

BAAS 305
Corporate Communications
Fall, 2014

Instructor: Annette Taggart, MBA, CPA
Office: AG/IT Bldg #241
E-Mail: annette.taggart@tamuc.edu (preferred method of communication)
Phone/Voice Mail: 903-886-5653 (e-mail for faster response)
Office Hours: By appointment

COURSE INFORMATION

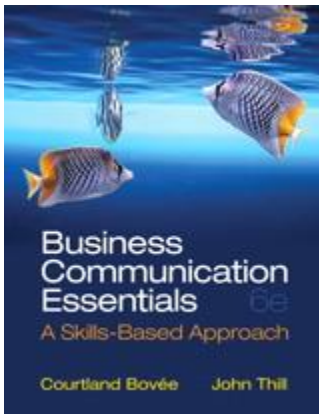
Required Textbook

Business Communication Essentials: A Skills-Based Approach

6th edition

Bovee & Thill

Access card to e-text and MyBCommLab: 9780133784381 (through A&M-Commerce bookstore)



Note: Alternate versions of text and MyBCommLab access may be purchased directly through Pearson Store during registration for MyBCommLab (see eCollege for detailed instructions).

Course Description

This course is a study of the effective exchange of information between individuals and organizations including email, reports, memorandums, letters, presentations, web page design, advertising, marketing, and public relations.

Emphasis will be placed on professionalism, etiquette, and awareness of a multi-cultural environment in both internal and external communications. MS Office and E-mail will be reviewed as tools of information exchange.

Course Objectives

- Describe rhetorical elements that experienced communicators consider, including context, organization, and purpose through planning, creation, and presentation of written and oral presentation material.
- Identify the synergistic link between understanding reading and writing of technical and business information in multi-cultural environment in corporate communications.

- Study, develop, and practice ethical collaborative skills that enhance enhanced communications using effective timelines and schedules.
- Design and select effective visuals using technology to enhance specific communication functions.
- Understand the relationship of the design of information to the critical goals of accessibility/legibility, comprehensibility/readability, and usability.

COURSE REQUIREMENTS

Chapter assignments: 50% of total course grade – Chapter assignments include, but are not limited to, the following:

- Video Exercises
- Simulation Exercises
- Document Makeovers
- Grammar/syntax refreshers

To help you stay on schedule, **due dates are in BOLD RED on the course calendar.**

Quizzes: 50% of total course grade – Each quiz will be open for four days and will cover specified chapters. Quiz question format will be multiple-choice and True/False. You will have only one chance to take each timed quiz, available during the dates shown on the calendar. The date a quiz opens is shown in GREEN and UNDERLINED on the course calendar. **Due dates (quiz close dates) are in BOLD RED on the course calendar.**

Additional Assignment Notes:

- Chapter Warm-Ups and Textbook figure reviews are required to be completed before beginning each chapter. Chapter Warm-Ups are graded, but DO NOT COUNT toward the course grade; therefore, they account for 0% of the total course grade.
- Textbook figure reviews are required to be completed before accessing the chapter quizzes. Textbook figure reviews are graded, but DO NOT COUNT toward the overall course grade; therefore, they account for 0% of the total course grade.

TECHNOLOGY REQUIREMENTS

First time eCollege users:

Students taking online courses are required to familiarize themselves with eCollege by going through the eCollege tutorial or orientation process. This will ensure that each student will have sufficient knowledge on how to accomplish the requirements of the course. It is NOT the Instructor's responsibility to teach students how eCollege works. **The Instructor assumes that each student has a working knowledge of eCollege and has a MyLeo e-mail address.** Students can access the online eCollege Orientation by selecting the link to **Online Student Tutorial** before you enter your course.

Hardware/Software Requirements:

As the course is conducted totally online, students will be expected to have basic computer literacy skills, access to a reliable computer with a reliable Internet connection, and Microsoft Office 2007 or later. Also, back-up access to required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology and Internet resources. For those students in doubt about the necessary technology, refer to the following website: <http://online.tamuc.org/index.learn?action=technical>

Email:

As a student enrolled at Texas A&M University-Commerce, you have access to an email account via myLeo. All emails sent by me from eCollege (and all other university emails) will go to this account, so please be sure to check it regularly. Conversely, you are to email me via the eCollege email system or your myLeo email as our spam filters will catch yahoo, hotmail, etc. and I will not check for your email in spam.

ACCESS AND NAVIGATION

Technical Support:

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege Help Desk, available 24 hours a day, seven days a week. The Help Desk can be reached by sending an email to helpdesk@online.tamuc.org or by calling 1-866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

Course Concerns:

If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact your instructor via email or through the "Virtual Office".

