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

By the end of this course, the students will be able to:

- Demonstrate the ability to write professionally (BBA Goal 1, Objective 1).
- Prepare and deliver professional presentations (BBA Goal 1, Objective 2).

Required or Recommended Readings

Textbook:

MindTap -- Registration/purchase instructions provided at the “MindTap Content” course menu on the course Blackboard page. (Required E-textbook and APLIA online homework assignments are embedded within MindTap).


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. Do not bring one that contains irreplaceable or sensitive data)
Major Course Requirements

Exams

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<th>Exam</th>
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<th>Score</th>
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<tr>
<td>Exam #1</td>
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<td>55</td>
</tr>
<tr>
<td>Final</td>
<td>July 3</td>
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Final exams taken at other times will result in score reduction of 10 points unless approved by university policy.

Written Report

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Oral Presentation

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<tr>
<td>Oral Presentation #2</td>
<td>July 1 &amp; 2</td>
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MindTap (Aplia) Online Homework Assignments

12 Aplia assignments

There are 12 required Aplia Online homework 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 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.

Students who only complete assignments as trial purchase recipients (never purchasing the product) will receive no Aplia points for any assignment.

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.
In-Class Assignments (Chapter Activities, Miscellaneous Assignments)

Miscellaneous In-class or Outside Class Assignments (? @ 5, 10, or 15 points each)

Extra Credit Assignments (optional—complete any or all by July 28)

Mock Interview with Career Counselor; 825-2628 (5 pts.)
Aplia Grammar Tutorial (5 pts; = 90%; 4 pts. = 80%; 3 pts. = 70%; 0 pts. = <70%)
Aplia Writing Tutorial (5 pts; = 90%; 4 pts. = 80%; 3 pts. = 70%; 0 pts. = <70%)
Write Experience (inside MindTap; <50% = 0 pts.; 50% score = 5 pts; 60% = 6 pts;
70% = 7 pts; 80% = 8 pts; 90% = 9 pts; 100% = 10 pts)

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%.

Monitoring Assignment Scores: Students are encouraged to monitor their assignment
and test scores throughout the semester. All assignment scores are available in the “My
Grades” section of Blackboard. Students with a question or concern with an assignment
grade need to express that concern with the course instructor within 1 week of the
assignment score’s posting. After 1 week, students may not challenge an assignment
score.

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 in-class and outside-class assignments (no zero
scores appear on the Blackboard “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, for example, would
need to earn an “A” grade on the final to receive an “A” course grade], (d) completed and
submitted all 5 Written Report assignments by the deadlines, (e) delivered the
Introduction and Conclusion for the team’s Oral Presentation #2, or (f) completed one
extra credit activity.

Students who meet none of the conditions described above are asked not to contact the
instructor and request special treatment not afforded other students (extra credit,
assignment submissions, assignment resubmissions, etc.).

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

Course Policies

Exam 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.
Missed In-Class Assignments. Students absent on the date of an in-class assignment may not complete and submit the assignment, even if they submit the assignment to Turnitin.com before the deadline. However, students who missed class because of a legitimate, excusable absence will receive “no score” (rather than zero) on any graded in-class assignments that occurred on that date if they successfully complete and submit the “Excused Absence Form” to the designated Turnitin link within 1 week of the excused absence. Students may submit the “Excused Absence Form” for one absence.

Legitimate absences include family emergencies; sickness, one-time transportation problems (car won’t start, accident, etc); and other legitimate, unpreventable circumstances. Inexcusable absences include work conflicts, other course conflicts, nonemergency doctor appointments, and other issues that could have been completed at another time.

Athletes or other students involved in university-sponsored events missing an in-class assignment may either submit an “Excused Absence Form” (if any excused absence opportunities remain) or complete a make-up assignment provided by the instructor. The Excused Absence Form or the make-up assignment must be submitted within one week to avoid earning a zero score on the assignment.

Late Written Reports and Oral Presentations. 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 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 be accepted on certain assignments for a designated period; however, an appropriate point reduction will be imposed.

No assignment may be submitted after the Final Exam.

Inattentiveness Policy

Students are expected to attend class on time and concentrate on the material being covered in class. Students who are absent, tardy, leave early, distracted (phone, noncourse computer application, homework for other courses, etc.) may have their Professionalism score adversely affected.

Writing Deficiency Policy

This fast-paced, intensive course 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](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.

