

**MGT 303-Business Communication-ONLINE**  
**Texas A&M University-Commerce**  
**Summer 2016**  
Tentative Course Syllabus

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Subject area on all email correspondence...***your name, course name & section number***

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*Please leave a clear message when leaving a voice mail.*

**Office Hours:** By appt. if needed; otherwise via email for fully online course.

### **Course Description**

A study of the fundamentals of writing both formal and informal reports, utilizing primary and secondary research. A team approach is used for problem solving and process improvement. Included is the study of life-long learning skills as related to interpersonal communication and intercultural business communication. **Prerequisite:** Junior standing.

### **Course Objectives**

This course is designed to develop the following professional skills:

- Students will understand how businesses communicate through formal and informal communication networks as well as in groups.
- Students will be able to recognize communication meanings that are rooted in cultural experience.
- Students will develop the ability to express themselves in writing, including a thorough knowledge of grammar, mechanics and basic writing skills, differentiating between positive, negative, neutral and persuasive messages. Students will also analyze information gathered from research to draw accurate conclusions, utilize the formats for “direct and indirect” communication strategies and formal and information styles of reports and demonstrate techniques to graphically communicate information for written and oral communications.
- Students will be able to compare and contrast active, passive and not listening behavior as well as strategies to listen effectively while demonstrating the communication elements that are part of communicating using the “you view.”
- Students will understand the ethical goals of business communication and tools for communicating ethically in business.

**Required Texts:** Thill & Bovee. Excellence in Business Communication. 11<sup>th</sup> Edition.

### Attendance

Attendance and participation will have a direct effect on your grade. **Notification should be given via email should the student become aware prolonged inactivity/absence is inevitable.**

Excessive inactivity/absences can result in an administrative drop from the course. A contact or an attempt to contact a student regarding being administratively dropped from the course will be made.

**Students with 0 minutes of activity will automatically be considered for administrative drop.**

Students with a concern regarding absences should discuss their specific situation directly with the instructor.

### Course Grade

Final course grade will consist of the accumulation of points (weighted) earned by completion of the following: **Exam I, II, III and IV, Upward (Introductory Memo) , Downward (Email) and Horizontal Communication (Questionable Communication) Assignments, In-Class Presentation, Written Report, Resume, Attendance and Participation. Grading will be as follows, each exam is worth 15%, Communication Assignments 5%, In-Class Presentation 5%, Written Report 5%, Resume 5%, Attendance 5% and Participation 5%.** Your course grade will be based on a ten point scale:  $\geq 90\%=A$ ,  $\geq 80\%=B$ ,  $\geq 70\%=C$ ,  $\geq 60\%=D$ ,  $< 60\%=F$ .

### Plagiarism

**Plagiarism and other forms of academic dishonesty will not be tolerated.** The university will not condone plagiarism in any form. The faculty, administration, and students are expected to uphold and support the highest academic standards in this matter. Plagiarism is handled initially by the instructor. If the instructor feels the problem warrants more attention, it should then be pursued through the department head. If the department head wishes, it should be brought to the attention of the dean of the college for study and review before meeting with the standing University Discipline Committee. See 13.99.99.R0.03 Plagiarism

<http://www.tamuc.edu/aboutus/policiesproceduresstandardsstatements/rulesProcedures/13students/academic/13.99.99.R0.03Plagiarism.aspx>

**Notes and Reminders-** All exams may consist of a combination of multiple choice, matching, true/false and short essay questions. **A grade of 0 will be assigned for a missed exam.**

Class participation points will be based on assigned activities, assignments and preparedness. Students will be prepared for the class period having read the material for the week/discussion, prepare/discuss current events, and be ready to participate activities and discussions. Occasional quizzes may be given to verify preparedness.

### Student Conduct

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### Students with Disabilities

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, Room 132**

**Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148**

[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

## Topics and Overview

### Week 1

Achieving Success Through Effective Business Communication  
Mastering Team Skills and Interpersonal Communication  
Communicating in a World of Diversity  
Planning Business Messages

### Exam I (Week of June 6th)

### Week 2

Writing Business Messages  
Completing Business Messages  
Crafting Messages for Electronic Media  
Writing Routine and Positive Messages

### Exam II (Week of June 13th)

### Week 3

Writing Negative Messages  
Writing Persuasive Messages  
Planning Reports and Proposals  
Writing Reports and Proposals

### Exam III (Week of June 20th)

### Week 4

Completing Reports and Proposals  
Designing and Delivering Oral and Online Presentations  
Building Careers and Writing Resumes  
Applying and interviewing for Employment

### Exam IV (Week of July 4th)



**Communication Assignments, In-Class Presentations, Written Report, Resume, E-Mail, Questionable Communication**

*Rubrics will be provided in-class/online when assignment is given in class.*

### **Communication Assignments-**

The communication assignments directed upward, downward and horizontally will prepare you to interact in written form with your colleagues, superiors and employees. Great care should be taken when planning, writing and completing communication assignments as they become a record of your interactions at all levels. The assumption in communication assignments is they will be your first communications in your first few months in your first professional position. This will be your “introduction” of your writing skills to your colleagues, superiors and employees. They will learn your writing style, your professionalism, your tone, etc.

#### **E-Mail (DOWNWARD)-(Week of June 6th)**

Most commonly used, emails have become the new standard in business communications, used in most industries for routine communications. The challenge in this assignment is to design, create and send an email “downward”. Downward means an email directed to staff below you in the organization. Your email can be directed to your administrative assistant, your staff, the maintenance staff, etc. anyone, or more than one person, below you in your organization. You choose the name, the scenario, etc. How you communicate with staff below you can be a key to your upward mobility in the organization. Be mindful of your writing style, your professionalism, your tone, etc.

#### **Questionable Communication (HORIZONTAL)-(Week of June 6th)**

The purpose of this assignment is to both identify questionable communications as well as to practice writing to our colleagues (horizontal). Assumptions can be made you will be writing to professionals on your same level in your organization. Similar knowledge, similar experiences, similar understanding. You are composing a piece for their information and review.

#### **Presentation- (5 mins. max) (Week of July 4th)**

Assume the presentation you prepare for this assignment is being prepared in your first full-time position. Your objective is to appropriately prepare and present your information to engage and inform your audience. The challenge is to prepare and present an effective and relevant less than five minute presentation. Chapter 14 in your text provides useful tips. My BComm lab will be used.

#### **Written Report-(Week of June 20th )**

As constant and consistent communication between employees and supervisors, external clients occurs daily, weekly, etc., your written report assignment will prepare you for communicating accordingly. You will be asked to prepare a brief written report (in accordance with Ch. 13, p. 415 text) as you would in your first professional position.

#### **Resume-(Week of June 13th)**

Assume the resume you prepare for this assignment is being prepared as you apply for your first full-time position. Your objective with your resume is to appropriately capture your audience’s attention to consider the content within your resume. Once the reader begins evaluating your resume, the purpose of the content is to provide relevant details, maintain reader engagement and elicit interest to secure an interview. *Your resume will reflect YOU on paper (Ch. 15 in your text will help).* The challenge is to establish congruency using appropriate content and style.

#### **Introductory Memo (UPWARD)-(Week of June 27th )**

The assignment is entitled an Introductory Memo because the assumption is this is your first memo to your supervisor (upward) in your first few months in a new position. This will be your “introduction” of your writing skills to your supervisor. They will learn your writing style, your professionalism, your tone, etc. all from this first memo!