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 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:

American Psychological Association

Blackboard Login: [https://iol.tamucc.edu/](https://iol.tamucc.edu/)
Major Course Requirements

Testing

Exam #1 (February 9) 55
Exam #2 (March 31) 55
Final (May 10) 90

Final exams taken at other times will result in score reduction of 20 points unless approved by university policy.

Written Report

Assignment 1 (January 28, 11:59 p.m.) 0
Assignment 2 (February 2, 11:59 p.m.) 0
Assignment 3 (February 9, 11:59 p.m.) 0
Assignment 4 (February 11, 11:59 p.m.) 0
Assignment 5 (February 27, 11:59 p.m.) 5
Assignment 6 (February 27, 11:59 p.m.) 5
Assignment 7 (March 8, 11:59 p.m.) 5
Assignment 8 (March 10, 11:59 p.m.) 0
Assignment 9 (March 24, 11:59 p.m.) 0
Assignment 10 (April 5, 11:59 p.m.) 75

Oral Presentation

Oral Presentation #1 (February 11, 16, 18, 23) 50
Oral Presentation #2 (April 19, 21, 26, 28) 50

Aplia Online Homework Assignments

13 Aplia assignments: 11 chapters, 1 grammar tutorial, 1 writing tutorial 75

Aplia Online Homework Assignments: There are 13 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 highest of all attempts will be the score recorded. Only the top 11 (of 13) 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.

Professionalism (Class Attendance, Behavior, & Participation)

Students are expected to attend and participate actively in each of the scheduled in-class sessions. In order to receive the full allotment of daily participation points, students must satisfy all three of these tasks: (a) attend class on time and stay until dismissed; (b) listen attentively and avoid distracting behaviors, such as phone usage, noncourse computer application, homework for other courses, and so on; and (c) comply with any impromptu speaking requests. 50
Weekly Written Assignments (12 @ 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 (“Weekly Written Assignments”). 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.

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. April 8 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.
MGMT 3315
TENTATIVE Class Schedule

Week 1 (January 20-23)

Class Attendance: January 21
Course orientation; Register on Turnitin.com & Aplia; Discuss Written Report Assignment 1; Discuss Chapter 4.

Reading: Chapter 4 from Guffey & Loewy course textbook, 8th edition

Homework Assignments:
- Chapter 4 Aplia Homework Assignment. Complete at Aplia website by January 30
- Activity 4.1c, 4.2c, 4.3c, 4.4c, 4.5c, 4.8c (end of Chapter 4 in course textbook). Complete and submit 1 file to designated link on Turnitin.com by Jan. 23

Recommended Assignment Videos (watch any time during the week):
- WR Assign.: “Written Report Assignment Overview Video (3:00)”
- WR Assign. 1: “Assignment 1 Video Instruction (5:44)”

Week 2 (January 24-30)

Class Attendance: January 26
Discuss Oral Presentation #1; Discuss Written Report Assignments 2 & 3; Discuss Exam #1; Discuss Chapter 5.

Impromptu Speaking: 30 sec. summary of WR Assign. 1

Reading: Chapter 5 from Guffey & Loewy course textbook, 8th edition

Homework Assignment:
- Chapter 5 Aplia Homework Assignment. Complete at Aplia website by January 30
- Activities 5.1b, 5.2b, 5.3b, 5.4b, 5.5b, 5.6b, 5.7b (end of Chapter 5 in course textbook). Complete and submit 1 file to designated link on Turnitin.com by January 30

Recommended Assignment Videos (watch any time during the week):
- WR Assign. 2: “Assignment 2 Video Instructions”
- WR Assign. 3: “Assignment 3 Video Instructions”
- Oral Pres. #1: “Video #1: Assign. Overview (6:34)”
- Oral Pres. #1 “Video #2: Instructor’s PPT Slides (19:31)”

Week 3 (January 31-February 6)

Class Attendance: February 2
Discuss Written Report Assignments 4 & 5; Discuss Chapter 6;

Impromptu Speaking: 30 sec. summary of WR Assign. 2 or 3

Reading: Chapter 6 from Guffey & Loewy course textbook, 8th edition

Homework Assignment:
- Chapter 6 Aplia Homework Assignment. Complete at Aplia website by February 6
- Activity 6.13 (textbook). Complete and submit to designated link on Turnitin.com by Feb. 6

Recommended Assignment Videos (watch any time during the week):
- Oral Pres. #1: “Video #1: Assign. Overview (6:34)”
- Oral Pres. #1 “Video #2: Instructor’s PPT Slides (19:31)”
- WR Assign. 4: “Assignment 4 Video Instructions”
- WR Assign. 5: “Assignment 5 Video Instructions”

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1 “Written Report Assignment” Learning Module
2 “Oral Presentation #1” Learning Module
Week 4 (February 7-13)

