EAST TEXAS A&M

MGT-303-Business Communications
Spring 2026

Instructor: John Engel
Office: Online per request
Office Hours: Anytime online; or by appointment

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College of Business Mission Statement, Vision, and Values

Mission
Inspire transformational learning. Create applied knowledge. Forge impactful connections.
Vision
Transform Minds – Transform Business – Transform Lives
Values
In support of our mission, we value:
- conducting ourselves with the highest level of integrity and mutual respect
- embracing diversity in all its aspects
- fostering stakeholder engagement
- striving toward innovation and continuous improvement
- conducting ourselves in a socially responsible and transparent manner society.

Credit Hours: 3

Required Texts: Cardon, Peter W., *Business Communication: Developing Leaders for a Networked World.* Fifth Edition. McGraw-Hill Irwin, Copyright 2025.

Course Description: Extensive practice in different types of business communications: from brief electronic communications to formal presentations and reports.

Course Learning Outcomes:
            Upon completion of this course, we want our students to:

✓   Format various types of communication tools,
including electronic communication tools:
- Compose routine inquiries, including memoranda and e-mail;
- Write job application letters, resumes, and follow-up letters
- Outline and make an oral presentation to the class using appropriate presentation software;
- Plan, research and write a formal business communication plan

✓ Adapt language and style for specific readers and situations:
- Construct effective sentences and paragraphs to emphasize key points;
- Select the most effective words

This course is intended to provide students with an understanding of real-world concepts in business communication. Communication foundations, such as communication at work, and in small groups/teams, listening and other forms of nonverbal communication, and cross-cultural communications will be addressed. Theories for organizing, preparing and revising business messages will be learned. We will discuss normal business correspondence; such as routine e-mail messages and letters. We will prepare and organize a business communication plan, proposal and other formal business presentations.

Emphasis on the importance of communicating in a clear, courteous and concise manner on both personal and professional levels will be made. You will learn effective interaction with people, functioning as a team member, being able to deliver impromptu and planned speeches, and using proper grammar, mechanics and word usage. We will learn the importance of proofreading documents and practicing effective listening techniques. This course will also introduce the importance of using technology to enhance the effectiveness of both personal and professional communications. We will also cover the importance of effective resumes and the tools needed to be successful with job searches in a highly competitive world.

Disability Statement:

If you have a physical, psychological, and/or learning disability that might affect your performance in this class, please contact the Office of Disability Services at 214-954-3122.

Title IX

Title IX of the Education Amendments of 1972 is a federal law that prohibits discrimination on the basis of sex of students and employees of educational institutions that receive federal financial assistance. USC Aiken does not discriminate on the basis of sex in its educational programs and in other activities operated by the University and is required by Title IX, and specifically 34 C.F.R. § 106.11, not to discriminate in such a manner. This extends to current students, current employees, **and** applicants for employment or admission to the University.

Mode of instruction (MOI):

We reserves the right to change, adjust, and/or cancel any campus operation, including but not limited to, mode of instruction, delivery of services, or use of campus facilities, whenever the campus administration determines in its sole discretion that circumstances warrant the operational change.

Artificial Intelligence Usage (AI):

The use of generative AI tools (e.g., ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:
- Brainstorming and refining your ideas.
- Fine-tuning your research questions.
- Finding information on your topic.
- Drafting an outline to organize your thoughts.

The use of generative AI tools is not permitted in this course for the following activities:
- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you or content that you put into a TEAMS and/or Zoom chat.
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers assigned to you in class.
- Any additional course activity that the professor prohibits AI usage.

Course
Requirements: Students are expected to be active in online class and be prepared to participate in the discussion of the assigned topic.

Students are expected to be respectful of their classmates and instructor at all times.

Students are expected to turn in assignments (including tests) on stated due date. Assigning a grade of "F" and no late assignments are provided. Any makeup work must receive prior approval.

Students are expected to type all written assignments. All written assignments should be error free and formatted in a professional manner.

All extraneous devices, including cell phones, blackberries, pagers, tablet PCs, mobile presenters, wireless tablets, digital recorders, beepers, palms, Ipods, MP3 players, texting calculators, camera phones, digital cameras or laptops, are not to be used during class unless the professor authorizes usage for a class-related purpose.

Assignments
and Grading:

Discussions and Participation	Up to 20%
Quizzes	Up to 40%
Writing Assignments	Up to 40%
TOTAL	Up to 100%

Grading Scale:

A 90-100
B+ 87-89
B 80-86
C+ 77 – 79
C 70 – 76
D+ 67=69
D 60-66
F is 59 and below

Assignments: **It is your responsibility to read text assignments and complete assigned work before the scheduled class (NO LATE WORK IS ACCEPTED).** It is recommended that you spend at least two hours preparing for each credit hour of class, this includes outside assignments. The course schedule reflects chapters we will cover this semester as well as assignments you are required to complete.

Please keep in mind, not all assignments will be turned in as we will use some of them for discussion purposes only. All written assignments will be submitted per Instructor directives. APA formatting should be used unless otherwise directed by Instructor.

Quizzes: There will be quizzes that will assess your familiarity with, knowledge and understanding of the subject matter and material in the course materials as well as what is being covered in class.

Cheating: No form of cheating or plagiarism will be tolerated. Actions of this nature will be dealt with according to the procedures set forth in the USCA University catalog. It is recommended that you carefully read the aforementioned document.

Expectations: **It is your responsibility to carefully read assigned materials prior to class.**

Computer and Communication Requirements:
- Each student must have regular access to a computer with a video camera and microphone in the event that the course mode of instruction must be changed due to faculty illness or university policy.
- All students must be able to access and us D2L.
- Each student must have internet access to receive notifications about the class and to complete assignments, if required by the instructor.
- Students must check their university email and D2L announcements each day.