



Business Communication MGT 303-21B

COURSE SYLLABUS: Fall 2020

INSTRUCTOR INFORMATION

Instructor: Linda Wee, MBA

Office Hours: By appointment

Office Phone: 903-875-9302 cell

University Email Address: Linda.Wee@tamuc.edu

Preferred Form of Communication: Email

Communication Response Time: 48 business hours

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Class Meets: Tues 1:00p-3:45p (note: you will be notified of when we will meet face to face in classroom, otherwise its via zoom)

Location: University Hall U139**Textbook(s) Required:**

Excellence in Business Communication 13th Edition,

ISBN: 9780135192184 Author: THILL Publisher: RENT PEAR

PitchVantage Software: You will need to purchase the presentation training software called PitchVantage. Cost: \$30 for unlimited use for the semester. Purchase and download instructions will be provided on myLeo Online.

Big Interview (I will send you the live link the week of that assignment.)

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:

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- Students will understand how business professionals communicate through formal and informal communication networks as well as in groups.
- Students will improve the ability to express themselves in writing, including a review of grammar, mechanics and basic writing skills, differentiating between positive, negative, neutral and persuasive messages.
- Students will begin to develop skills related to personal branding including social media, resume writing, interviewing, personal selling and persuasive writing/presentation.
- Students will understand the ethical goals of business communication and tools for communicating ethically in business.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Instructions will be online via myLeo Online/D2L Brightspace learning management system. You will access Pitchvantage presentation software. Familiar with Microsoft Word and PowerPoint. Able to operate laptop with internal webcam to record presentations.

Instructional Methods

This course is a blended course. Thus, there will be select dates that we will be attending in person but also work that you are required to do online. With the uncertainty of COVID-19, I anticipate following the schedule outlined in this syllabus, but may make adjustments. If there are changes made, I will inform you via D2L.

Under our modified campus rules, classroom capacities will be limited to practice social distancing. While in the classroom, we are required to wear masks. Instructor will be emailing the class, proposing attendance rules for those who plan on attending once we get classes back up and running.

All communication and updates will be posted on D2L throughout this course. The course does require access to additional web tools, listed above, and requires a great deal of independent work.

Student Responsibilities or Tips for Success in the Course

As a Blended course, this course requires **self-discipline and self-protective measures** for meaningful learning and successful assignments. These are some of the strategies that students use to accomplish those goals:

1. Post early. Research confirms that top grades go to students who post assignments early. Grades of D and F are almost always correlated with late posting.
2. Visit the course often. Allowing for typical variation in students' learning styles, there is nevertheless a correlation between grades and frequency of visits to the online course space.

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3. Have a back-up plan. Technology can fail you at the most inconvenient time, so have your contingency plans ready: (a) locate a library or coffee shop where you can access the Internet to complete an assignment, (b) print out this syllabus and other documents so that you have resources if you cannot access myLEO Online, and (c) keep copies of your work on a USB drive or in e-mail.

GRADING

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

Assessments

Final course grade will consist of the accumulation of points (weighted) earned by completion of the following:

Exams Midterm/Final (20% each)	40%
Elevator Pitch:	10%
Video Presentation: Designing & Delivering Effective PPT	15%
Downward Negative Email:	10%
Big Interview Assignment	10%
Attendance/Participation/Discussion Board	<u>15%</u>
Course Total	100%

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.**

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.

All assignment due dates are listed with ample time for submission. Late submission penalty of 10% per day from final score.

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CLASS PROTOCOL

- Cell phones need to be turned off or programmed to silent during class time
- No text messaging during class time
- Respect the right of others to learn by listening and contributing to the topic being discussed.
- Maintain punctuality and good attendance.

