



MGT 303 – Business Communication

COURSE SYLLABUS: Spring 2017

INSTRUCTOR INFORMATION

Instructor: Linda Wee, MBA

Office Phone: 972.377.1061

University Email Address: Linda.Wee@tamuc.edu

Preferred Form of Communication: Email

Communication Response Time: 48 business hours

COURSE INFORMATION

Textbook(s) Required

Thill & Bovee. Excellence in Business Communication, Student Value Edition Plus MyBCommLab with Pearson eText—Access Card Package, 12th Edition, **ISBN 9780134421810**

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.

Student Learning Outcomes

- 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.

The syllabus/schedule are subject to change.

- 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.

Attendance

Attendance is a great predictor of success. Attendance is important and expected. Arriving late or leaving early will lower your grade Please contact your instructor regarding absences or class conflicts. If absent, the student is responsible for:

- Obtaining notes from the class: It is the student’s responsibility to get the materials from a classmate, as well as finding out any changes to the schedule made during absence.
- Absence from class is not an excuse for late work or failure to be prepared for the following class. Late assignments will not receive the full points.

STUDENTS WHO STOP ATTENDING CLASS AND DO NOT FORMALLY DROP ON OR BEFORE THE LAST DAY TO WITHDRAW WILL RECEIVE AN "F".

Excessive absences can result in an administrative drop from the course.

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, Downward and Horizontal Communication Assignments, Presentation, Written Report, Resume, Attendance and Participation. Grading will be as follows:

Exams I, II, III, IV (10% each):	40% of the final grade
Communication Assignments:	15% of the final grade
Video Presentation:	10% of the final grade
Written Report:	10% of the final grade
Resume:	10% of the final grade
Attendance & Participation	15% of the final grade

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

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.

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CLASS PROTOCOL

- Students are not permitted to use laptops during class time unless prior approval has been given by Professor.
- Cell phones need to be turned off or programmed to silent during class time
- No text messaging during class time No eating during class
- Respect the right of others to learn by listening and contributing to the topic being discussed.
- Maintain punctuality and good attendance (see attendance policy) Participate and attend all guest lectures and class events Participate and contribute effectively and timely in team projects.

myLeo Support

Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@tamuc.edu or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at [myLeo](https://leo.tamuc.edu).
<https://leo.tamuc.edu>

Learner Support

The [One Stop Shop](http://www.tamuc.edu/admissions/onestopshop/) was created to serve you by providing as many resources as possible in one location. <http://www.tamuc.edu/admissions/onestopshop/>

The [Academic Success Center](http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/) provides academic resources to help you achieve academic success.

<http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf).

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Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

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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 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: Rebecca.Tuerk@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-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.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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COURSE OUTLINE / CALENDAR

1/17/17	Chapter 1: Professional Communication in a Digital, Social, Mobile World	
1/24/17	Chapter 2: Collaboration, Interpersonal Communication, and Business Etiquette	
1/31/17	Chapter 3: Communication Challenges in a Diverse, Global Marketplace	
2/7/17	Chapter 4: Planning Business Messages	Questionable Communication Assignment due 2/7/17
2/14/17	Chapter 5: Writing Business Messages	Exam I (Chaps 1 – 4) due 2/14/17 – 2/15/17
2/21/17	Chapter 6: Completing Business Messages	Introductory Memo Assignment due 2/21/17
2/28/17	Chapter 7: Crafting Messages for Digital Channels	
3/7/17	Chapter 8: Writing Routine and Positive Messages	Exam II (Chap 5 – 8) due 3/7/17-3/8/17
3/13 – 3/17	Spring Break	
3/21/17	Chapter 9: Writing Negative Messages	Email assignment due 3/21/17
3/28/17	Chapter 10: Writing Persuasive Messages	
4/4/17	Chapter 11: Planning Reports and Proposals	
4/11/17	Chapter 12: Writing Reports and Proposals	Exam III (Chap 9 – 12) due 4/11/17 – 4/12/17

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4/18/17	Chapter 13: Completing Reports and Proposals	Written Report assignment due 4/18/17
4/25/17	Chapter 14: Developing and Delivering Business Presentations	Presentation Assignment due 4/25/17
5/2/17	Chapter 15: Building Careers and Writing Résumés	Resume Assignment Due 5/2/17
5/9/17	Chapter 16: Applying and Interviewing for Employment	Exam IV (Chap 13 – 16) due 5/9/17 – 5/10/17

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.

Questionable Communication (HORIZONTAL) Due 2/7/17

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.

E-Mail (DOWNWARD) Due 3/21/17

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.

RESUME (Due 5/2/17)

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

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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.

WRITTEN REPORT:

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.

Introductory Memo (UPWARD) Due 2/21/17

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!

PRESENTATION: (5 mins. max) Due 4/25/17

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. MEDIA SHARE will be used through your Pearson Online Access.