



COLLEGE OF BUSINESS

SUMMER II - 2022

COURSE NUMBER: MGT 303 - 01W

COURSE TITLE: Business Communications

INSTRUCTOR: Dr. Guclu Atinc

REQUIRED TEXT: Excellence in Business Communication 13e – Hill and Bovee
ISBN: 978-0-13-519218-4 (Digital)
<https://www.pearson.com/us/higher-education/program/Bovee-My-Lab-Business-Communication-with-Pearson-e-Text-Access-Card-for-Excellence-in-Business-Communication-13th-Edition/PGM2569066.html> (you will need the myLab access)

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-Students are expected to come to class with energy and enthusiasm to learn.

COURSE OBJECTIVES:

KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE BUT ARE NOT LIMITED TO:

- 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.

CLASS MEETING: Online

CLASS LOCATION: Online

TEACHING METHOD: case studies, discussions, pre-recorded or live lectures

OFFICE & TELEPHONE NUMBER: BA 310, Phone: 903-886-5685, Cell: 318-245-2870 (cell phone to be used only in emergencies)

EMAIL ADDRESS: guclu.atinc@tamuc.edu

OFFICE HOURS: During the summer, by appointment only (online)

MAKE-UP POLICY: Unless there is an officially documented reason for missing an exam, no make-up exams will be given.

TECHNOLOGY REQUIREMENTS

LMS: All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

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.

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>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

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](#)

<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>

Students with Disabilities-- 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- 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/)
<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.

COURSE COMMUNICATION: Students are required to check their e-mail at least once a day for class information. The primary mode of communication in this class will be e-mail messaging. You should also check the D2L platform for announcements, to access the course documents via Doc Sharing, post comments on the discussion board, and to check your grades. All the audio and video files will be uploaded to D2L.

CHAPTER ACTIVITIES (myLab activities): There will be multiple activities for each chapter utilizing the myLab tool of the textbook publishes.

ASSIGNMENTS: There will be 3 (three) assignments. Details will be provided by the instructor.

LECTURES: There will be live and/or recorded lectures on each chapter.

EXAMS: There will be 2 (two) exams. Exams will include multiple choice questions.

PARTICIPATION: Active participation that includes but not limited to watching the live and recorded lectures, posting to discussion boards, timely completion of the myLab activities and timely submission of the assignments (they will be checked for plagiarism), will be graded.

EVALUATION:

Chapter Activities (myLab)	10 percent (three lowest grades will be dropped)
Assignments	15 percent
Participation	5 percent
Exam 1	35 percent
Exam 2	35 percent

90-100 percent	A
80-89 percent	B
70-79 percent	C
60-69 percent	D
less than 60 percent	F

Keep in mind that you are going to be accumulating points throughout the semester!
(In other words, try to get as many points as you can, including the occasional bonus points)

COURSE CALENDER

Week	Dates	
Week 1	7/11/2022	7/17/2022
Week 2	7/18/2022	7/24/2022
Week 3	7/25/2022	7/31/2022
Week 4	8/1/2022	8/7/2022
Week 5	8/8/2022	8/11/2022

COURSE SCHEDULE

DATE	TOPIC	ASSIGNMENT	NOTE
Week 1	Introduction to class, syllabus, academic honesty, registration to textbook tool myLab		MyLab Activities
	Understanding Why Communication Matters	Chapter 1	
	Communicating as a Professional	Chapter 2	
	Exploring the Communication Process	Chapter 3	
Week 2	Communication Challenges in a Diverse, Global Market Place	Chapter 4	MyLab Activities Assignment 1
	Planning Business Messages	Chapter 5	
	Writing Business Messages	Chapter 6	
	Completing Business Messages	Chapter 7	
Week 3	Crafting Messages for Digital Channels	Chapter 8	MyLab Activities
	Writing Routine and Psotove Messages	Chapter 9	
	Writing Negative Messages	Chapter 10	
	Writing Persuasive Messages	Chapter 11	
	Midterm Exam		Chapters 1-7
Week 4	Planing Reports and Proposals	Chapter 12	MyLab Activities Assignment 2
	Writing and Completing Reports and Proposals	Chapter 13	
Week 5	Developing and Delivering Business Presentations	Chapter 14	MyLab Activities Assignment 3
	Building Careers and Writing Resumes	Chapter 15	
	Applying and Interviewing for Employment	Chapter 16	
	Final Exam		Chapters 8-16

The above schedule is tentative and subject to change throughout the semester