



COURSE PREFIX & TITLE
COMM 1321: Business and Professional Communication
COURSE SYLLABUS: Fall 2024

INSTRUCTOR INFORMATION

- **Instructor:** Dr. Derrick Love
 - **Office Location:** Online Remote
 - **Office Hours:** Online and By Appointment
 - **Office Phone:** 903-355-4255
 - **University Email Address:** derrick.love@tamuc.edu
 - **Preferred Form of Communication:** Email
 - **Communication Response Time:** 24 hours (may be longer on weekends)
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COURSE INFORMATION

- **Textbook(s) Required:**

Textbook: *Business and Professional Communication: KEYS for Workplace Excellence* by Kelly M. Quintanilla and Shawn T. Wahl.

- This textbook provides practical advice and strategies for effective communication in business and professional contexts, focusing on workplace excellence.
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- **Software Required:**
 - Microsoft Office: Word, PowerPoint
 - Webcam Recording Software: For recording speeches
 - Browser: Google Chrome (latest version) or Mozilla Firefox (latest version)
 - Adobe Reader: For viewing PDF documents
 - Java: Latest version for supporting D2L (Learning Management System)
- **Optional Texts and/or Materials:**
 - Articles and videos provided within the course modules.

- **Course Description:**
This course provides a comprehensive, integrated approach to studying and applying written and oral business communications. It prepares students to use effective communication skills in making impactful oral presentations, whether in-person, virtually, or as part of a group. The course is fully online, allowing students to complete coursework independently.
 - **Student Learning Outcomes:**
Upon successful completion of this course, students will:
 - Demonstrate communication competence through an understanding of foundational communication models.
 - Develop essential public speaking skills for professional presentations.
 - Exhibit written and oral competencies related to job searches, professional interactions, conflict management, leadership, and performance appraisals.
 - Explain essential dyadic and small group processes relevant to the workplace.
 - Utilize various professional technologies for competent communication.
 - Communicate effectively within diverse or multicultural workplaces.
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COURSE REQUIREMENTS

- **Minimal Technical Skills Needed:**
 - Word Processing: Ability to create, format, and save documents using Microsoft Word.
 - Presentation Software: Ability to create and present slides using Microsoft PowerPoint.
 - Web Navigation: Ability to navigate online resources, including the use of web browsers and LMS (D2L).
 - Video Recording: Ability to record and upload video presentations using a webcam and relevant software.
 - **Instructional Methods:**
This is a 16-week course divided into five competencies. Each competency includes specific chapters to study, learning activities, and videos designed to deepen communication skills.
 - **Student Responsibilities or Tips for Success in the Course:**
 - Log into the Course Early: Start with the orientation module immediately.
 - Time Management: Set aside weekly time to complete readings, activities, and assessments.
 - Engagement: Actively participate in discussion boards and peer reviews.
 - Preparation: Complete the pretest early to understand your starting point.
 - Self-Assessment: Use the feedback from assignments and quizzes to assess your progress and areas for improvement.
 - Final Presentation: Allocate extra time towards the end of the course for the final presentation and portfolio.
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GRADING

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

- **A = 90%-100%** (451-500 Points)
- **B = 80%-89%** (401-450 Points)
- **C = 70%-79%** (351-400 Points)
- **D = 60%-69%** (301-350 Points)
- **F = 59% or Below** (300 Points or less)

Weights of the assessments in the calculation of the final letter grade:

- **Quizzes:** 20% (200 points)
 - **Assignments:** 25% (250 points)
 - **Peer Reviews:** 15% (150 points)
 - **Final Project (Competency 4 and 5 Speeches):** 20% (200 points)
 - **Participation (Discussion Boards):** 5% (50 points)
 - **Post-Tests (Competencies 1, 2, and 3):** 15% (150 points)
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ASSESSMENTS

To successfully pass this course, you need to:

- **Score an 80 or higher on Post-tests and Competencies 1, 2, & 3.**
- **Record 3 speeches:**
 - Competency 4: "How to" and a "Persuasive speech."
 - Competency 5: A speech covering your executive summary about your business or industry topic.

Competency 1: Understanding Foundational Communication Models

- **Assessments:**
 - Pretest (Not graded; diagnostic)
 - Post-Test: 50 points (must score 80 or higher to pass)
 - Assignment: Write a 500-word reflection on communication models (50 points).

Competency 2: Written and Oral Competencies in Professional Contexts

- **Assessments:**
 - Post-Test: 50 points (must score 80 or higher to pass)
 - Assignment: Write a professional email and submit a resume (50 points).
 - Assignment: Develop a conflict management plan (50 points).