**Class Attendance:** February 9 **AND** February 11 (as assigned)
- February 9: Discuss Written Report Assignment 6; Exam #1
- February 11: Oral Presentation #1—as assigned

**Reading:** Chapter 11 (Learning Objective 4) from Guffey & Loewy course textbook, 8th edition

**Homework Assignment:**
- Chapter 11 Assignment—See assignment file in “Chapter 11 (Documentation) Learning Module” Complete and submit to designated link on Turnitin.com by February 20
- Written Report Assignment 5. Complete and submit to designated link on Turnitin.com by Feb.27
- Written Report Assignment 6. Complete and submit to designated link on Turnitin.com by Feb.27

**Recommended Assignment Videos (watch any time during the week):**
- Chapter 11 Assign.: “Video: Business Databases Demonstration (ABI Inform & Business Source Complete” (14:04)”
- Chapter 11 Assign.: “Video: APA Documentation—Reference Page & In-Text Citations (23:19)”
- Chapter 11 Assign.: “Plagiarism”
- WR Assign. 5: “Assignment 5 Video Instructions”
- WR Assign. 6: “Assignment 6 Video Instructions”

Week 5 (February 14-20)

**Class Attendance:** February 16 (as assigned) **AND** February 18 (as assigned)
- February 16: Oral Presentation #1—as assigned
- February 18: Oral Presentation #1—as assigned

**Reading:** Chapter 11 (Learning Objective 4) from Guffey & Loewy course textbook, 8th edition

**Homework Assignment:**
- Chapter 11 Assignment—See assignment file in “Chapter 11 (Documentation) Learning Module” Complete and submit to designated link on Turnitin.com by February 20
- Written Report Assignment 5. Complete and submit to designated link on Turnitin.com by Feb.27
- Written Report Assignment 6. Complete and submit to designated link on Turnitin.com by Feb.27

**Recommended Assignment Videos (watch any time during the week):**
- Oral Pres. #1: “Video #1: Assign. Overview (6:34)”
- Oral Pres. #1: “Video #2: Instructor’s PPT Slides (19:31)”
- Chapter 11 Assign.: “Video: Business Databases Demonstration (ABI Inform & Business Source Complete” (14:04)”
- Chapter 11 Assign.: “Video: APA Documentation—Reference Page & In-Text Citations (23:19)”
- Chapter 11 Assign.: “Plagiarism”
- WR Assign. 5: “Assignment 5 Video Instructions”
- WR Assign. 6: “Assignment 6 Video Instructions”

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1. “Written Report Assignment” Learning Module
2. “Oral Presentation #1” Learning Module
3. “Chapter 11 (Documentation)” Learning Module
Week 6 (February 21-27)

Class Attendance: February 23 (as assigned) AND February 25
- February 23: Oral Presentation #1—as assigned
- February 25: Discuss Oral Presentation #2; Discuss Chapter 11 (Documentation);
  Discuss Written Report Assignment 7;

Impromptu Speaking: 30 second summary of WR Assign. 4, 5, or 6

Reading: Chapter 11 (Learning Objective 4) from Guffey & Loewy course textbook, 8th edition

Homework Assignment:
- Written Report Assignment 5. Complete and submit to designated link on Turnitin.com by Feb.27
- Written Report Assignment 6. Complete and submit to designated link on Turnitin.com by Feb.27

Recommended Assignment Videos (watch any time during the week):
- Oral Pres. #2: “Video 1 (Overview & ‘Before the Presentation Preparation’)(13:47)"
- Oral Pres. #2: “Video 2 (‘Presentation Components’)(9:43)"
- WR Assign. 7: “Assignment 7 Video Instructions”

Week 7 (February 28-March 5)

Class Attendance: March 1
- Discuss Oral Presentation #2; Discuss Exam #2; Discuss Chapter 11 (Graphics);
- Discuss Written Report Assignment 8;

Impromptu Speaking: 30 second summary of WR Assign. 5 or 6

Reading: Chapter 11 (Learning Objective 5) from Guffey & Loewy course textbook, 8th edition

Homework Assignment:
- Chapter 11 Aplia Homework Assignment. Complete at Aplia website by March 5
- Activities 11.6 AND 11.18 (course textbook). Complete and submit 1 file to designated link on Turnitin.com by March 5

Recommended Assignment Videos (watch any time during the week):
- WR Assign. 8: “Assignment 8 Video Instructions”
- Oral Pres. #2: “Video 1 (Overview & ‘Before the Presentation Preparation’)(13:47)"
- Oral Pres. #2: “Video 2 (‘Presentation Components’)(9:43)"

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1 “Written Report Assignment” Learning Module
2 “Oral Presentation #2” Learning Module
3 “Chapter 11 (Graphics)” Learning Module
Week 8 (March 6-12)

