



**EAST TEXAS
— A&M —**

FALL 2026 COB 303—02W BUSINESS COMMUNICATION

CLASSROOM: Web-based; D2L
MEETING TIME: Live Sessions will be scheduled
LOCATION: ZOOM & Recordings will be available
NOTE ABOUT TIMES: All times and deadlines for this course are listed as Central Standard Time (CST) Zone (Commerce, TX) times.

Instructor: Dr. Sonia Taneja
E-mail: Sonia.Taneja@tamuc.edu
Office: BA 326 Main Campus
Office Hours: Tuesday 1-5 (Online)
Zoom Link The Zoom link will be available on the first day of the class

REQUIRED TEXT:

McLean, S. (2025). Effective Business Communication v. 4.0 eISBN: 979-8-88794-403-6

***This book can be purchased directly from Flat World Knowledge (www1.flatworldknowledge.com) with the following available options:**

Student Formats and Costs: (*Prices subject to Change)

- **Digital All Access Pass: \$54.95**
Includes—Access to online, offline, and eBook formats: online book with Study Pass, chapter PDFs, and eBook files for tablets, e-readers, and smartphones.
- **Study Pass: \$34.95 (This is acceptable for me 😊)**
Includes—Access to the online book only with study tools like note-taking and highlighting; study aids like flashcards; and study view, which collapses each chapter into key terms and key takeaways. ***This \$33.95 option is acceptable for my class. **
- **Online Access (required) + Color Textbook: \$61.95**
- **Black & White Print Textbook: Print on demand**
Includes—A black and white hard-copy text plus bonus access to online and eBooks.
- **Color Print Textbook: Print on demand: \$81.95**
Includes—A color hard-copy text plus bonus access to online book.

****Students can purchase textbook in the affordable format of their choice or redeem their Digital All Access Pass code by following course adoption link below:**

<https://students.flatworldknowledge.com/engage/courses/2619212>

*****Feel Free to use third or the fourth edition of the book*****

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

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communication. Career-focused study and assignments are prevalent in this class.

The course is designed to develop the following professional skill:

- 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.

COB STUDENT LEARNING OBJECTIVES:

- Students will demonstrate proficiency in spoken communications by delivering clear and well-structured business presentations.
- Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.
- Students will identify and evaluate ethical business issues.
- Students will be analytical problem solvers in business environment.

Student Learning Outcomes (SLOs)	Objectives - After successfully completing this course, students will be able to:	Objectives will be measured as follows:
1, 2, & 3	Students will understand how business professionals communicate through formal and informal communication networks as well as in groups.	Assignments
2	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.	Assignments
1 & 2	Students will begin to develop skills related to personal branding including social media, resume writing, interviewing, personal selling and persuasive writing/presentation.	Assignments
1, 2, 3, & 4	Students will understand the ethical goals of business communication and tools for communicating ethically in business.	Assignments

CLASS MEETING:

This is a F2F. We will be meeting Mondays and Wednesday each week during the term of the session.

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

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.

COURSE FORMAT:

This course is a completely web-based course. You will find the majority of the information and materials that you will need to complete the course in this syllabus and on the course management website. Be sure to attend the live sessions regularly and check your university e-mail regularly to see what work you are required to do. All of the handouts and assignments for this course are posted under the "Assignments" tab in course shell. You should submit your work in a format that is compatible with **Microsoft Office 2007/2010** and post it in the appropriate "Dropboxes" when they are due.

COURSE SCHEDULE:

A course schedule will be available on the first day of the class.

SYLLABUS SUBJECT TO CHANGE STATEMENT:

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in class and as the situation transpires due to extenuating circumstances. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

UNIVERSITY SPECIFIC PROCEDURESSTUDENT 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>

ETAMU 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 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 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>

SPECIAL NEEDS/REASONABLE ACCOMODATIONS:

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:

East Texas A&M University

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/>

STATEMENT ON AI USE IN COURSES:

East Texas A&M University 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 an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

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.

TENETS OF COMMON BEHAVIOR STATEMENT:

All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See current Student Handbook).

COUNSELING CENTER:

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The Counseling Center at East Texas A&M, 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.tamuc.edu/counsel

UNIVERSITY 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 East Texas A&M Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to