Competency 3: Dyadic and Small Group Communication in the Workplace

- **Assessments:**
 - Post-Test: 50 points (must score 80 or higher to pass)
 - Assignment: Write a reflection on a team communication experience (50 points).
 - Discussion Board: Discuss strategies for effective group communication (25 points).

Competency 4: Public Speaking Skills in Professional Settings

- **Assessments:**
 - How to Speech: 100 points
 - Persuasive Speech: 100 points

Competency 5: Executive Communication and Summary Presentation

- **Assessments:**
 - Executive Summary Speech: 100 points
 - Executive Summary Document: 50 points

TECHNOLOGY REQUIREMENTS

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

- **LMS Requirements:**
[Brightspace Platform Requirements](#)
- **LMS Browser Support:**
[Browser Support](#)
- **Zoom Video Conferencing Tool:**
[Zoom Account Information](#)

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 coursework 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

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. Other support options can be found here: [Brightspace Support](#)

COURSE AND UNIVERSITY PROCEDURES/POLICIES

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](#).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](#)

TAMUC Attendance:

For more information about the attendance policy, please visit the [Attendance webpage](#) and Procedures 13.99.99.R0.01

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](#)
- [Graduate Student Academic Dishonesty](#)

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 accommodation, please contact:

- Office of Student Disability Resources and Services
Texas A&M University-Commerce
Velma K. Waters Library Rm 162
Phone: (903) 886-5150 or (903) 886-5835
Fax: (903) 468-8148
Email: studentdisabilityservices@tamuc.edu
[Website: Student Disability Services](#)

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.

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.

A&M-Commerce Supports Students' Mental Health:

The Counseling Center at A&M-Commerce, located in the Halladay Building Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [Counseling Center](#).

Mental Health and Well-Being:

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.

- [Mental Health Resources](#)

AI Use Policy:

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence ChatBots or other software that has the capacity to generate text or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided, the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used AI in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

Weekly Course Schedule and Competency Assessments

Week 1 (August 26 - September 1):

- **Topics:** Business and Professional Workplace Excellence
- **Reading:** Chapter 1 - ***Business and Professional Workplace Excellence***
- **Competency 1: Understanding Foundational Communication Models**
 - **Assessments:**
 - Pretest (Not graded; diagnostic)
 - Assignment: Reflection on the importance of communication in business (50 points)
- **Assignments Due Sunday, September 1:**
 - Discussion Board: Introduce yourself (25 points).
 - Assignment: Reflection on communication in business (50 points).

Week 2 (September 2 - September 8):

- **Topics:** Verbal and Nonverbal Communication
- **Reading:** Chapter 2 - ***Verbal and Nonverbal Communication***
- **Competency 1: Understanding Foundational Communication Models**
 - **Assessments:**
 - Assignment: Identify and propose strategies to overcome communication barriers (50 points)
- **Assignments Due Sunday, September 8:**
 - Assignment: Identify and propose strategies to overcome communication barriers (50 points).

Week 3 (September 9 - September 15):

- **Topics:** Listening
- **Reading:** Chapter 3 - *Listening*
- **Competency 1: Understanding Foundational Communication Models**
 - **Assessments:**
 - Quiz: Competency 1 (50 points)
- **Assignments Due Sunday, September 15:**
 - Quiz: Competency 1 (50 points).

Week 4 (September 16 - September 22):

- **Topics:** Resumes, Interviews, and Negotiations
- **Reading:** Chapter 4 - *Resumes, Interviews, and Negotiations*
- **Competency 2: Written and Oral Competencies in Professional Contexts**
 - **Assessments:**
 - Assignment: Create and submit a resume and cover letter (50 points)
- **Assignments Due Sunday, September 22:**
 - Assignment: Create and submit a resume and cover letter (50 points).

Week 5 (September 23 - September 29):

- **Topics:** Getting to Know Your Diverse Audience
- **Reading:** Chapter 5 - *Getting to Know Your Diverse Audience*
- **Competency 2: Written and Oral Competencies in Professional Contexts**
 - **Assessments:**
 - Blog Post: Write a blog about the importance of understanding your audience (50 points)
- **Assignments Due Sunday, September 29:**
 - Blog Post: Write a blog about the importance of understanding your audience (50 points).

Week 6 (September 30 - October 6):

- **Topics:** Interpersonal Communication at Work
- **Reading:** Chapter 6 - *Interpersonal Communication at Work*
- **Competency 2: Written and Oral Competencies in Professional Contexts**
 - **Assessments:** None due this week.
- **Activities:**
 - Engage in a peer discussion about effective interpersonal communication strategies in the workplace.

