Communicating in Business

Course Description

A study of the fundamentals of effective communication in business and administration. Emphasis is placed on the application of modern techniques to business writing including memos, letters and reports, and oral reporting.
Prerequisites: BUSI 0011, Misy 2305 and Junior standing or above.

Learning Objectives

- Review/learn English grammar and punctuation.
- Review/learn effective writing style principles (paragraph unity, paragraph length, active voice, etc.).
- Learn correct format and content for business letters, memos, e-mail, and short and long reports.
- Learn correct format of APA style.
- Review/learn effective speaking skills (content, delivery, PowerPoint design, etc.).
- Learn correct format and content for documents relating to employment (i.e., resume, application letter, follow-up letters).
- Consider ethical implications of various communication documents (i.e., exaggeration in sales letters and resumes, etc.) and situations (plagiarism).
- Seeks to assist students in their preparation for the Major Field Test.

Required or Recommended Readings

Textbook:


APLIA Online Homework (registration/purchase instructions provided at the end of this syllabus)

Recommended or Supplemental Reading:

Publication Manual of the American Psychological Association, Sixth Edition
American Psychological Association

Blackboard Login: https://iol.tamucc.edu/
List of Supplies

USB Flash Drive
(Bring every class session)

SandDollar Card with a positive cash balance (to use printers)
(Bring on exam dates as requested)

Major Course Requirements

Testing
Exam #1 (September 22) 55
Exam #2 (October 22) 55
Final (December 8) 90
Final exams taken at other times will result in score reduction of 20 points unless approved by university policy

Written Report 75
Assignment 1 (TBA, 11:59 p.m.) 0
Assignment 2 (TBA, 11:59 p.m.) 0
Assignment 3 (TBA, 11:59 p.m.) 0
Assignment 4 (TBA, 11:59 p.m.) 0
Assignment 5 (TBA, 11:59 p.m.) 0
Assignment 6 (TBA, 11:59 p.m.) 0
Assignment 7 (TBA, 11:59 p.m.) 0
Assignment 8 (TBA, 11:59 p.m.) 0
Assignment 9 (TBA, 11:59 p.m.) 0
Assignment 10 (TBA, 11:59 p.m.) 75

Oral Presentation
Oral Presentation #1 (September 15, 17, 19) 50
Oral Presentation #2 (November 19, 21, 24, 26, December 2) 50

Aplia Online Homework Assignments 100
17 Aplia assignments: 15 chapters, 1 grammar tutorial, 1 writing tutorial

Aplia Online Homework Assignments: There are 17 required Aplia assignments over the semester, as indicated in the “Required?” column of the Aplia schedule (inside “Aplia Assignment” section of the Blackboard course menu). Each assignment has a due date after which the assignment is locked. Students may attempt each assignment up to 3 times before the deadline; the average of all attempts will be the score recorded. Only the top 15 (of 17) assignments will count toward a student’s grade. That means that students have two free passes. Please note that once a due date has passed, the assignment is no longer available. If students miss an assignment for any reason, legitimate or
otherwise, that will count as one of their two free passes.

“Chat About It” Post & Response to Another Student’s Post (13 @ 3 pts.)
Post a 1-paragraph response on the Blackboard Discussion Board to one of the end-of-chapter “Chat About It” situations for the assigned chapter by the posted deadline. Post the same response to the designated link on Turnitin.com by the posted deadline. To receive credit, the response must contain substance; that is, it must say something worthwhile. Instead of providing vague generalities, provide specific examples and illustrations, such as a specific story or fact that no one else has yet mentioned. In addition, read your classmates’ posts and select one to comment on. The classmate comment response will be posted only to the Blackboard Discussion Board. To receive credit, the comment to a classmate’s post must also contain substance; that is, it must contain a story or fact that someone has not yet mentioned. The story must be of a situation that really happened to you, someone you know, or to a stranger.

Weekly Written Assignments   (14 @ 5, 10, or 15 points each)
Each week an assignment related to the assigned chapter will be listed on the course syllabus. The completed response must be submitted to the designated link on Turnitin.com by the posted deadline.

Occasional In-Class Assignments  (? @ 5, 10, or 15 points each)
On occasion, the instructor may assign a short graded activity to be completed during a scheduled class session. Only students present at that class session would be eligible to submit such assignments.

Course Grade Percentages: A letter grade will be determined based on the percentage earned of total points possible, as follows: A, 90-100%; B, 80-89%; C, 70-79%; D, 60-69%; F, 0-59%.

