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 and oral reporting.

Course Prerequisites:
- BUSI 0011
- Junior standing and above

Learning Objectives:
During this course, the students will:
- Demonstrate the ability to write professionally.
- Prepare and deliver professional presentations.

Required Materials:
Cengage MindTap for Guffey & Loewy’s *Business Communication: Process & Product*, 9th ed. Includes course e-textbook, Aplia online homework assignments, Write Experience (online writing assignments), YouSeeU (online oral presentation assignments), along with supplementary instructional tools. Register as soon as possible (click on the “MindTap Content” link on the Blackboard site). Payment made be made later, following a short grace period.

Course Assessments:
- Written Assignments (5) 25% 50 points
- Oral Assignments (3) 25% 50
- Final Exam (1) 20% 40
- Aplia Homework Assign. (MindTap) (12) 15% 30
- Write Experience Writing Assign. (MindTap) (1) 15% 30
Total 100% 200 points

Assessment Summaries:
*Written Assignments*. Students will complete five written assignments. In Week 1, students will complete a document design assignment (10 pts.). In Week 2, students complete a revision exercise (Figure 6.6) in which they apply Chapter 6 principles (10 pts.). In Week 4, students will write a persuasive request memo seeking an internship with the company studied for the Oral Presentation assignment (“Zooming In: Your Turn” end of Chapter 10; 10 pts.). In Week 5, students will write a short report in which they share their thoughts on several employment topics (10 pts.). In Week 6, students will revise a sample report into APA (10 pts.).
**Oral Assignments.** Students will complete three oral assignments. Students will research one company or organization of interest and record a 5-minute presentation during Week 3 (35 pts.). The presentation will be recorded or submitted through YouSeeU, a program within MindTap. In Week 5, students will record an elevator speech (5 pts.). In Week 6, students will respond to interview questions (10 pts). The Week 5 and 6 oral activities will be completed through YouSeeU.

**MindTap Aplia Homework Assignments.** Students will complete 12 Aplia chapter online homework assignments after reading 12 assigned chapters in the course e-textbook. Both the required course e-textbook and the required Aplia online homework assignments are located within MindTap. Only the top 9 (of 12) assignments will count toward a student’s grade. That means that students have three 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 three free passes.

**Final Exam.** Students will complete a final exam in which they respond to approximately 40 questions over important topics covered in the assigned 12 chapters from the course e-textbook. The exam will be administered with Examity proctoring (fee involved).

**MindTap Write Experience.** In Week 3, students will write a response to a business situation prompt and receive immediate electronic feedback. Students may review the feedback and revise the assignment as many times as desired. Write Experience is completed within MindTap.

**Websites Used:**
Blackboard [https://bb9.tamucc.edu/](https://bb9.tamucc.edu/)

**Course Policies:**

**Exams** – One exam is scheduled during the last week of the course. The exam will be administered through Examity online proctoring service. Students will have 60 minutes to complete the 40 multiple-choice questions, which are derived from all of the textbook chapters assigned throughout the semester.

Students must complete the exam online with Examity online proctoring, a commercial exam-proctoring service. Students must complete scheduling arrangements with Examity in advance.

*Exam-proctoring charges may range from $1 - $50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student. Students may also be responsible for providing webcams to be used in test proctoring.*

The online, Examity-proctored exam will be posted on Blackboard inside the appropriate weekly learning module and will be available from the first day of the module period until the end of the week in which the exam is assigned; it must be
completed by the posted deadline (Saturday, 11:55 p.m.). Remember to schedule the exam with Examity personnel well before the deadline.

Students must make sure that they are using a computer with stable Internet connection. The A&M-CC Office of Distance Learning recommends against using a wireless connection when testing. If students lose Internet connection, they should log back in immediately and resume the exam. The allotted exam time will continue while the Internet connection is down; that is, the exam will end 60 minutes after the student initiated it—even if part of that time is consumed with interrupted Internet connection.

It is assumed that each student will complete his/her own exams and that assistance in answering questions will be neither sought nor received.