TECHNOLOGY REQUIREMENTS

Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A

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Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or point release of that major version) and the previous major version of iOS (the latest minor or point release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version. Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
 - 512 MB of RAM, 1 GB or more preferred
 - Broadband connection required courses are heavily video intensive

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- Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- **For YouSeeU Sync Meeting sessions 8 Mbps is required.** Additional system requirements found here: <https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>
- You must have a:
 - Sound card, which is usually integrated into your desktop or laptop computer
 - Speakers or headphones.
 - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)
- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
 - [Adobe Reader https://get.adobe.com/reader/](https://get.adobe.com/reader/)
 - [Adobe Flash Player \(version 17 or later\) https://get.adobe.com/flashplayer/](https://get.adobe.com/flashplayer/)
 - [Adobe Shockwave Player https://get.adobe.com/shockwave/](https://get.adobe.com/shockwave/)
 - [Apple Quick Time http://www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.
- For Pitchvantage - Windows users: Laptop (including Microsoft Surface) manufactured after 2011 with Internal Webcam. Mac users: Laptop manufactured after 2011 with FaceTime HD Camera. Desktop and external webcam will NOT work. Refer to <https://support.pitchvantage.com> for additional system requirements.

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ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Brightspace Support

Need Help?

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words “[click here](#)” to submit an issue via email.



System Maintenance

D2L runs monthly updates during the last week of the month, usually on Wednesday. The system should remain up during this time unless otherwise specified in an announcement. You may experience minimal impacts to performance and/or look and feel of the environment.

Interaction with Instructor Statement

Response time for emails are generally within 48 business hours. Feedback on assessments are generally within 14 days.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

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

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inactivity/absence is inevitable. Class participation will be based on online activities including discussion board posts. 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. 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.**

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.

University Specific Procedures

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/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx).
<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](http://www.albion.com/netiquette/corerules.html)
<http://www.albion.com/netiquette/corerules.html>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).
<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>
<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

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](#)

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

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

ADA Statement

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: studentdisabilityservices@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.

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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.

COURSE OUTLINE / CALENDAR

Week 1: 8/25/20	<ul style="list-style-type: none"> • Register for Pitchvantage. • Chapter 1: Professional Communication in a Digital, Social, Mobile World
Week 2: 9/1/20	<ul style="list-style-type: none"> • Chapter 2: Interpersonal Communication Skills
Week 3: 9/8/20	<ul style="list-style-type: none"> • Chapter 3: Collaboration & Business Etiquette • Assignment: Design your “elevator pitch” in response to the question “Tell me about yourself”. Use PitchVantage.
Week 4: 9/15/20	<ul style="list-style-type: none"> • Chapter 4: Communication Challenges • Assignment: Discussion Board post
Week 5: 9/22/20	<ul style="list-style-type: none"> • Chapter 5: Planning Business Messages
Week 6: 9/29/20	<ul style="list-style-type: none"> • Chapter 11: Writing Persuasive Messages
Week 7: 10/6/20	<ul style="list-style-type: none"> • Chapter 14: Developing and Delivering Business Presentations • Review for Midterm
Week 8: 10/13/20	<ul style="list-style-type: none"> • Midterm Exam (Chapters 1, 2, 3, 4, 5, 11, 14)
Week 9: 10/20/20	<ul style="list-style-type: none"> • Assignment Due: Persuasive Presentation: “Designing and Delivering an Effective PowerPoint using Persuasive Communication” (Submit via Pitchvantage) • Chapter 6: Writing Business Messages
Week 10: 10/27/20	<ul style="list-style-type: none"> • Chapter 7: Completing Business Messages
Week 11: 11/3/20	<ul style="list-style-type: none"> • Chapter 9: Writing Routine and Positive Messages
Week 12: 11/10/20	<ul style="list-style-type: none"> • Chapter 10: Writing Negative Messages • Assignment: Directional Communication (Downward/Negative email) Submit on D2L

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Week 13: 11/17/20	<ul style="list-style-type: none"> • Chapter 15: Building Careers and Writing Resumes • Chapter 16: Applying and Interviewing for Employment
Week 14: 11/24/20	<ul style="list-style-type: none"> • Assignment: Big Interview Assignment • Chapter 8: Crafting Messages for Digital Channels
11/25 – 11/27	Thanksgiving Break
Week 15: 12/1/20	<ul style="list-style-type: none"> • Review final exam
Week 16: 12/8	<ul style="list-style-type: none"> • Final Exam (Chapters 6, 7, 9, 10, 15, 16, 8)

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