



COB	303	Business Communications
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COB 303 03W Business Communications

COURSE SYLLABUS: Fall 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Steven F. Simmons
Office Location: Virtual
Office Hours: By Appointment
Office Phone: (803) 552-2441
Office Fax:
University Email Address: steven.simmons@etamu.edu
Preferred Form of Communication: Email, Text for Immediate Assistance
Communication Response Time: 24 hours

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required Effective Business Communication, McClean 3rd,
ISBN: 9781453334256

Course Description

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

Student Learning Outcomes (Should be measurable; observable; use action verbs)

1. Students will demonstrate proficiency in spoken communications by delivering clear and well-structured business presentations.
2. Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.

The syllabus/schedule are subject to change.

3. Students will identify and evaluate ethical business issues.
4. Students will be analytical problem solvers in business environment.

COURSE REQUIREMENTS

Students are expected to complete all assigned readings, discussions, written assignments, presentations, and assessments by the established deadlines.

Minimal Technical Skills Needed

Students should be able to use a computer, navigate Blackboard, access online course materials, create and upload Microsoft Office files, use email, and access generative AI tools such as ChatGPT.

Instructional Methods

This online course uses assigned readings, instructional materials, discussion boards, practical business communication assignments, generative AI activities, and presentations to develop workplace communication skills.

Student Responsibilities or Tips for Success in the Course

Students should review each week's course materials early, follow assignment instructions carefully, meet all deadlines, and contact the instructor promptly with questions or concerns.

GRADING

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

- A = 90%-100%
- B = 80%-89%
- C = 70%-79%
- D = 60%-69%
- F = 59% or Below

Total points corresponding to the final letter grades

- A = 451- 500 Points
- B = 401- 450 Points
- C = 351- 400 Points

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D = 301- 350 Points

F = 300 & > Points

Discussion Board	500 points (50 each)
Email Assignment	50 points
Resume Assignment	50 points
Business Report	150 points
Presentation	150 points
Business Communication Certification	100 points

TOTAL 1,000 points

Assessments

Discussion Board Sessions

Students will participate in discussion board sessions designed to apply course concepts, share perspectives, and engage professionally with classmates. Generative AI may not be used to create discussion posts or respond to classmates.

Resume Writing and Generative AI Assignment

Students will create or update a professional resume and then use a generative AI tool to review and improve its clarity, wording, and professionalism. Students will compare their original resume with the AI-generated revision and reflect on which recommendations improve the resume while ensuring that all information remains accurate and truthful.

Professional Business Email and Generative AI Assignment

Students will independently write a professional business email and then use generative AI to revise it for clarity, conciseness, and professionalism. Students will compare the two versions and reflect on how AI changed the wording, tone, organization, and effectiveness of their communication.

Final Business Report

Students will research a business-related issue, problem, opportunity, or trend and prepare a professional 5–7 page business report. The report will require students to use credible research, analyze evidence, develop conclusions and recommendations, and communicate their findings using professional business writing and formatting.

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Voice-Over PowerPoint Presentation

Students will create a professional narrated PowerPoint presentation based on their final business report and present the most important findings, conclusions, and recommendations. The presentation will emphasize effective slide design, concise visual communication, professional narration, and the ability to adapt a written business report for an oral audience.

Business Communication Certification Exam

Students will complete a Business Communication certification exam administered through Certipart as part of the course. Students who successfully earn the certification will receive a professional credential that can be included on their resume and LinkedIn profile to demonstrate their knowledge of business communication principles.

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

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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

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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:

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

Interaction with Instructor Statement

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>.

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 [Procedures 13.99.99.R0.01](#)

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

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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](#)
[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

Graduate Students Academic Integrity Policy and Form

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.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
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](#)

<https://www.tamuc.edu/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.

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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.

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 www.tamuc.edu/counsel

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.



<http://telusproduction.com/app/5108.html>

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AI use policy [Draft 2, May 25, 2023]

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 an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

Department or Accrediting Agency Required Content

COURSE OUTLINE / CALENDAR

Business Communication 16-Week Reading Schedule

Week	Topic	Reading Assignment	Assignment
1	Foundations of Professional Communication	Chapter 1, Sections 1.1–1.4	Discussion Board #1
2	Communication Styles, Listening & Emotional Intelligence	Chapter 1, Sections 1.5–1.11	Discussion Board #2
3	Audience, Perception & Message Design	Chapter 2, Sections 2.1–2.9	Discussion Board #3
4	The Business Writing Process	Chapter 3, Sections 3.1–3.6	Discussion Board #4
5	Effective Business Writing & Revision	Chapter 3, Sections 3.7–3.12; Chapter 4, Sections 4.1–4.6	Email Assignment
6	Email, Memos & Professional Correspondence	Chapter 5, Sections 5.1–5.3 and 5.8	Discussion Board #5
7	Employment Communication & Professional Branding	Chapter 5, Section 5.6; Chapter 11, Section 11.12	Resume Assignment

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Week	Topic	Reading Assignment	Assignment
8	Persuasive Business Communication	Chapter 5, Sections 5.5 and 5.7; Chapter 10, Sections 10.2–10.5 and 10.7	Discussion Board #6
9	Teams, Meetings & Workplace Conflict	Chapter 11, Sections 11.3–11.5; Chapter 12, Sections 12.1–12.7	Discussion Board #7
10	Negative News, Crisis & Change Communication	Chapter 13, Sections 13.1–13.6	Discussion Board #8
11	Intercultural & Global Business Communication	Chapter 14, Sections 14.1–14.9	Discussion Board #9
12	Business Reports & Research	Chapter 5, Section 5.4; review Chapter 3, Sections 3.4–3.6	Discussion Board #10
13	Planning Business Presentations	Chapter 6, Sections 6.1–6.5; Chapter 8, Sections 8.1–8.6	
14	Presentation Delivery & Visual Design	Chapter 7, Sections 7.1–7.5	Final Business Report
15	Informative & Persuasive Business Presentations	Chapter 9, Sections 9.1–9.6; selected sections from Chapters 10 and 11	
16	Course Integration & Final Presentations	Selected review from Chapters 1–14	Final Power Point Presentation

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