Texas A&M University-Corpus Christi
College of Business
Communicating in Business-MGMT 3315
Spring 2015

Course Number: MGMT 3315
Course Name: Communicating in Business
Instructor: Patricia Chastain
Office: OCNR Suite 234, Office 238
Phone: 361-825-2955
Email Address: Patricia.chastain@tamucc.edu
Office Hours: Monday- Wednesday 5-7
Prerequisites: BUSI 0011, MISY 2305 and Junior standing or above.

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.

Learning Objectives:
By the end of this course, the students will be able to:
- 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).

Relationship to Other Coursework:
Students are expected to use their knowledge of English grammar, oral communication skills, editing, and research and computer skills acquired in core courses. This course will build on these skills as applied to business communications. Communication skills learned in this course will be useful in other courses and on the job, as well as in everyday life.
Performance Evaluation and Grading:

Student performance will be evaluated on examinations, several written business reports, several business letters and memos, several oral presentations, and in-class activities. The relative weights of each of these components are approximately as follows:

Exams

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Application Exam #1</td>
<td>20%</td>
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<tr>
<td>Application Exam #2</td>
<td>20%</td>
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<tr>
<td>In Class Assignments/Guest Speakers</td>
<td>20%</td>
</tr>
<tr>
<td>Company Research Project</td>
<td>20%</td>
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<tr>
<td>Individual Writing Assignments</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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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%. In some instances, a curve may be applied in determining letter grades. (Some professors may vary the point distribution.)

Company Research Presentation:
Students will learn the importance of researching companies for potential employment, client proposals, competitive review process or

1. Team (5 Person teams): presentations, not to exceed 30 minutes.
2. Each team will choose a company with worldwide locations and include the following areas of coverage: History, Location, Industry, Culture, and Current News (Good and Bad), and Products/Service provided. Teams should discuss differences and issues in business communication for companies with large international presence

Individual Writing Assignments:

| Paper #1                                      | LinkedIn Profile and Connection Letter |
| Paper #2                                      | CEO Letter                              |
| Paper #3                                      | Formal Idea Proposal Letter             |
| Paper #4                                      | Resume/Cover Letter                     |

In Class Assignments:
Throughout the course of the semester we will be consistently completing assignments in class and have several guest speakers. It is imperative to attend class to ensure completion of assignments and to network with guest from the business community.
**Make-Up Exams:**

Make-up exam will be allowed only if the instructor is notified of the excused absence before the exam. Regardless of the excuse, any make-up exam must be taken NO LATER than 1 week after the student returns. Make-up exams and quizzes can ONLY be given when a student presents a verifiable, documented excuse for an absence. Any other reason, including work schedules, will not be accepted. I reserve the right to not let any student make up any exam, quiz, or class work. If an exam is not made-up, then the student will receive a grade of zero for that test or assignment.

**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](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.

**Oral and Written Content:**

Every class session is devoted to some aspect of oral or written communication from a functional business point of view. Written and oral assignments are designed so that students will be applying the concepts and techniques covered in lecture and in the textbook. Approximately sixty to seventy percent of the course is application and feedback on assignments.

**Ethical Perspectives:**

Ethical issues are discussed in conjunction with the major communication-related topic of the class session. Ethical issues include plagiarism, “puffery” when writing sales letters and resumes, job interviewing, preparing visual aids, and preparing bibliographic documentation.

**Demographic Diversity Perspectives:**

Primary coverage of this issue is included in the textbook chapter on cross-cultural communication. However, the topic is covered more specifically in concepts related to the use of nondiscriminatory language, ways to adapt messages to diverse audiences, and barriers to communication including gender, age, and cultural differences.

**Political, Social, Legal, Regulatory, and Environmental Perspectives:**
Relevant legislation that affects business communication, such as advertising and selling, consumer credit protection, employer-employee relations, and defamation are discussed in class when techniques for writing specific types of letters, memos, and reports are covered. For instance, in writing letters of complaint or letters related to personnel matters, certain legalities are discussed and are covered in the textbook.

**Attendance Policy:**
Attendance is required. Absences will affect your grade due to regular in-class assignments and activities. Each student, whether present or absent, is personally accountable for any instructions about assignments, lecture notes, handouts, or videos presented in class. A student should consult with other students for missed lecture notes and with the professor for missed assignments. Make up assignments are given only when absence is reasonably justified and documented.

**Academic Honesty:**
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, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) All assignments and exams are expected to be done independently unless otherwise specifically noted in the instructions.

**Code of Ethics:**
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.tamu.edu](http://www.cob.tamu.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.

**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 Driftwood 101.

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.

