

MGT 303-Business Communication
Texas A&M University-Commerce
Spring 2018
Tentative Course Syllabus

Instructor:	Linda Wee, MBA
E-Mail:	Linda.Wee@tamuc.edu
Office Number:	(903) 875-9302
Office Hours:	By appt.
Preferred Form of Communication:	Email
Communication Response Time:	48 business hours
Class Meet Days:	Tues/Thurs
Location:	PRC University Hall #139

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, Student Value Edition Plus MyBCommLab with Pearson eText—Access Card Package, 12th Edition, **ISBN 9780134421810**

	<p>I. Self-Awareness Component (Becoming Self-Aware: Strengths/Weaknesses/Career Paths)</p>
Week 1:	<ul style="list-style-type: none"> • Course Introduction • Read Chapter 1
Week 2:	<ul style="list-style-type: none"> • Personal assessment – strengths/weaknesses and opportunities for development. • Write 2-3 page paper on personal assessment. • Read Chapter 2 <p style="text-align: right;">*oral & written</p>
Week 3:	<ul style="list-style-type: none"> • Complete “MyPlan” career assessment • Write a 2 paper on MyPlan results • Read Chapter 3 <p style="text-align: right;">*oral & written</p>
	<p>II. Brand Portfolio Component (Branding Yourself for Business)</p>
Week 4:	<ul style="list-style-type: none"> • Three-step writing process • Write cover letter and resume & share it with your group members • Read Chapter 15 <p style="text-align: right;">*oral & written</p>
Week 5:	<ul style="list-style-type: none"> • Continued • Read Chapter 16 <p style="text-align: right;">*oral & written</p>
Week 6:	<ul style="list-style-type: none"> • Delivering Presentations (verbal/nonverbal communication) • Design your “elevator pitch” in response to the question “Tell me about Yourself”. Share a video of your elevator pitch with your classmates (Pearson) • Read Chapter 14 <p style="text-align: right;">*oral</p>
Week 7:	<ul style="list-style-type: none"> • Create/share LinkedIn • Put elevator pitch on LinkedIn • Review other online presence/social media (FB, twitter, Instagram, etc.) • Read Chapter 7
Week 8:	<ul style="list-style-type: none"> • Mock interviews using “Perfect Interview” <i>www.perfectinterview.com/tamuc</i> <p style="text-align: right;">*oral</p>
Week 9:	<ul style="list-style-type: none"> • Midterm Exam (Chapters 1, 2, 3, 15, 16, 14, & 7)

	III. Professional Business Communication Component (Written & Oral Communication in a Business Environment)
Week 10:	<ul style="list-style-type: none"> • Create Downward/negative communication • Chapters 4 & 5 <p style="text-align: right;">*written</p>
Week 11:	<ul style="list-style-type: none"> • Create Horizontal communication • Chapters 6 & 8 <p style="text-align: right;">* written</p>
Week 12:	<ul style="list-style-type: none"> • Create Upward communication • Submit Upward communication email assignment • Chapters 9 & 10 <p style="text-align: right;">*written</p>
Week 13:	<ul style="list-style-type: none"> • Submit Downward/Horizontal and Upward email assignment <p style="text-align: right;">* written</p>
Week 14:	<ul style="list-style-type: none"> • Designing and Delivering an Effective PowerPoint using Persuasive Communication/Create Presentation (Pearson) <p style="text-align: right;">*oral & written</p>
Week 15:	<ul style="list-style-type: none"> • Final Review
Week 16:	<ul style="list-style-type: none"> • Finals Week: Final Exam (Chapters 4, 5, 6, 8, 9, 10)

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: Midterm Exam (20%), Final Exam (20%) and Assignments (60%). 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.

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 (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). 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.

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

TOPICS AND OVERVIEW

First Class Day, Tuesday, January 16, 2018

Ch. # Title

- 1 Professional Communication in a Digital, Social, Mobile World
- 2 Collaboration, Interpersonal Communication, and Business Etiquette
- 3 Communication Challenges in a Diverse, Global Marketplace
- 15 Building Careers and Writing Resumes
- 16 Applying and Interviewing for Employment
- 14 Developing and Delivering Business Presentations
- 7 Crafting Messages for Digital Channels

Spring Break March 12th-16th

- 4 Planning Business Messages
- 5 Writing Business Messages
- 6 Completing Business Messages
- 8 Writing Routine and Positive Messages
- 9 Writing Negative Messages
- 10 Writing Persuasive Messages

Final Exam May 10

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Rubrics will be provided in-class/online as 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 reflect and record your interactions at all levels. Communication assignments will reflect your first communications in your first few months in your first professional position serving as an “introduction” of your writing skills to your colleagues, superiors and employees. Your writing styles, your professionalism, your tone, are conveyed.