Class Attendance: March 8
Discuss Chapter 12 (Find./Concl./ Recom. & Short Reports); Discuss Written Report Assign. 9;
Impromptu Speaking: 30 second summary of WR Assign. 7 or 8

Reading: Chapter 12 from Guffey & Loewy course textbook, 8th edition

Homework Assignment:
- Chapter 12 Aplia Homework Assignment. Complete at Aplia website by March 12
- Chapter 12 Assignment—See assignment file in “Chapter 12 Learning Module.” Complete and submit to designated link on Turnitin.com by March 12

Recommended Assignment Videos (watch any time during the week):
- Find./Concl./Recom. (Ch. 12): “Video: Chapter 12 Day 1—Findings, Conclusions, & Recommendations (7:55)"
- Short Reports (Ch. 12): “Video: Chapter 12 Day 2—Short Reports (9:12)"
- WR Assign. 9: “Assignment 9 Video Instructions”
- Oral Pres. #2: “Video 1 (Overview & ‘Before the Presentation Preparation’) (13:47)”
- Oral Pres. #2: “Video 2 (‘Presentation Components’)(9:43)”

Week 9 (March 20-26)

Class Attendance: March 22
Discuss Chapter 13 (Long Report/APA Style); Discuss Written Report Assignment 10
Impromptu Speaking: 30 second summary of WR Assign. 9

Reading: Chapter 13 (Learning Objectives 4-6) from Guffey & Loewy from course textbook

Homework Assignment:
- Chapter 13 Aplia Homework Assignment. Complete at Aplia website by March 26
- Chapter 13 Assignment—See assignment file in “Chapter 13 Learning Module.” Complete and submit to designated link on Turnitin.com by March 26

Recommended Assignment Videos (watch any time during the week):
- Long Reports (Chap. 13): “Video Instructions: Formatting Reports Into APA Style (27:58)”

Week 10 (March 27-April 2)

Class Attendance: March 29 AND March 31
March 29: Discuss Final Exam; Discuss Chapter 7 (Email Messages)
March 31: Exam #2

Homework Assignment:
- Chapter 7 Aplia Homework Assignment. Complete at Aplia website by April 2
- Chapter 7 Assignment—See assignment file in “Chapter 7 Learning Module.” Complete and submit to designated link on Turnitin.com by April 2
Week 11 (April 3-9)

**Class Attendance: April 5**
Discuss Chapters 8 and 9

**Impromptu Speaking:** 30 second summary of Chap 7 e-mail

Reading: Chapter 8 & 9 from Guffey & Loewy course textbook, 8th edition

**Homework Assignment:**
- Chapters 8 & 9 Aplia Homework Assignment. Complete at Aplia website by April 9
- Chapters 8-9 Assignment—See assignment file in “Chapter 9 Learning Module.” Complete and submit as 1 file to link on Turnitin.com by April 9

Week 12 (April 10-16)

**Class Attendance: April 12 AND April 14**
April 12: Discuss Chapter 10
April 14: Oral #2 Prep.

**Impromptu Speaking:** 30 second summary of Chap 8 or 9 letter assignments

Reading: Chapter 10 from Guffey & Loewy course textbook, 8th edition

**Homework Assignment:**
- Chapter 10 Aplia Homework Assignment. Complete at Aplia website by April 16
- Chapter 10 Assignment—See assignment file in “Chapter 10 Learning Module.” Complete and submit as 1 file to link on Turnitin.com by April 16

Week 13 (April 17-23)

**Class Attendance: April 19 AND April 21**
April 19: Deliver Oral Presentation #2—as assigned
April 21: Deliver Oral Presentation #2—as assigned

Reading: Chapter 15 from Guffey & Loewy course textbook, 8th edition

**Homework Assignment:**
- Chapter 15 Aplia Homework Assignment. Complete at Aplia website by April 23
- Activities 15.1 AND 15. Submit as 1 file to designated link on Turnitin.com by April 23

Week 14 (April 24-30)

**Class Attendance: April 26 AND April 28**
April 26: Deliver Oral Presentation #2—as assigned
April 28: Deliver Oral Presentation #2—as assigned

Reading: Chapter 16 from Guffey & Loewy course textbook, 8th edition

**Homework Assignment:**
- Chapter 16 Aplia Homework Assignment. Complete at Aplia website by April 30
- Activities 16.8, 16.21 AND 16.19 (course textbook). Submit as 1 file to Turnitin by April 30

Week 15 (May 1-3)

**Class Attendance: May 3**
Listen to Career Counselor presentation
FINAL EXAM: Tuesday, May 10  8:00 a.m.-10:30 a.m.

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

Multiple Choice  
- Ch. 4-10--approx. half.  
- Ch. 11-13--approx. half  
Checkpoint Sentences 1-75  (pp. A-3 to A-19)  

75 @ 1 pt.  
15 @ 1 pt.