**Cellphone Policy:**
Instant messaging, text messaging, and telephone, during class is strictly prohibited. Each student has a responsibility to other students. When cell phones ring or students leave
class to respond, it disrupts the class. Therefore, the professor prohibits the use by students of cell phones during scheduled classes. All such devices must be turned off, kept out of view, and not be taken out during class. Exceptions to this policy may be granted at the discretion of the instructor. Where emergency or employment situations require access to electronic communication services, arrangements may be made in advance with the instructor. In the event the student is caught using an electronic devise of any nature during class the student will be asked to leave the classroom and will receive a zero for that portion of the coursework. Use of electronic communication devices during examinations or other graded activities may constitute grounds for disciplinary action. Consequences for failing to comply may result in one or more of the following: verbal warning, written warning, a request to leave the class, and/or deduction in points for grades.

Laptop Policy:

"Appropriate Classroom Laptop and PDA Use...Although having a laptop in class opens up new learning possibilities for students, sometimes students utilize it in ways that are inappropriate. Please refrain from instant messaging, e-mailing, surfing the Internet, playing games, writing papers, doing homework, etc. during class time. Acceptable uses include taking notes, following along with the instructor on PowerPoint, with demonstrations, and other whole class activities, as well as working on assigned in-class activities, projects, and discussions that require laptop use. All other uses are prohibited. It is easy for your laptop to become a distraction to you and to those around you. Inappropriate uses will be noted and may affect your final grade." If you are caught surfing the Internet without permission (or playing games) you will not be allowed to bring the laptop to class for the remainder of the course. As a courtesy to your instructor and your classmates, only use your laptop computer for classroom related activities during class.

Written Report:
The written report assignment will be discussed in detail in class. The discussion will be supplemented with a written assignment sheet providing additional information

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<thead>
<tr>
<th>Date</th>
<th>Lecture:</th>
<th>Assignments Due:</th>
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<tbody>
<tr>
<td>January 21</td>
<td>Introduction/Syllabus</td>
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<tr>
<td>January 23</td>
<td>Unit 1: Chapters 1</td>
<td></td>
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<tr>
<td>January 26</td>
<td>Unit 1: Chapter 2</td>
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<tr>
<td>January 28</td>
<td>Unit 1: Chapter 2</td>
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January 30  
Unit 1: Chapter 3

February 2  
Unit 1: Chapter 3 cont.

February 4  
LinkedIn Profile Review
LinkedIn Profile/Letter

February 6  
Unit 2: Chapter 4

February 9  
Unit 2: Chapter 5

February 11  
Unit 2: Chapter 5

February 13  
Unit 2: Chapter 6

February 16  
Exam
Exam Units 1, 2

February 18  
Unit 3: Chapter 7

February 20  
Unit 3: Chapter 7
CEO Letter

February 23  
Unit 3: Chapters 8, 9

February 25  
Unit 3: Chapter 10

February 27  
Guest Speaker
Guest Speaker

March 2  
Unit 3: Chapter 10 cont.

March 4  
Unit 4: Chapter 11

March 6  
Unit 4: Chapter 12

March 9  
Unit 4: Chapter 13

March 11  
Unit 4: Chapter 13 Cont.

March 13  
Unit 4: Chapter 14
Formal Idea Proposal Letter

March 16-20  
Spring Break

March 23  
Unit 4: Chapter 14 cont.
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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>March 25</td>
<td>Unit 4: Chapter 14</td>
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<tr>
<td>March 27</td>
<td>Exam Review Units 3&amp;4 Exam Units 3, 4</td>
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<tr>
<td>April 1</td>
<td>Unit 5: Chapter 15</td>
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<tr>
<td>April 3</td>
<td>Unit 5: Chapter 15</td>
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<tr>
<td>April 6</td>
<td>Company Presentations</td>
<td>Group 1,</td>
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<tr>
<td>April 8</td>
<td>Company Presentations</td>
<td>Group 2</td>
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<tr>
<td>April 10</td>
<td>Company Presentations</td>
<td>Group 3</td>
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<tr>
<td>April 13</td>
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<td>Group 4</td>
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<td>April 15</td>
<td>Company Presentations</td>
<td>Group 5</td>
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<td>April 17</td>
<td>Company Presentations</td>
<td>Group 6</td>
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<td>Group 7</td>
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<tr>
<td>April 22</td>
<td>Company Presentations</td>
<td>Group 8</td>
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<tr>
<td>April 24</td>
<td>Guest Speaker</td>
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<td>April 27</td>
<td>Unit 5: Chapter 16</td>
<td>Cover Letter/Resumes</td>
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<td>April 28</td>
<td>Unit 5: Chapter 16 cont.</td>
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<tr>
<td>May 1</td>
<td>Mock Interview</td>
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<tr>
<td>May 4</td>
<td>Panel Interview</td>
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