Borderline Grades: Students slightly below grade thresholds will have their course grades raised if they meet certain conditions:

Students 1 percentage point from a threshold (89, 79, 69, 59) must meet one of these conditions: (a) submitted all graded assignments (no zero scores appear on the Turnitin.com “My Grades” page), (b) attended all class sessions (including first day; excused absence considered an absence), (c) earned the higher grade on the final exam [student with 89% course average after the final would need to earn an “A” grade on the final to receive an “A” course grade], (d) completed and submitted all 10 Written Report assignments to Turnitin.com by the deadlines, or (e) delivered the Introduction and Conclusion for the team’s Oral Presentation #2.

Students more than 1 percentage point from a threshold (88, 78, 68, 58) will not have their course grades raised.
**Course Policies**

*Exam & Assignment Policies*

**Missed Exams.** Exams missed for any reason (other than required university-sponsored events) may not be made up. Students who miss an exam because of an excused absence will have their Final Exam worth a higher point total (# of points of the missed exam). Students participating in required university-sponsored events (athletic events, approved field trips, etc.) must complete make-up exams within one week; make-up exams not completed within one week will result in students completing the Final Exam worth a higher point total.

**Late Written Assignments.** Students are expected to complete assignments early in the assignment’s timeframe period. Students who wait until the end of the timeframe period to complete assignments, do so at their own risk. An assignment is considered late if it arrives after the designated deadline (The clocks on BlackBoard and Turnitin.com will be considered the official time; no other clock time will be considered). Due to the possibility of unforeseen circumstances such as technical difficulties or personal situations, you are encouraged to complete your assignments and quizzes in time to rectify any problems before the deadlines.

Late assignments will not be accepted for full credit unless a student becomes “incapacitated”—totally unable to participate in any school and/or work function for two entire days during the module period. The instructor will extend assignment(s) deadlines only if the student can satisfy these conditions: (a) the reason is compelling, (b) the reason prevented the student from attending all school and/or work-related functions for two entire days during the module period, and (c) conditions a and b can be documented in writing by someone in immediate authority (all instructors, employers, etc.).

Students may submit certain weekly written assignments one day late for half credit (chapter assignment and “Chat About It” posts). The one-day late written assignments need to be submitted as e-mail attachments to the instructor’s e-mail (either BlackBoard or Outlook) since the designated links on Turnitin.com or BlackBoard will have already closed. Assignments submitted at 11:56 p.m. according to Blackboard or Turnitin.com time will be considered late and available for half credit. Credit will not be available for assignments submitted more than one day late unless the student is able to provide documentation for an “incapacitating” excuse described in the preceding paragraph.

No assignment may be submitted after the Final Exam.
Inattentiveness Policy

Students are expected to be attentive at all times. Students may not use computers during class time to view websites, e-mail, computer games, files, or programs unless told to do so by the instructor. In addition, students may not study for other courses, complete personal tasks (including cell phone usage of any kind), or any other activity not related to the class material being discussed at that time.

Students observed in obviously inattentive activities, such as those described earlier, may have their next exam score reduced by 1 point for each recognized offense.

Writing Deficiency Policy

This is a fast-paced, intensive course that will require a lot of outside work and preparation. It will be assumed that students have obtained acceptable composition skills as well as a good understanding of basic English grammar and punctuation rules. These will not be covered extensively in class. Students lacking in these basic skills are strongly advised to take a remedial writing course first.

The instructor will evaluate student writing competence continually throughout the course. Students with writing deficiencies will be advised to complete appropriate remedial action, ranging from individualized instruction at the Writing Center or with a tutor to enrollment in a remedial English course.

Written assignments with proofreading errors will automatically receive significantly reduced scores regardless of other commendable qualities.

Attendance Policy

Attendance is required. Each student, whether present or absent, is personally responsible for announcements made, assignments, lecture notes, class discussions, handouts, and videos. A student should consult with other students for missed announcements, lecture notes, and assignments.

Academic Integrity/Plagiarism Policy

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) Students may not collaborate on assignments or tests—either inside or outside the classroom. If one student’s assignment is too similar to that of a classmate’s, both students will receive zeroes regardless of which student did the copying.

This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at www.cob.tamucc.edu). Provisions and stipulations in the code are applicable to all
students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

**Dropping a Class**

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. **November 7** is the last day to drop a class with an automatic grade of “W” this term.

**Preferred Methods of Scholarly Citations**

APA style

**Classroom/Professional Behavior**

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**Grade Appeals**

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.
Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Perspectives

Global Perspectives

Foreign and domestic cultural norms and values will be discussed as they relate to oral and written communication.

