

MGT 303-01W, (Online) Business Communication

East Texas A&M University Summer I 2025

Course Syllabus

Instructor: Jacinta Dyck, Instructor

Scheduled: Web based Class

Mail: jacinta.dyck@ETAMU.edu

Office Hours: By appointment on Zoom. You can also email anytime. Simple questions can be resolved with email; more complex issues may require a Zoom meeting. Your email needs to be PROFESSIONAL.

COURSE OVERVIEW AND OBJECTIVES:

A study of the fundamentals of business writing and speaking, both formal and informal, on a variety of media. Imbedded in this course is the study of life-long skills related to interpersonal communication, personal branding, and intercultural business communication. Career-focused study and assignments are prevalent in this class.

COURSE OBJECTIVES:

This course is designed to develop the following professional skills:

- 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, understanding how business writing differs from other types of writing, including 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.

REQUIRED TEXT AND LICENSES:

NO COST: [Business Communication for Success](https://open.umn.edu/opentextbooks/textbooks/business-communication-for-success): a free textbook in either .PDF or EBOOK formats. It is available at <https://open.umn.edu/opentextbooks/textbooks/business-communication-for-success>

NO COST: Big Interview comes with a pre-paid prescription from the College of Business for each of you. (I will send you the live link when we begin those assignments.) Adobe and Focus2 are also provided by the university at no cost to you.

The syllabus/schedule are subject to change.

COURSE FORMAT:

This course is entirely Web-based. You will find most of the material and information you need to complete this course in the syllabus and on the myLeoOnline course management website. It does require access to additional web tools, and like most online classes requires a great deal of independent work. YOU MUST watch the recordings to view the lecture and instructions to complete the assignments.

CAUTION: Because this is a summer session course, we will move *extremely fast* through the material and course requirements. Keeping up with the reading and course requirements is the student's responsibility. This course can be challenging during a normal length semester. Reducing the available time by 75% and still completing the work is going to be particularly difficult. So, buckle up!

SYLLABUS SUBJECT TO CHANGE STATEMENT:

The course will probably follow the schedule outlined in this syllabus but may be subject to adjustments based on what actually happens in class. This includes the possibility of a change in the course grade basis if circumstances dictate the need to add or eliminate an assignment or something of that nature. If this happens, students will be informed in writing.

COURSE POLICIES AND INSTRUCTOR EXPECTATIONS:

Students are required to meet the expectations listed below.

- **Professional Behavior:** It is important that you maintain a professional demeanor at all times, including during "electronic communication". This is especially so in a Business Communications class! East Texas A&M University expects this from you, as do current and future employers.

- **Assignments:**

- 1. Submitted assignments must be correctly formatted and free of grammatical and stylistic errors.** Students in MGT 303 should have at least some skill with software for word processing, graphics, presentations, and with web browsers and search engines.

- Spelling and grammatical errors will detract from your grade!**

- 2. Assignments must be turned in on time.** Assignments are due at the date listed. Start working on each assignment as soon as you can and make sure that you have all assignments submitted by the specified due dates. You **MUST** turn in all written assignments **ON TIME**. I will accept late assignments. However, there will be a significant penalty. *For each day that your assignment is late, I will deduct **10 POINTS** from your grade. If you do not meet the posted deadline (even by one or two seconds), I will deduct 10 points. If you do not turn the assignment in by that due time the next day, I will deduct an additional 10 points, and so on. Saturdays and Sundays do count towards the total days late, and **after 10 days it is a zero**.* I am constantly hearing harrowing stories of lost electricity, lost internet, web upload issues, file compatibility problems, and a host of personal issues that preclude making the deadline. Things happen, which is why I suggest you start early, and is also why I allow for late work. But none of the reasons listed above, nor any others I have ever heard add to the time frame or due date of the assignment.

- 3. Assignments must be complete.** You must complete and submit all components at the specified due date and time to receive credit for the assignment. Work that is only "half-finished" gets a "half grade".

- 4. Regular and timely attendance and participation:** Because the exam content comes from the material we cover in class, and because attendance and participation are graded, you need to be in class. *Attendance here does not mean "roll check"*, it means logins to view the material posted. Participation also means participating in our online discussions, which usually occur weekly, and make up a portion of the grade as shown below. It is the responsibility of each student to keep up with the scheduled readings, discussions, and assignments and exams.

5. Online Discussion (Participation) Grades

These assignments will follow rubrics given to you in the content portion of D2L. You will be expected to follow those rules or receive points taken off.

6. **E-mail:** Routinely check your Texas A&M - Commerce email account. This is my primary mechanism for communicating outside of the class. Additionally, I check my e-mail several times a day, so this is the best way to reach me. I strive to respond to any email within 24 hours (even if it just to acknowledge receipt of the email while I continue to work on the request). Most are returned within a much tighter response time.

7. **Plagiarism:** This course makes liberal use of Turnitin, a software package that tracks sources and gives an originality score. If your score on any assignment exceeds 20%, it affects your grade. Above 40% is a zero on the assignment. Above 50% and the instructor involves the provost's office to record the instance and/or to fail you from the course. In these cases, the student has the option to appeal the finding through the university, to the standing University Discipline Committee.

Students are fully responsible for the content of any assignment they submit.

This also includes cases in which the AI plagiarized another text or misrepresented sources.