COMMUNICATION AND SUPPORT

The **first** way to contact me is by email. This is an online course; therefore, expect most communication to be online as well. **All emails must include BAAS 305 in the subject line, student name and CWID, and use proper email etiquette.** The instructor will make every effort to respond to emails within 24 to 48 hours Monday-Friday, provided the correspondence follows the requirements listed above. **NOTE: Leo-Mail will be used for all communication for this course! You must check your Leo email on a regular basis!**

In order to avoid duplication of questions and answers, I prefer that you post all class related questions in Virtual Office. It is likely that your peers will have the same question. Questions or concerns of a personal nature should be sent to my email address via eCollege.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Student Responsibilities:

- Stay active in the course by logging into the course on a regular daily basis. Any student who will not be able to log into the class web site for more than **five (5) days** (i.e., because of an extended business trip) should contact the instructor in advance
- Complete assignments as specified
- Always read every course **announcement** at the top of the course. Feedback for assignments, university announcements, and major department announcements will be posted to this forum. These announcements are placed in your course to help you so please take the time to read and understand each announcement. Announcements are time sensitive so they will only be available for a limited period of time.
- Learn to **proficiently** use the eCollege system

Every student has the right to drop the course without penalty until the drop-date listed in the university academic calendar. Students dropping the course during this period will be given a 'Q'.

If a student stops attending class, or is not satisfied with his/her grade in the course and wishes to drop, it is the student's responsibility to drop the course. A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page

Professional Conduct:

The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. Students must contribute appropriately to the class. I expect every student to maintain a professional level with respecting opinions of the instructor, students, and guest speakers. In extreme cases where professional conduct is not observed, the instructor reserves the right to **administratively drop** a student from the class with a final grade of 'F'.

Academic Integrity:

If you are to excel in this course, the need for collaboration is undeniable, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you **must** do your own work. My policy, which will guide this course, is this: **I trust you to behave honestly and ethically in all circumstances.** Please ask me if you have questions about what is proper and what is not.

Academic Honesty: Plagiarism and other forms of academic dishonesty will not be tolerated. All students must complete, submit, and adhere to the Academic Honesty Policy of the College of Business and Entrepreneurship. No assignments will be graded until the completed honesty policy has been submitted.

UNIVERSITY SPECIFIC PROCEDURES

ADA Statement:

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 have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu
[Student Disability Resources & Services](#)

Student Conduct:

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (see *Code of Student Conduct from Student Guide Handbook*).

Course Calendar:

Expected course calendar shown below (the instructor reserves the right to make changes to the course calendar and related due dates as necessary during the course of the semester).

Key: GREEN (underlined)=assignment and quiz open dates;
RED (bold)=assignment due dates and quiz close dates

August, 2014

(BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
24	25 First day of class – Fall 2014	26 Login to MyBCommLab <u>Begin reading Chapter 1</u>	27	28 Academic Honesty Policy Due (eCollege Dropbox)	29 Post your introduction in the Student Lounge in eCollege	30
31						

September, 2014

(BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
Chapter 1 quiz opens	1 Labor Day Univ Closed	2 Chapter 1 assignments due	3 Chapter 1 quiz closes	4 Begin reading Chapter 2	5	6
7 Chapter 2 Quiz opens	8	9 Chapter 2 assignments due	10 12th class day Chapter 2 quiz closes	11 Begin reading Chapter 3	12	13
14 Chapter 3 Quiz opens	15	16 Chapter 3 assignments due	17 Chapter 3 quiz closes	18 Begin reading Chapter 4	19	20
21 Chapter 4 Quiz opens	22	23 Chapter 4 assignments due	24 Chapter 4 quiz closes	25 Begin reading Chapter 5	26	27
28 Chapter 5 Quiz opens	29	30 Chapter 5 assignments due				

October, 2014

(BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Chapter 5 quiz closes	2 <u>Begin reading Chapter 6</u>	3	4
5 <u>Chapter 6 Quiz opens</u>	6	7 Chapter 6 assignments due	8 Chapter 6 quiz closes	9 <u>Begin reading Chapter 7</u>	10	11
12 <u>Chapter 7 Quiz opens</u>	13	14 Chapter 7 assignments due	15 Chapter 7 quiz closes	16 <u>Begin reading Chapter 8</u>	17	18
19 <u>Chapter 8 Quiz opens</u>	20	21 Chapter 8 assignments due	22 Chapter 8 quiz closes	23	24 <u>Begin reading Chapter 9</u>	25
26 <u>Chapter 9 Quiz opens</u>	27	28 Chapter 9 assignments due	29 Chapter 9 quiz closes	30 Last Day to Drop a 16 wk class with a Q grade	31 <u>Begin reading Chapter 10</u>	NOV 1

November, 2014

(BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
2 Chapter 10 Quiz opens	3	4 Chapter 10 assignments due	5 Chapter 10 quiz closes	6 Begin reading Chapter 11	7	8
9 Chapter 11 Quiz opens	10	11 Chapter 11 assignments due	12 Chapter 11 quiz closes	13 Begin reading Chapter 12	14	15
16 Chapter 12 Quiz opens	17	18 Chapter 12 assignments due	19 Chapter 12 quiz closes	20 Begin reading Chapter 13	21	22
23 Chapter 13 Quiz opens	24	25 Chapter 13 assignments due	26 Chapter 13 quiz closes	27 Thanksgiving Break	28 Thanksgiving Break	29 Begin reading Chapter 14

December, 2014

(BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3 Chapter 14 Quiz opens	4 Chapter 14 assignments due	5	6 Chapter 14 Quiz closes
7	8	9	10	11	12 Fall Finals Week Ends	13