handbook/ch_2_academic_honesty/index

•Attendance: <https://www.fhsu.edu/registrar/academic-policies-and-information/index.html#attendance>

•Withdrawal: <https://www.fhsu.edu/registrar/academic-policies-and-information/index.html#wdrawpol>

•Notice of Accessibility and Services for Students with Disabilities:

- If you have a disability that may have an impact on your ability to carry out assigned course work and if you wish to seek any accommodations for this course, you must contact the Student Accessibility Services office (SAS). SAS is located in the Kelly Center, Picken Hall, Room 111, 785-628-4401. SAS staff will review your documentation and determine, with you, what academic accommodations are necessary and appropriate. Documentation of your disability is confidential and will not be released by SAS without your written permission. Students can find more information at <http://www.fhsu.edu/accessibility/get-access/>

•Career Services: <http://www.fhsu.edu/career/>

•Kelly Center: <https://www.fhsu.edu/kellycenter/>

•Writing Center: <https://www.fhsu.edu/writingcenter/index>

•Smarthinking: <https://www.fhsu.edu/online/smarthinking/>

•Technology Services: <https://www.fhsu.edu/technology/>

- Students have access to academic services, technical support and student services at Fort Hays State University. You can find the resources online at [FHSU Blackboard Student Tutorials](#)
- For more information you can contact TigerTech at 785-628-3478 or [FHSU TigerTech](#)

Title IX Information

FHSU is committed to fostering a safe, productive learning environment. Title IX makes it clear that violence and harassment based on sex, gender and gender identity are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. This includes all types of gender and relationship violence: sexual violence or harassment, domestic and dating violence, and stalking. If you wish to speak confidentially about an incident of gender and relationship violence, talk to someone at The Kelly Center, the Student Health Center, or the Options Sexual and Domestic Violence Campus Advocate who is housed in the Student Health Center.

If you wish to report an incident or have questions about school policies and procedures regarding Title IX issues, please contact the Associate Vice President for Student Affairs and the FHSU Title IX Coordinator. Or, you can report to Residential Life Staff or University Police, which are non-confidential reporters. If you are unsure about the reporting status of an individual, ask them directly before disclosing sensitive information. If they are non-confidential, they can direct you to someone you can talk to in complete confidentiality, which does not have to be officially reported.

Course Schedule

Course Schedule

This calendar is subject to change! Monitor Blackboard and your FHSU email for posted updates.

All work is due by 11:59 PM (Central Time) on the dates listed.

Dates	Content to Review	Assignments Due (Due Date)
Module 1 Introduction to Professionalism & Careers	Read: <ul style="list-style-type: none"> • Syllabus • Chapter 1: Introduction to Professionalism • Chapter 2: Career Perspectives • Job/Career Resources Sites (O*NET, Glassdoor, FHSU Handshake) • Elevator Speech Assignment Sheet • Professionalism at Work Assignment Sheet View: <ul style="list-style-type: none"> • Welcome to the Course • Professional Business Communication • Employability 	[Assignment & Presentation] Elevator Speech Worksheet (worksheet submission online) and Presentation (in-class presentation) [Quiz] Module 1 Content Start working on [Assignment] Professionalism at Work Report & Presentation
Module 2 Career Communication	Read: <ul style="list-style-type: none"> • Chapter 3: Pursuing Employment Opportunities • Chapter 4: Professional Interviewing • Chapter 5: Following Up On Job Applications View: <ul style="list-style-type: none"> • Activating your Handshake Account • STAR Interviewing 	[Quiz] Module 2 Content [Assignment] Submit Draft Resume to Career Services Start working on

	<ul style="list-style-type: none"> FHSU Career Services Big Interview Questions 	[Assignment] Prof. at Work Report & Presentatio
Module 3 Effective Business Communication	Read: <ul style="list-style-type: none"> Chapter 6: Workplace Communication Chapter 7: Professional Presentations View: <ul style="list-style-type: none"> Professional Business Communication Presentation Delivery Styles Visual Aids Organizing Presentations 	[Quiz] Module 3 Content [Assignment] Prof. at Work Report & Oral Report Presentation Outlines
Module 4 Professionalism At Work Report & Presentation	[Activities] <ul style="list-style-type: none"> In-class presentation of Professionalism at Work Oral Reports 	Students will have their speaking order assigned in Module 3.
Module 5 Showing up, getting connected	Read: <ul style="list-style-type: none"> Chapter 8: Networking Networking worksheet Final project instructions (go to assignment submission area to read) View: <ul style="list-style-type: none"> How Reverse Mentorship Can Help Create Better Leaders LinkedIn Grad Videos 	[Quiz] Module 5 Content [Assignment] Final revised resume
Module 6 Working with others	Read: <ul style="list-style-type: none"> Chapter 9: Teams and Groups Chapter 10: Conflict in the Work Environment View: <ul style="list-style-type: none"> Forming, Storming, Norming, and Performing: Bruce Tuckman's Team Stages Model Explained Managing Conflict 	[Quiz] Module 6 Content Start working on [Assignment] Final Project Report and Presentation
Module 7 Organizational Change	Read: <ul style="list-style-type: none"> Chapter 11: Organizational Change Chapter 12: Intercultural Communication View: <ul style="list-style-type: none"> Dissent in Organizations Cultural Dimensions Microaggressions 	

Module 8 Final Project	<ul style="list-style-type: none"> • Course review • Final project in-class presentations 	[Assignment] Final Project Report Essay and Presentation Outline Submission Final project in-class presentations
Final Exam		[Exam] Comprehensive