College of Business BBA
Course Syllabus for

Course number: MGMT 3315
Instructor: Elwin Myers
Semester: Fall 2018
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**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)

**Course Assessments:**
- Written Assignments (10) 40% 100 points
- Oral Assignments (3) 20 50
- Final Exam (1) 16 40
- Aplia Homework Assign. (MindTap) (12) 12 30
- Write Experience Writing Assign. (MindTap) (3) 12 30
  Total 100% 250 points
Assessment Summaries:

Written Assignments. Students will complete 10 written assignments. In order to earn an “A” grade on any written assignment, students must submit the completed assignment before the last day of the module. Assignments submitted on the last day of the module will receive no higher than a “B” grade.

In Week 3, students will complete revision and writing improvement problems from Chapters 4 and 5 (5 pts.). In Week 4, students complete a revision exercise (Figure 6.6) in which they apply Chapter 6 principles (5 pts.). In Week 5, students will complete a documentation assignment (10 pts.). In Week 7, students will reformat a report into APA style (5 pts.). In Week 9 students will submit the Written Report Assignment on the company selected for the Oral Presentation Assignment (40 pts.). In Week 10 students write two business letters (10 pts.). In Week 11 students write another business letter. In Week 12 students prepare PowerPoint slides for the Oral Presentation Assignment (5 pts.). In Week 14 students write several employment communication messages (10 pts.).

Oral Assignments. Students will complete three oral assignments. In order to earn an “A” grade on any oral assignment, students must submit the completed assignment before the last day of the module. Assignments submitted on the last day of the module will receive no higher than a “B” grade.

Students will research one company or organization of interest and record a 5-minute presentation during Week 4 (40 pts.). The presentation will be recorded or submitted through YouSeeU, a program within MindTap. In Week 13, students will record an elevator speech (5 pts.). In Week 14, students will respond to interview questions (5 pts). The Week 13 and 14 oral activities will be completed through YouSeeU.

MindTap Aplia Homework & Practice Quiz Assignments. Students will complete 16 Aplia chapter online homework assignments and 16 chapter Practice quizzes after reading 16 assigned chapters in the course e-textbook. The required course e-textbook, the required Aplia online homework assignments, and the required Chapter Practice quizzes are all located within MindTap. Only the top 25 (of 32) assignments will count toward a student’s grade. That means that students have seven 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 seven 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 (Chapters 4-13, 15-16) The exam will be administered with Examity proctoring (fee involved).

MindTap Write Experience. In Weeks 2, 3, 6, 7, 11, and 12, students will write responses to a business situation prompt (“Customer Complaint,” “Crisis at Canoe,” and “Letter of Interest”) and receive immediate electronic feedback. Students may review the
feedback and revise the assignments up to 10 times maximum. The highest score on either assignment will be used to calculate the Write Experience grade (see the grading scale inside the “Write Experience” course menu). In order to earn an A grade (>90%), students must complete at least one attempt of the Write Experience assignment listed on the course syllabus all six weeks: Weeks 2, 3, 6, 11, and 12. Students who miss one week or more will earn no higher than an 89 percent. Write Experience is completed within MindTap.

Websites Used:
- Blackboard: https://bb9.tamucc.edu/
- Turnitin: https://turnitin.com

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** – 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. **November 9** 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 27-September 1)**

**Registration:** MindTap (“MindTap Content” link on Blackboard course menu)

**Registration**
Turnitin (“Turnitincom Instructions” link on Blackboard course menu)

**Reading:** Chapter 1 (Guffey & Loewy textbook; complete within MindTap)

**Homework:**
* Aplia—Chapter 1 Assignment (complete within MindTap)*
* Chapter 1 Practice Quiz (complete within MindTap Study Tool)*

**Writ Report Assign.:**
Read the Written Report Assignment Sheet

**Oral Pres. Assign.:**
Start Written Report Assignment 1 (select topic and complete outline)

**Write Experience:**
Watch the Write Experience Overview Video

**Week 2 (September 2-8)**

**Reading:** Chapters 2 & 3 (Guffey & Loewy textbook; complete within MindTap)

**Homework:**
* Aplia—Chapter 2 Assignment (complete within MindTap)*
* Chapter 2 Practice Quiz (complete within MindTap Study Tool)*
* Aplia—Chapter 3 Assignment (complete within MindTap)*
* Chapter 3 Practice Quiz (complete within MindTap Study Tool)*

**Writ Report Assign.:**
Finish Written Report Assignment 1 (complete outline)

**Oral Pres. Assign.:**
Oral Presentation Assignment (research, organize, prepare outline)

**Write Experience:**
*Write “Customer Complaint” assign. (complete within MindTap)*

**Week 3 (September 9-15)**

**Reading:** Chapters 4 & 5 (Guffey & Loewy textbook; complete within MindTap)

**Homework:**
* Aplia—Chapter 4 Assignment (complete within MindTap)*
* Chapter 4 Practice Quiz (complete within MindTap Study Tool)*
* Aplia—Chapter 5 Assignment (complete within MindTap)*
* Chapter 5 Practice Quiz (complete within MindTap Study Tool)*

**Writ Report Assign.:**
Start Written Report Assignment 2 (rough draft)

**Other Writ. Assign.:**
*Ch. 4 “Activities” and Ch. 5 “Writing Improvement Exercises”*

**Oral Pres. Assign.:**
Oral Presentation Assignment (practice, practice, practice)

**Write Experience:**
*Revise “Customer Complaint” assign. (complete within MindTap)*

* Graded assignment due by the end of this week.

