Texas A&M University-Corpus Christi  
College of Business | MGMT 3315, Communicating in Business

Course number: **MGMT 3315**  
Instructor: Lisa Martinez  
Email: lisa.martinez@tamucc.edu

Semester: Spring 2020  
Email: lisa.martinez@tamucc.edu  
Text: 956-778-3558

Duration: August 26-December 13  
Office: TBD  
Office Hours: 6-7p

Class Day/Time: Tuesdays, 7:05p-9:35p  
Classroom: TBD

**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 and Junior standing and above.

**Required Materials:**
Business Writing For Dummies (For Dummies (Lifestyle)) Paperback – April 24, 2017

**Additional Recommended Materials: (Optional)**

**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).

**Additional Goals:**
- Build a professional persona, resume, cover letter and social media best practices.
Course Schedule | Topics and Assignments – Under construction.

Grading of Assignments
The grade for this course will be determined according to the following formula:

<table>
<thead>
<tr>
<th>Assignments/Activities</th>
<th>Points</th>
<th>Subtotal Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persona Assignments - 4 x</td>
<td>15</td>
<td>60</td>
</tr>
<tr>
<td>Writing Assignments - 3 x</td>
<td>15</td>
<td>45</td>
</tr>
<tr>
<td>Mini Persona Assignment - 1 x</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Mini Writing Assignment - 1 x</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Midterm - 1 x</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Final - 1 x</td>
<td>80</td>
<td>80</td>
</tr>
</tbody>
</table>

**Total Points 250**

Letter Grades
Letter grades for the entire course will be assigned as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Points</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>225+</td>
<td>90% and higher</td>
</tr>
<tr>
<td>B</td>
<td>200-224</td>
<td>80% - 89%</td>
</tr>
<tr>
<td>C</td>
<td>175-199</td>
<td>70% - 79%</td>
</tr>
<tr>
<td>D</td>
<td>150-174</td>
<td>60% - 69%</td>
</tr>
<tr>
<td>F</td>
<td>173&lt;</td>
<td>59.99% and lower</td>
</tr>
</tbody>
</table>
Websites Used / Accounts to have:
Websites: TBD

(minimum) Accounts: LinkedIn profile, Twitter account, YouTube account

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.

Attendance and Tardiness
Your attendance and participation is expected at all iterations of our class meetings, and it assures that you and your colleagues get the full benefit of taking this class. Your absence and/or coming late or leaving early is a detriment to yourself and to your colleagues. We need all of you here to have productive and meaningful discussions. If you are not in class, you are responsible for finding out from another classmates what you missed.

Cell Phone / Electronic Device Usage
Cell phone and electronic usage will occasionally be a part of the in-class discussion, however, when class time does not require electronic devices, silence them and put them aside. Repeated interruption will result in being asked to leave class to attend to your personal matters. You may return to class the following week. You will be responsible for the materials missed. Reach out to your classmates for a recap.

Assignments / Deadlines
All assignments are to be turned in on Blackboard before their designated date and time. Late assignments will not be accepted, however, there are two re-do assignments due at the end of the semester that can serve as your opportunity for missed assignments. All assignments listed are required. Read through all assignments listed on Blackboard for details.

Assignments will not be accepted via email before or after the due date. A gentle reminder will be given in a reply, however, if my reminder comes after the deadline has passed, your assignment is considered late and not eligible for grading.
**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**

Please consult with your A&M-Corpus Christi academic advisor, the Financial Aid Office, and me, before you decide to drop this course. In order to officially drop the course, you must initiate the process by going to your A&M-Corpus Christi advisor or RELLIS Advisor and fill out a course drop form. Stopping your class attendance will not trigger an official drop of the course. November 8 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 preferred method for citations; however, other styles will be accepted as long as they are consistent. All work should be paraphrased rather than copied directly.

**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) 8255816.

**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.

**Writing Center**
A&M-Corpus Christi offers assistance in writing techniques. You are able to access this service online through Career Counseling. You must first register for an account at [https://tamucc.mywconline.com/register.php](https://tamucc.mywconline.com/register.php). After you register for an account, use the login form to see available openings. A video is available to view how to book and chat with a consultant online.

Video: [https://player.vimeo.com/video/34848009?title=0&amp;byline=0&amp;portrait=0#online_consult](https://player.vimeo.com/video/34848009?title=0&amp;byline=0&amp;portrait=0#online_consult)

**Career Counseling/Resume Assistance**
In order to initiate requests for resume assistance, register on HireAnIslander, powered by Handshake, and then call 361-825-2628 to schedule an appointment with your career counselor. [https://tamucc.joinhandshake.com/login](https://tamucc.joinhandshake.com/login)