(<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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". East Texas A&M expects this from you, as do current and future employers. Since so much communication in the workplace is "electronic" nowadays, this course will be a good place to practice interacting in a manner appropriate to a professional setting. In particular, take special care when posting and responding to discussion board questions.
- **Regular and Timely Attendance and Participation:** You are expected to login to the course and attend all classes on campus. Submit all course work as scheduled. Failure to submit the work on time would result in a grade "F". Failing to attend the class will also be reported on the 12th day class roster submitted to the registrar's office.
- **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, spreadsheets, databases, graphics, and 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** and **time (8:00 AM)** listed. All work and assignments for the entire course will be available on the day of class. Start working on each assignment as soon as you possibly can and make sure that you have the all assignments submitted by the specified due dates. You **MUST** turn in all written assignments **ON TIME**. You will have until **8:00 AM CST** to submit the work that is listed in the far right, "All Assignments Due" column of the course schedule provided on the eight page of this syllabus. 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 8:00 AM deadline (even by one or two minutes), I will deduct 10 points. If you do not turn the assignment in by 8:00 AM CST the next day, I will deduct an additional 10 points, and so on. Saturdays and Sundays count towards the total days late.
 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. Please don't turn in work that is only "half-finished".
 4. **Please submit assignments in a format that is compatible with Microsoft Office 2007/2010.** Please save all documents as doc or docx files.
- **Back-ups Are Required:** You are required to back up all your assignments on a disk that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.
- **E-mail:** Students must routinely check e-mail sent to his or her **East Texas A&M account**. Our discussion in the class is my primary mechanism for communicating to the class. I will also be using emails to communicate with the class. I check my e-mail several times a day, so this is the best way to reach me. Feel free to see me during the office hours on Monday and Wednesday.

- **Make-up Exams or Late Assignments Will Only Be Accepted If You Obtain University Approved 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 the class and e-mail. It is your responsibility to become aware of any such changes.

GRADE COMPONENTS:

WRITTEN COMMUNICATION (50%)

ASSIGNMENT/COMPONENT	TYPE	Point Value	PERCENT
Textbook Exercises/Writing/Activities/Quizzes	Individual	200	20%
Persuasive Memo	Individual	100	10%
Negative Message Memo	Individual	100	10%
Team Charter	Individual	100	10%

SPOKEN COMMUNICATION (30%)

ASSIGNMENT/COMPONENT	TYPE	Point Value	PERCENT
Elevator/Introduction Speech	Individual	100	10%
TED Talk + Slide Deck	Individual	100	10%
Formal Presentation	Team	100	10%

PROFESSIONAL DEVELOPMENT (20%)

ASSIGNMENT/COMPONENT	TYPE	Point Value	PERCENT
Resume Writing	Individual	100	10%
Social media/LinkedIn	Individual	50	5%
Cover Letter	Individual	2050	5%

GRADING SCALE:

A	90 – 100%	1000 points	D	60-69%	600-699 points
B	80 – 89%	800-899 points	F	Below 60%	Less than 600 points
C	70-79%	700-799 points			

Incomplete - Will be given only in extenuating circumstances.

Withdrawal - Must be initiated by the student administratively.

GRADE COMPONENTS:

This course focuses on essential communication skills and includes assignments designed to help students develop these abilities. Below, we outline the key communication skills and the types of assignments that will enhance learning. These skills emphasize self-development, team development, professional development, project development, interpersonal communication, peer review, and meeting management.

There are three components in the course. Specific instructions for each component will be posted in course, under the “CONTENTS” tab. The assignment should be submitted to the “Dropbox” designated for each assignment. The document must be compatible with Microsoft Word 2007/2010. A grading rubric for the assignments is available in the D2L

Written Communication: Students write letters, memos, proposals, formal and informal reports, work plans, and progress reports.

Spoken Communication: Spoken/Oral presentations from three to 20 minutes long address informative, persuasive, and extemporaneous methods of delivery. Some spoken/oral presentations require the use of visual aids such as handouts, overhead transparencies, and presentation software such as PowerPoint.
(Please note: There's no excuse for group presentation. You must be present for the group presentation).

Professional Communication/Development: It consists of resume writing, cover letter, and the social media/LinkedIn profile as part of professional development/communication.

EXAMS:

There will be two exams, mid-term and final exam. Exam will test your comprehension of the material presented in the required textbook via selected multiple choice, short answer items, and case analyses. The exams will be administered in class and students will be able to access the exam on the scheduled date in Week 8 and 16. A tentative grading rubric for the short answer questions will be available in the course management site.

CLASS ATTENDANCE & PARTICIPATION:

Attendance and engagement in your work is critical to successful course completion. I suggest that you attend the class regularly to make sure that you stay on track, view the feedback regarding your work, and read any additional information and/or material for this course.

- ❖ **IF YOU EVER FEEL AS IF YOU NEED TO MEET WITH ME IN ORDER TO CLARIFY ASSIGNMENTS, DISCUSS CONCERNS ABOUT THE CLASS, DISCUSS TOPICS FROM THE CLASS, ETC., E-MAIL ME IN ORDER TO SET UP AN APPOINTMENT.**
- ON THE COURSE SCHEDULE, ALL ASSIGNMENTS ARE DUE BY 8:00 AM (CST) ON THE DATE APPEARING AT THE BEGINNING OF THAT ROW OR OTHERWISE STATED.**