Note: In order to earn an “A” grade on any written assignment, students must submit the completed assignment before the last day of the module. Assignments submitted on the last day of the module will receive no higher than a “B” grade.
Week 4 (September 16-22)

Reading: Chapter 6 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 6 Assignment (complete within MindTap)*
*Chapter 6 Practice Quiz (complete within MindTap Study Tool)*
Writ Report Assign: Finish Written Report Assignment 2 (rough draft)
Other Writ. Assign: *Chapter 6 Revision Assignment (Figure 6.6)*
Oral Pres. Assign: *Deliver 5-minute presentation in YouSeeU [MindTap]*
Write Experience: None this week; resume Week 6

Week 5 (September 23-29)

Reading: Chapter 11 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 11 Assignment (complete within MindTap)*
*Chapter 11 Practice Quiz (complete within MindTap Study Tool)*
Writ Report Assign: Start Written Report Assignment 3 (APA documentation)
Other Writ. Assign: *Documentation Assignment (library database & APA document.)*
Write Experience: None this week; resume Week 6
Examity: Schedule exam day and time with Examity (if not completed yet)

Week 6 (September 30-October 6)

Reading: Chapter 12 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 12 Assignment (complete within MindTap)*
*Chapter 12 Practice Quiz (complete within MindTap Study Tool)*
Writ Report Assign: Finish Written Report Assignment 3 (APA documentation)
Write Experience: *Write “Crisis at Canoe” assignment (complete within MindTap)*

Week 7 (October 7-12)

Reading: Chapter 13 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 13 Assignment (complete within MindTap)*
*Chapter 13 Practice Quiz (complete within MindTap Study Tool)*
Writ Report Assign: Start Written Report Assignment 4 (1 graphic)
Other Writ. Assign: *Format Long Report Into APA Style*
Write Experience: *Revise “Crisis at Canoe” assignment (complete within MindTap)*

* Graded assignment due by the end of this week.

Note: In order to earn an “A” grade on any written assignment, students must submit the completed assignment before the last day of the module. Assignments submitted on the last day of the module will receive no higher than a “B” grade.
Week 8 (October 14-21)

Reading: Chapter 7 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 7 Assignment (complete within MindTap)*
*Chapter 7 Practice Quiz (complete within MindTap Study Tool)*
Writ Report Assign: Start Written Report Assignment 5 (final report)
Write Experience: None this week; resume Week 11

Week 9 (October 21-27)

Reading: Chapter 8 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 8 Assignment (complete within MindTap)*
*Chapter 8 Practice Quiz (complete within MindTap Study Tool)*
Writ Report Assign: *Finish Written Report Assignment 5 (final report)*
Write Experience: None this week; resume Week 11

Week 10 (October 28-November 3)

Reading: Chapter 9 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 9 Assignment (complete within MindTap)*
*Chapter 9 Practice Quiz (complete within MindTap Study Tool)*
Other Writ. Assign: *Write Two Business Letters (Claim & Bad News Letters)*
Write Experience: None this week; resume Week 11

Week 11 (November 4-10)
November 9 = Last day to drop a course

Reading: Chapter 10 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 10 Assignment (complete within MindTap)*
*Chapter 10 Practice Quiz (complete within MindTap Study Tool)*
Written Assign.: *Complete Business Letter (Persuasive Request)*
Write Experience: *Write “Letter of Interest” assignment (complete within MindTap)*

* Graded assignment due by the end of this week.

Note: In order to earn an “A” grade on any written assignment, students must submit the completed assignment before* the last day of the module. Assignments submitted on the last day of the module will receive no higher than a “B” grade.
Week 12 (November 11-17)

Reading: Chapter 14 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 14 Assignment (complete within MindTap)*
*Chapter 14 Practice Quiz (complete within MindTap Study Tool)*
Other Writ. Assign.: *PowerPoint Slides for Oral Presentation Assignment*
Write Experience: *Revise “Letter of Interest” assignment (complete within MindTap)*
Examity: Schedule exam day and time with Examity

Week 13 (November 18-24)

Reading: Chapter 15 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 15 Assignment (complete within MindTap)*
*Chapter 15 Practice Quiz (complete within MindTap Study Tool)*
Other Writ. Assign.: *Activity 15.3 (Career Analysis E-mail)*
Other Oral Assign.: *Deliver “Elevator Speech” (complete within YouSeeU [MindTap])*
Write Experience: None this week
Examity: Schedule exam day and time with Examity (if not completed yet)

Week 14 (November 25-December 1)

Reading: Chapter 16 (Guffey & Loewy textbook; complete within MindTap)
Homework: *Aplia—Chapter 16 Assignment (complete within MindTap)*
*Chapter 16 Practice Quiz (complete within MindTap Study Tool)*
Other Writ Assign: *Ch. 16 Employment Commun. Messages (see assignment sheet)*
Other Oral Assign.: *“Interv. Quest. Responses” (complete within YouSeeU [MindTap])*
Write Experience: None this week
Examity: Schedule exam day and time with Examity (if not completed yet)

Week 15 (December 2-8)

Reading: Review Chapters 4-16 (Guffey & Loewy textbook; complete within MindTap)
Write Experience: None this week
Final Exam: *1 Hour; proctored by Examity*

* Graded assignment due by the end of this week.

Note: In order to earn an “A” grade on any written assignment, students must submit the completed assignment before the last day of the module. Assignments submitted on the last day of the module will receive no higher than a “B” grade.