**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. **June 21** 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 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](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.
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

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.
MGMT 3315
TENTATIVE Class Schedule

June 3
Class Syllabus
MindTap Registration & Orientation
“H.A.T.S.” Article (Document Design) and Revision Exercise
Turnitin Registration
Submit HATS Revision to Turnitin link
Discuss Written Report Assignment (Assignment 1)
Chapter 4: “Planning Business Messages”
Chapter 4 Activities
Pretest assignment (available on Blackboard “Assessments”)

June 4
Chapter 5 Preparation (see Ch. 5 “Anticipated Class Topics” listing off the course menu)
Discuss Oral Presentation #1
Review Written Report Assignment (Assignment 1)
Review “H.A.T.S.” Article and Revision Exercise
Video 2 (“Guffey’s 3 x 3 Writing Process . . .” [10:10])
Discuss Chapter 5: “Organizing and Drafting Business Messages” (read before class)

June 5
Chapter 6 Preparation (see Ch. 6 “Anticipated Class Topics” listing off the course menu)
Review Written Report Assignment 1A & 1B
Discuss Written Report Assignment (Assignment 2)
Discuss Exam #1
Discuss Chapter 6: “Revising Business Messages” (read before class)
Complete Write Experience assignment

June 6
Chapter 11 Preparation (see Ch. 11-Day 1 “Anticipated Class Topics” listing off the course menu)
Review Written Report Assignment 1D
Discuss Written Report Assignment (Assignment 3)
Discuss Chapter 11 (pp. 389-417): “Reporting in the . . . Workplace” (read before class)

June 10
Chapter 11 Preparation (see Ch. 11-Day 2 “Anticipated Class Topics” listing off the course menu)
Review Written Report Assignment 2
Discuss Chapter 11 (pp. 418-424): “Creating Effective Graphics”
Discuss Written Report Assignment (Assignment 4)
June 11  Chapter 12 Preparation  (see Ch. 12 “Anticipated Class Topics” listing off the course menu)
Discuss Chapter 12 (pp. 443-451):  (Conclusions & Recommendations)
Discuss Chapter 12 (pp. 452-467):  (Short Reports)

June 12  Oral Presentation #1
Discuss Oral Presentation #2
Complete Write Experience assignment

June 13  Chapter 13 Preparation  (see Ch. 13 “Anticipated Class Topics” listing off the course menu)
Review Written Report Assignment 3
Discuss Written Report Assignment (Assignment 5)
Present APA Style Report Format
Discuss Chapter 13 (pp. 493-509): “Writing Formal Business Reports” (read before class)
Discuss p. B-1 to B-3 “Documentation Formats” (read before class)
Oral Presentation #2 meetings (time permitting)

June 17  Chapter 13/12 Preparation  (see Ch. 13-12 “Anticipated Class Topics” listing off the course menu)
Review Written Report Assignment 4
Review APA formatting
Discuss Chapter 12 (pp. 433-449):  “Informal Business Reports” (Traits Memo Report)

June 18  Exam  #1 (Chapters 4-6; 11-13; closed book, closed notes)
            H.A.T.S. Document Design Problem 1 @ 25 pts.
            Multiple Choice Questions 25 @ 1 pt.
            Checkpoint Sentences 1-50 5 @ 1 pt.
Discuss Final Exam
Chapter 7 Preparation  (see Ch. 7 “Anticipated Class Topics” listing off the course menu)
Discuss Chapter 7: “Short Workplace Messages and Digital Media” (read before class)
Discuss Appendix B: “Document Format Guide” (APA Format [read before class])

June 19  Chapter 8 Preparation  (see Ch. 8 “Anticipated Class Topics” listing off the course menu)
Discuss Chapter 8: “Positive Messages” (pp. 253-273) (read before class)
Discuss Appendix B: “Document Format Guide” (pp. A-2 to A-8 [read before class])
June 20  Discuss Chapter 8: “Goodwill Messages” (pp. 274-278) (read before class)
Discuss Final Exam

June 21  LAST DAY TO DROP A COURSE WITH AN AUTOMATIC GRADE OF “W”

June 24  Chapter 9 Preparation  (see Ch. 9 “Anticipated Class Topics” listing off the course menu)
Discuss Chapter 9: “Positive Messages” (read before class)

June 25  Chapter 10 Preparation  (see Ch. 10 “Anticipated Class Topics” listing off the course menu)
Discuss Chapter 10: “Persuasive and Sales Messages”

June 26  Employment Communication Activities
Oral Presentation #2 meetings

June 27  Employment Communication (Chapter 15/16 Activities)

July 1  Class Preparation  (see Oral Presentation #2 “Anticipated Class Topics” listing off the course menu)
ORAL PRESENTATION #2— See assigned list of teams chosen to speak today
Absent students may either (a) submit an “Excused Absence Form” (if they haven’t already used their one excused absence earlier in the course or (b) complete a make-up assignment (see Oral Presentation #2 assignment sheet)
Employment Communication (Chapters 15 & 16)—time permitting

July 2  Class Preparation  (see Oral Presentation #2 “Anticipated Class Topics” listing off the course menu)
ORAL PRESENTATION #2— See assigned list of teams chosen to speak today
Absent students may either (a) submit an “Excused Absence Form” (if they haven’t already used their one excused absence earlier in the course or (b) complete a make-up assignment (see Oral Presentation #2 assignment sheet)
Employment Communication (Chapters 15 & 16)—time permitting
July 3  FINAL EXAM (Chapters 4-13)
MGMT 3315.001  (M-R 8:00 - 9:55 a.m.) = Wednesday, July 3, 8:00 – 9:55 a.m.

  Multiple Choice (Ch. 4-13)                45 @ 1 pt.
  Checkpoint Sentences                     15 @ 1 pt.
  Application Problem                      1 @ 15 pts.