Week 7 (October 7 - October 13):

- **Topics:** Strengthening Teams and Conducting Meetings

- **Reading:** Chapter 7 - *Strengthening Teams and Conducting Meetings*
- **Competency 3: Dyadic and Small Group Communication in the Workplace**
 - **Assessments:**
 - Group project: Plan and execute a virtual meeting (50 points)
- **Assignments Due Sunday, October 13:**
 - Group project: Plan and execute a virtual meeting (50 points).

Week 8 (October 14 - October 20):

- **Topics:** Technology in the Workplace
- **Reading:** Chapter 8 - *Technology in the Workplace*
- **Competency 3: Dyadic and Small Group Communication in the Workplace**
 - **Assessments:**
 - PowerPoint Presentation: Create a presentation on the role of technology in workplace communication (50 points)
- **Assignments Due Sunday, October 20:**
 - PowerPoint Presentation: Create a presentation on the role of technology in workplace communication (50 points).

Week 9 (October 21 - October 27):

- **Topics:** Business and Professional Writing
- **Reading:** Chapter 9 - *Business and Professional Writing*
- **Competency 3: Dyadic and Small Group Communication in the Workplace**
 - **Assessments:**
 - Assignment: Write a professional report (50 points)
- **Assignments Due Sunday, October 27:**
 - Assignment: Write a professional report (50 points).

Week 10 (October 28 - November 3):

- **Topics:** Leadership and Conflict Management
- **Reading:** Chapter 10 - *Leadership and Conflict Management*
- **Competency 3: Dyadic and Small Group Communication in the Workplace**
 - **Assessments:**
 - Assignment: Develop a conflict management plan (50 points)
- **Assignments Due Sunday, November 3:**
 - Assignment: Develop a conflict management plan (50 points).
 - Discussion Board: Leadership styles in conflict situations (25 points).

Week 11 (November 4 - November 10):

- **Topics:** Informing and Persuading
- **Reading:** Chapter 11 - *Informing and Persuading*
- **Competency 3: Dyadic and Small Group Communication in the Workplace**
 - **Assessments:**

- Quiz: Competency 3 (50 points)
- Discussion Board: Discuss the challenges and strategies in crafting persuasive messages. (25 points)
- Discussion Board: Share examples of effective persuasive techniques you've encountered. (25 points)
- **Assignments Due Sunday, November 10:**
 - Quiz: Competency 3 (50 points).
 - Discussion Board: Discuss the challenges and strategies in crafting persuasive messages. (25 points)
 - Discussion Board: Share examples of effective persuasive techniques you've encountered. (25 points)

Week 12 (November 11 - November 17):

- **Topics:** Speech Design
- **Reading:** Chapter 12 - *Speech Design*
- **Competency 4: Public Speaking Skills in Professional Settings**
 - **Assessments:**
 - Assignment: Design a speech (50 points)
- **Assignments Due Sunday, November 17:**
 - Assignment: Design a speech (50 points).

Week 13 (November 18 - November 24):

- **Topics:** Delivering a Speech with Professional Excellence
- **Reading:** Chapter 13 - *Delivering a Speech with Professional Excellence*
- **Competency 4: Public Speaking Skills in Professional Settings**
 - **Assessments:**
 - Record and submit a "How to" speech (100 points)
- **Assignments Due Sunday, November 24:**
 - Record and submit a "How to" speech (100 points).

Week 14 (November 25 - December 1):

- **Topics:** Advanced Public Speaking Techniques
- **Competency 4: Public Speaking Skills in Professional Settings**
 - **Assessments:**
 - Assignment: Create a video blog (vlog) discussing a specific advanced public speaking technique and how it can be applied in a professional setting (50 points)
- **Assignments Due Sunday, December 1:**
 - Assignment: Create a video blog (vlog) discussing a specific advanced public speaking technique and how it can be applied in a professional setting (50 points).

Week 15 (December 2 - December 6):

- **Topics:** Work-Life Balance
- **Reading:** Chapter 14 - *Work-Life Balance*
- **Competency 5: Executive Communication and Summary Presentation**
 - **Assessments:**
 - Record and submit a speech covering an executive summary (100 points)
 - Write and submit the executive summary (50 points)
- **Assignments Due Friday, December 6:**
 - Record and submit a speech covering an executive summary (100 points).
 - Write and submit the executive summary (50 points).

Week 16 (December 7 - December 9):

- **Topics:** Course Wrap-Up and Reflection
- **Competency 5: Executive Communication and Summary Presentation**
 - **Assessments:**
 - Final Reflection (500 words) (50 points)
- **Assignments Due Monday, December 9:**
 - Final Reflection (500 words) (50 points).
 - Course Evaluation (Not graded).
 - Discussion Board: Share final thoughts and takeaways (25 points).