**Extra credit (if any)** – No extra credit or additional work of any type is available.

**Electronic Device Usage** - Computers or tablets are required to complete the course.

**Grading:**

- **A**: 90-100%
- **B**: 80-89
- **C**: 70-79
- **D**: 60-69
- **F**: 0-59

**Academic Integrity/Plagiarism**

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.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence.

**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. **September 25** is the last day to drop a class with an automatic grade of “W” this term.
Preferred methods of scholarly citations – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

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 Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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 Dean’s office in the college in which the course is taught or the Office of the Provost.

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.

Statement of Academic Continuity
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class
activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Major Field Test**

*This course has been identified as critical to student mastery of the content covered by the Major Field Test (MFT)*. The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for the MFT in BUSI0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced below. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is CR/NC.

As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, legal and social environment of business, management, marketing, quantitative business analysis, and information systems.
Tentative Course Schedule
(changes will be announced in Blackboard)

Week 1 (August 30-September 6)
- Registration: MindTap (“MindTap Content” link on Blackboard course menu)
- Reading: Chapters 4 & 5 (Guffey & Loewy textbook)
- Homework: Aplia--Chapters 4 & 5 (complete within MindTap)
- Written Assign.: H.A.T.S. Document Design Assignment (see assignment sheet)
- Oral Assign.: Oral Presentation Assignment (read assignment sheet)

Week 2 (September 7-13)
- Reading: Chapters 6 & 7 (Guffey & Loewy textbook)
- Homework: Aplia--Chapters 6 & 7 (complete within MindTap)
- Written Assign.: Chapter 6 Revision Assignment (Figure 6.6) (see assignment sheet)
- Oral Assign.: Oral Presentation Assignment (research, organize, prepare outline)

Week 3 (September 14-20)
- Reading: Chapters 8 & 9 (Guffey & Loewy textbook)
- Homework: Aplia--Chapters 8 & 9 (complete within MindTap)
- Written Assign.: Oral Presentation Assignment (deliver 5-minute presentation on YouSeeU [MindTap])
- Oral Assign.: Oral Presentation Assignment (deliver 5-minute presentation on YouSeeU [MindTap])
- Write Experience: Write “Customer Complaint” assign. (complete within MindTap)

Week 4 (September 21-27)
- Reading: Chapters 10 & 11 (Guffey & Loewy textbook)
- Homework: Aplia--Chapters 10 & 11 (complete within MindTap)
- Written Assign.: Persuasive request memo seeking an internship (“Zooming In: Your Turn” end of Chapter 10 (see assignment sheet)
- Oral Assign.: Persuasive request memo seeking an internship (“Zooming In: Your Turn” end of Chapter 10 (see assignment sheet)
- Write Experience: Revise “Customer Complaint” assign. (complete within MindTap)
- Examity: Schedule exam day and time with Examity
Week 5 (September 28-October 4)

- **Reading:** Chapters 12 & 13 (Guffey & Loewy textbook)
- **Homework:** Aplia--Chapters 12 & 13 (complete within MindTap)
- **Written Assign.:** Short Report on Employment Topics (see assignment sheet)
- **Oral Assign.:** Deliver “Elevator Speech” (complete within YouSeeU [MindTap])
- **Write Experience:** Revise “Customer Complaint” assign. (complete within MindTap)

Week 6 (October 5-11)

- **Reading:** Chapters 15 & 16 (Guffey & Loewy textbook)
- **Homework:** Aplia--Chapters 15 & 16 (complete within MindTap)
- **Written Assign.:** Revise sample report into APA style (see assignment sheet)
- **Oral Assign.:** Deliver graded 5-minute presentation on YouSeeU (MindTap)
- **Write Experience:** Revise “Customer Complaint” assign. (complete within MindTap)

Week 7 (October 12-18)

- **Reading:** Review Chapters 4-16 (Guffey & Loewy textbook)
- **Final Exam:** 1 Hour; proctored by Examity