Demographic Diversity Perspectives

Diversity will be discussed as it relates to oral and written communication.

Ethical Perspectives

Ethical topics occur throughout the course. The textbook features some of these topics with its “Ethical Insights.” In addition, “Ethical Issue” critical thinking questions may be assigned.

Major Field Test

The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and will be administered in the MGMT 4388 course, “Administrative Policy and Strategy.” To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from this class and the other business core courses. Students will enroll in BUSI 0088 “MFT Review” (concurrently with MGMT 4388) during their final semester; this online course should fine-tune their readiness for the MFT by encouraging them to complete the online MFT review materials and required quizzes available on the course Blackboard learning modules.
MGMT 3315
TENTATIVE Class Schedule

Week 1 (August 27-30)
Class Attendance: August 28 (course orientation; register on Turnitin.com & Aplia)
Reading: Chapter 1 from Guffey & Loewy course textbook, 8th edition
Homework Assignments:
  Ch. 1 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin by Aug. 30
  Chapter 1 Aplia Homework Assignment . Complete at Aplia website by August 30
  Activity 1.3 (pp. 32-33). Complete on Bb “Assessment” course menu by August 30
Assignment Preparation: Written Report Assignment #1; Oral Presentation #1

Week 2 (August 31-September 5)
Class Attendance: September 3 (Oral Presentation #1)
Reading: Chapters 2 and 3 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
  Ch. 2 OR Ch. 3 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin by Sept. 5
  Chapter 2 Aplia Homework Assignment . Complete at Aplia website by September 5
  Chapter 3 Aplia Homework Assignment . Complete at Aplia website by September 5
  Activity 2.2 (p. 72). Complete and submit to designated link on Turnitin.com by Sept. 5
Assignment Preparation: Written Report Assignments #2 and #3; Exam #1

Week 3 (September 7-13)
Class Attendance: September 10
Reading: Chapters 4 and 5 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
  Ch. 4 OR Ch. 5 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Sept. 10
  Chapter 4 Aplia Homework Assignment . Complete at Aplia website by September 10
  Chapter 5 Aplia Homework Assignment . Complete at Aplia website by September 10
  Activities 5.11 AND 5.12 (p. 72). Complete and submit one file to designated link on Turnitin.com by September 10
Assignment Preparation: Written Report Assignments #4 and #5

Week 4 (September 14-20)
Class Attendance: September 15, 17, 19 (Oral Presentation #1)
Reading: Chapter 6 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
  Ch. 6 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Sept. 20
  Chapter 6 Aplia Homework Assignment . Complete at Aplia website by September 20
  Activity 6.14 (p.200). Complete and submit to designated link on Turnitin.com by Sept. 20
Assignment Preparation: Written Report Assignment #6
Week 5 (September 21-27)
Class Attendance: September 22 (Exam #1); September 24 (Oral Present. 2; Documentation)
Reading: Chapter 11 (Documentation) from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
Ch. 11 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Sept. 27
Chapter 11 Aplia Homework Assignment. Complete at Aplia website by October 4
Activities 11.1 (p. 411) AND 11.6 (p. 412). Complete and submit one file to designated link on Turnitin.com by Sept. 27
Assignment Preparation: Oral Presentation 2 (review assignment sheet and video); Exam 2

Week 6 (September 28-October 4)
Class Attendance: October 1 (Exam 2; Oral #2; Documentation; Graphics)
Reading: Chapter 11 (Documentation/ Graphics) from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
Chapter 11 Aplia Homework Assignment. Complete at Aplia website by October 4
Activities 11.15 (p. 414) AND 11.17 (p. 415). Complete and submit one file to designated link on Turnitin.com by October 4
Assignment Preparation: Written Report Assignment 7; Oral Presentation #2

Week 7 (October 5-11)
Class Attendance: October 8 (Chapter 11, Graphics; Conclusions-Recommendations)
Reading: Chapter 12 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
Ch. 12 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Oct. 11
Chapter 12 Aplia Homework Assignment. Complete at Aplia website by October 11
Activity 12.2 (p. 453). Complete and submit to designated link on Turnitin.com by October 11
“Zooming In: Applying Your Job-Search Skills” (inside Chapter 12 Bb Learning Module).
Complete and submit to designated link on Turnitin.com by October 11
Assignment Preparation: Written Report Assignment 8