[13.99.99.R0.03 Undergraduate Academic Dishonesty](#)

Loaning your paper to someone for guidance so they can “see how to do it” also results in a score reduction. For details, See 13.99.99.R0.03

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

AI software will not be allowed for written assignments in this class. Turnitin will give an AI score so **PLEASE write your own content**. You will receive ONE chance to correct it with points taken off. (-20) Failure to correct will result in a Zero for that assignment.

- **Make-up Exams or Late Assignments** will only be accepted without point reduction if you obtain valid documentation for your excuse. There are no make-up assignments for poor performance on a previous assignment.
- **Changes to Schedule:** While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced in class and e-mail. It is your responsibility to become aware of any such changes.

GRADING SCALE:

A	90 – 100%
B	80 – 89%
C	70 - 79%
D	60 - 69%
F	Below 60%

Incomplete - Must be previously agreed upon by student and instructor.

Withdrawal - Must be initiated by the student administratively.

Grade Components:			
	Component	Type	Value
	Final Exam	Online	15%
	Assignments:		70%
	Introductory Assignment	Presentation	
	StrengthsFinder Assignment	Written	
	Social Media Assignment	Written	
	Elevator Pitch Assignment	Presentation	
	Cover Letter	Written	
	Resume Assignment	Written	
	Big Interview Assignment	Presentation	
	Persuasive PPT/Video Assignment	Presentation	
	AI Difficult Conversation Assignment	Written	
	Attendance and Participation/Discussion	Written	15%
	Course Total		100%

WEEK # & Date	CHAPTER Reading & Exams	Discussion and Assignments due
Week #1 Homework Due:	6/2/2025 6/8/2025 Course Introduction & Syllabus Review Chapter 1: Effective Business Communication Chapter 2: Delivering Your Message Chapter 3: Understanding Your Audience Chapter 4: Effective Business Writing Off Book: Career Resilience, Personal Branding	Introductory Task Focus 2 Social Media/LinkedIn Profile Discussion 1: How Many Times Will You Change Jobs
Week #2 Homework Due:	6/9/2025 6/15/2025 Chapter 5: Writing Preparation Chapter 6: Writing Chapter 7: Revising and Presenting Your Writing Chapter 8: Feedback in the Writing Process Off Book: Business Etiquette and Cover Letters	Elevator Pitch Cover Letter Adobe Job Essential Discussion 2: Learn to Love Networking Discussion 3: Impact of Bad Writing
Week #3 Homework Due:	6/16/2025 6/22/2025 Chapter 9: Business Writing in Action Chapter 10: Developing Business Presentations Chapter 11: Nonverbal Delivery Chapter 12: Organization & Outlines Chapter 15: Presentation in Action Chapter 16: Intrapersonal & Interpersonal Business Off Book: Resumes and Interviewing Skills	Resume Big Interview Discussion 4: Resume Gaps Discussion 5: Star Interview Questions
Week #4 Homework Due:	6/23/2025 6/29/2025 Chapter 13: Presentation to Inform Chapter 14: Presentation to Persuade Chapter 17: Negative News & Crisis Communication Chapter 18: Intercultural & International Business Communication Chapter 19: Group Communication, Teamwork and Leadership	Persuasive Presentation AI Difficult Conversation Discussion 6: Professionalism in Small Business Discussion 7: Cultural Mistakes Americans make Abroad
Week #5	6/30/2025 EXAM: Chapters 1 -19, Class Material, Career Resilience, Business Etiquette, Cover Letters, Resumes, Interviewing Skills, All discussions	FINAL EXAM Opens Mon June 30 – Thurs July 7

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University 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

Zoom Virtual Classroom Requirements:

<https://support.zoom.us/hc/en-us/articles/201362023-Zoom-system-requirements-Windows-macOS-Linux>

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@ETAMU.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 ETAMU 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:

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

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific 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.

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](https://inside.TAMUC.edu/admissions/registrar/documents/studentGuidebook.pdf)

<https://inside.TAMUC.edu/admissions/registrar/documents/studentGuidebook.pdf>.

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>

ETAMU Attendance

For more information about the attendance policy, please visit the webpages below.

[Attendance,](https://inside.TAMUC.edu/admissions/registrar/generalInformation/attendance.aspx)

<https://inside.TAMUC.edu/admissions/registrar/generalInformation/attendance.aspx>

Academic Integrity

Students at East Texas A&M University 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 Students Academic Integrity Policy and Form

[Undergraduate Academic Dishonesty 13.99.99.R0.03](https://inside.TAMUC.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf)

[https://inside.TAMUC.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures / 13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf](https://inside.TAMUC.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf)

[Undergraduate Student Academic Dishonesty Form](https://inside.TAMUC.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf)

[https://inside.TAMUC.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/ documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf](https://inside.TAMUC.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf)

Graduate Students Academic Integrity Policy and Form

[Graduate Student Academic Dishonesty](https://inside.TAMUC.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf)

[https://inside.TAMUC.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/ 13students/graduate/13.99.99.R0.10.pdf](https://inside.TAMUC.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf)

[Graduate Student Academic Dishonesty Form](http://www.TAMUC.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf)

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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 Services Velma K. Waters Library- Room 162

Phone (903) 886-5930 Fax (903) 468-8148 Email:

StudentDisabilityServices@ETAMU.edu **Website:**

<https://www.ETAMU.edu/student-disability-services/>

Nondiscrimination Notice

East Texas A&M University 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 East Texas A&M University 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.

A&M-Commerce Supports Students' Mental Health

Counseling Center Services

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 www.ETAMU.edu/counsel