Course Number: MGMT 3315  
Course Name: Communicating in Business  
Instructor: Patricia Chastain  
Email Address: pchastain@islander.tamucc.edu  
****HIGHLY recommend that you buy the Aplia application for 80 dollars. This application comes with an electronic copy of the book and you do not need to buy the hard copy of the book.  
Online Tools: Aplia/CengageBrain  
BlackBoard  
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. **Business communication in the digital age and communicating via electronically will be highly emphasized.**

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.
Major Course Requirements

- **Readings**: Business Communication Text and occasional online reports.
- **Viewings**: Throughout course, there will be assignments that can be viewed online through youtube or ted.com
- **Online Discussion**: There is one general discussion topic that will be presented each week of the semester beginning January 25th through April 29th (except for Spring Break). It begins Monday, of each week and ends Friday of each week. It is important that you engage in the discussion frequently.
  - Below you will see a rubric for the grading of the online discussion. Because this is a fully online, upper level class, this discussion will account for a large percentage of your overall grade. As this class will concentrate heavily in the use of digital media for communication, it will aid you in your future employment and educational careers.
  - **Discussion Guidelines**:
    - The discussion begins Monday, January 25 and ends Friday, April 29
    - The topics will not be released until Monday mornings, however, topics are covered in the textbook and additional online media so highly suggest you read ahead of time and not wait until week of discussion.
    - Since this is a form of communication and an online discussion, only posting one or two times leaves little room for interaction and suggests that your postings are only to address the questions posed for the assignment and not interaction with others. The questions provide a basic framework to explore more deeply the concepts, theories, ideas, philosophies, and implications surrounding them.
    - There must be at least one REFERENCED post per week (references can come from any source but should be referenced following APA guidelines)
    - Use your experience, knowledge, background, and scholarly and professional literature to address the questions and advance the discussion.
    - It is recommended to type your response in Word then copy and paste it into the discussion.
    - Interaction is to be on a professional level, which also includes Standard English language protocols. Absolutely no "texting" language unless quoting a source
    - Responses need be professional and follow good business communication standards. Personal discussions, attacks, or criticisms will result in a zero for the discussion grade for the week.
    - DON’T WORRY, I am about having fun and many of the topics will be there to hopefully inspire you to dig deeper and understand how to communicate professionally while learning something different
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<th></th>
<th>Not satisfactory</th>
<th>Introductory</th>
<th>Practiced</th>
<th>Skilled</th>
<th>Total 80</th>
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<tr>
<td><strong>Content Knowledge</strong></td>
<td>Inadequate</td>
<td>Demonstrates some understanding of the topic with little reference to course material.</td>
<td>Relates major concepts of the topic with solid reference to course material.</td>
<td>Identifies specific, relevant concepts of the topic with reliance on course material as well as additional information.</td>
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<td><strong>Thinking Skills</strong></td>
<td>Inadequate</td>
<td>Identifies a position that is somewhat related and support is evident.</td>
<td>Identifies a relevant position to the topic and demonstrates some support for it.</td>
<td>Contributions skillfully apply concepts from course and related material to build and support a position.</td>
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<td><strong>Scholarship</strong></td>
<td>Inadequate</td>
<td>Alludes to sources and/or support is weak.</td>
<td>References to sources and/or support are evident.</td>
<td>Cites sources directly and uses them for strong support of perspectives.</td>
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<td><strong>Participation</strong></td>
<td>Inadequate</td>
<td>Remains on mostly topic, dealing mainly with the proposed subject matter, but rarely contributes in a timely manner.</td>
<td>Remains on topic, alluding to additional material, and contributes in a timely manner.</td>
<td>Expands the issue, bringing in additional relevant perspectives, and contributes early and often.</td>
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<tr>
<th>Points</th>
<th>0-18</th>
<th>19-27</th>
<th>28-35</th>
<th>36-40</th>
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Total /80 = %
Performance Evaluation and Grading:

<table>
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<tr>
<th>Activity</th>
<th>Percentage</th>
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<tr>
<td>Online Discussion</td>
<td>50%</td>
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<tr>
<td>Written Assignments</td>
<td>15%</td>
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<tr>
<td>Quiz/Tests</td>
<td>20%</td>
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<tr>
<td>Company Research Project</td>
<td>15%</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 and how to collaborate using online tools.

1. Team (5 Person teams)
2. Each team will choose a company with worldwide locations and include the following areas of coverage: History, Location, Industry, 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.
3. Teams will use either Prezi or Spiderscribe in order to collaborate/brainstorm online. Each person will be assigned a “topic” regarding the company and you will have to communicate as a team how to put it together. Though it is a team project each individual will also be graded separately based on his or her topic.

**Individual Writing Assignments:**

- Paper #1 LinkedIn Profile and Connection Letter
- Paper #2 CEO Letter
- Paper #3 Resume/Cover Letter
January 20-January 22  Assignments Due:
Introductions/Syllabus
Understanding BB and Aplia

January 25-29  Unit 1: Chapter 1
February 1-5  Unit 1: Chapter 2
February 8-12  Unit 1: Chapter 3
February 15-19  Unit 2: Chapter 4
February 22-26  Unit 2: Chapter 5

February 26  LinkedIn Profile Review  LinkedIn Profile/Letter
February 29-March 4  Unit 2: Chapter 6

March 7  Exam  Exam Units 1, 2
March 7-11  Unit 3: Chapter 7
March 14-18  Spring Break
March 21-25  Unit 3: Chapters 8 & 9
March 28-April 1  Unit 3: Chapter 10

April 1  CEO Letter
April 4-8  Unit 3: Chapter 11
April 11-15  Unit 4: Chapter 12
April 18-22  Unit 4: Chapter 13

April 24  Formal Idea Proposal Letter
April 24-29  Unit 4: Chapter 14

May 2  Exam Review Units 3&4  Exam Units 3, 4
May 11  Team Presentations Due
**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.

**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.

**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.tamucc.edu](http://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.

**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.