Week 8 (October 12-18)
Class Attendance: October 15 (APA Style)
Reading: Chapter 13 (“Writing Formal Business Reports”) from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
Ch. 13 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Oct. 18
Chapter 13 Aplia Homework Assignment. Complete at Aplia website by October 18
Activity 13.10 (p. 496). Complete and submit to designated link on Turnitin.com by October 18
Assignment Preparation: Written Report Assignments 9 & 10

Week 9 (October 19-25)
Class Attendance: October 22 (Exam #2)
Reading: Chapter 7 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
Ch. 7 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Oct. 25
Chapter 7 Aplia Homework Assignment . Complete at Aplia website by October 25
“Critical Thinking Email Message” (inside Chapter 7 Bb Learning Module). Complete and submit to designated link on Turnitin.com by October 25
Assignment Preparation: TBA

Week 10 (October 26-November 1)
Class Attendance: October 29
Reading: Chapter 8 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
Ch. 8 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Nov. 1
Chapter 8 Aplia Homework Assignment . Complete at Aplia website by November 1
“Unpleasant Consumer Experience Activity” (inside Chapter 8 Bb Learning Module).
Complete and submit to designated link on Turnitin.com by November 1
Assignment Preparation: TBA

Week 11 (November 2-8)
Class Attendance: November 5
Reading: Chapter 9 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
Ch. 9 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Nov. 8
Chapter 9 Aplia Homework Assignment . Complete at Aplia website by November 8
Activity 9.11 (p.319). Complete and submit to designated link on Turnitin.com by November 8
Assignment Preparation: TBA

Week 12 (November 9-15)
Class Attendance: November 12
Reading: Chapter 10 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
Ch. 10 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Nov. 15
Chapter 10 Aplia Homework Assignment . Complete at Aplia website by November 15
Activity 10.2 (p. 359). Complete and submit to designated link on Turnitin.com by November 15
Assignment Preparation: TBA
Week 13 (November 16-22)
Class Attendance: November 19, November 21 (Oral Presentation #2)
Reading: Chapter 15 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
   Ch. 15 “Chat About It” post + 1 comment post. Post to Bb Discussion Board and Turnitin link by Nov. 22
   Chapter 15 Aplia Homework Assignment. Complete at Aplia website by November 22
   Activities 15.4 (p. 582) AND 15.9 (p. 583). Submit as 1 file to designated link on Turnitin by Nov. 15
Assignment Preparation: TBA

Week 14 (November 23-29)
Class Attendance: November 24, November 26 (Oral Presentation #2)
Reading: Chapter 16 from Guffey & Loewy course textbook, 8th edition
Homework Assignment:
   Ch. 16 “Chat About It” post + 1 comment post. Post to Bb Discussion Board link by Dec. 2
   Chapter 16 Aplia Homework Assignment. Complete at Aplia website by December 2
   Activities 16.8 (p.615) AND 16.14 (p.616). Submit as 1 file to designated link on Turnitin.com by Dec. 2
Assignment Preparation: TBA

Week 15 (November 30-December 2)
Class Attendance: December 2 (Oral Presentation #2—if needed; Career Counselor)
Assignment Preparation: TBA

FINAL EXAM: Monday, December 8  11:00 a.m.-1:30 p.m.

Chapters 4-13 & Checkpoint Sentences 1-75 [pp.A-3 to A-19])

   Multiple Choice 75 @ 1 pt.
      Ch. 4-10—approx. half.
      Ch. 11-13—approx. half
   Checkpoint Sentences 1-75 (pp. A-3 to A-19) 15 @ 1 pt.
How to access your Aplia course

MGMT 3315.002 (Fall 2014 Blended)

Instructor: Elwin Myers
Start Date: 08/24/2014

What is Aplia?

In just 10 years, more than one billion answers have been submitted through Aplia, the premier online assignment solution. Millions of students use Aplia to better prepare for class and for their exams. Join them today!

Registration

1. Connect to http://login.cengagebrain.com/course/756BEFTFXWNN
2. Follow the prompts to register for your Aplia course.

Payment

After registering for your course, you will need to pay for access using one of the options below:

Online: You can pay online using a credit or debit card, or PayPal.

Bookstore: You may be able to purchase access to Aplia at your bookstore. Check with the bookstore to find out what they offer for your course.

Free Trial: You can access Aplia until 11:59 PM on 09/13/2014 during your free trial. After the free trial ends you will be required to pay for access.

Please note: At the end of the free trial period, your course access will be suspended until your payment has been made. All your scores and course activity will be saved and will be available to you after you pay for access.

If you already registered an access code or bought Aplia online, the course key to register for this course is: 756B-EFTFXWNN