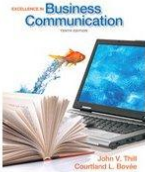


## **Syllabus: Business Communication BA 303 02W Spring 2013**

- Instructor:** Mrs. Skjoldager, MBA, MS (pronounced ‘Skoal + day +grr’)
- Communication:** This is a Business Communication course so communication is very important. Please contact me for any questions that you might have. Email and text are the best methods for reaching me.
- Virtual Office Hours:** I will check twice daily Monday-Friday, 8:00 a.m. to 5:00 p.m. CST (Course Home). Please feel free to answer questions as well.
- Telephone:** +1 (903) 456–3778 (call or text). I will take phone calls Monday-Friday, 8:00 a.m. to 5:00 p.m. CST. You can text over the weekend, and I will respond when I can.
- Email:** [sholmes1@leomail.tamuc.edu](mailto:sholmes1@leomail.tamuc.edu). I will answer emails within 24 hours – emails are not guaranteed to be answered between Friday 5:00 p.m. and Monday 8:00 a.m. CST.
- Meeting Time/Place:** Online
- Required Textbook:** Thill & Bovee: Excellence in *Business Communication*, 10<sup>th</sup> Edition  
ISBN 13: 978-0-13-271904-9  
ISBN 10: 0-13-2719004-5
- 
- Textbook Website:** **Real-Time Updates:** <http://real-timeupdates.com/ebc10>
- Requirements:** Junior standing, Internet access, a working email address and computer

### **Course Justification**

Developing excellent communication skills is extremely important to your career success, whether you are already working or are about to enter today’s workplace. Surveys of employers show that communication skills are critical to effective job placement performance, career advancement and organizational success. Employers often rank communication skills among the most-requested competencies. Communication skills include writing, reading, listening, nonverbal, and speaking skills.

Writing skills are more important than ever because technology enables us to transmit messages more rapidly, more often and to greater numbers of people than ever before. Flatter organizations demand that every employee be a skilled communicator. Communicating with peers, managers, clients, and customers who differ in race, ethnicity, gender, age and lifestyle is commonplace and requires special skills.

The most successful players in the new world of work will be those with highly developed communication skills. The lectures, discussions, assignments and exercises in this course are designed to improve your practical business communication skills.

**Course Objectives** This course is designed to develop the following professional skills:

1. Students will understand how businesses communicate through formal and informal communication networks.
2. Students will be able to recognize communication meanings that are rooted in cultural experience.
3. Students will demonstrate techniques to graphically communicate information for written and oral communication.
4. Students will understand the ethical goals of business communication and tools for communicating ethically in business.

### **Course Policies and Information**

**Attendance:** As in the workplace, students must attend class virtually multiple times per week. Any student who does not log into the class for more than three days may be administratively dropped from the course. Any student who will not be able to log into the class for more than three days should contact the instructor in advance to avoid an inadvertent drop from the course.

**Submitting Assignments:** The chapter assignments are worth **46 percent** of the course grade. Save your assignments as **LastnameFirstname\_Ch#, (e.g., SkjoldagerShawntay\_1)** and submit as the directions indicate. **It is the responsibility of the student to confirm that the assignment was uploaded to the dropbox. A failed assignment upload will result in a score of 0. Do NOT email the assignment to the instructor.** To confirm the assignment was uploaded, go to the dropbox and look for an attachment icon next to the student name. If the assignment was uploaded correctly, an icon will be visible. Note: Some assignments may require submission to TURNITIN.

**Assignment Formats:** Assignments should be submitted in Arial 12 point font and block left format with jagged right margins. Spacing and tabs depend upon the format specified in the book for the type of assignment. Proofread. **Grammar, punctuation and format count heavily in this course.**

**Late Assignments:** Any assignment submitted late **must have prior written authorization** and will only be eligible to receive a maximum of 50 percent of the original points.

**Course Grading:** Grading will include consideration of content, grammar, style and organization. Grades for each assignment will be returned with in three weeks of submission. Late submissions will be fit into the grading schedule, as time is available.

**Plagiarism.** Posts and assignments must be original work. Plagiarism and other forms of academic dishonesty will not be tolerated. Instructors “are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.” See 13.99.99.R0.10 Academic

Honesty at [http://www.tamu-commerce.edu/administration/Rules%26Procedures/rules\\_procedures.asp?RID=97](http://www.tamu-commerce.edu/administration/Rules%26Procedures/rules_procedures.asp?RID=97)

**Exams and Comprehensive Assessment Quiz:** The exams and the comprehensive assessment quiz are accumulatively worth **40 percent** of the student's course grade. There will be three exams given throughout the semester and one comprehensive *assessment quiz* at the end of the semester. The exams and comprehensive assessment quiz **will be timed** and can only be accessed once. If a student misses an exam, the student can take a comprehensive make up exam at the end of the semester to make up the missed exam grade entered as a zero. Students will be responsible for contacting the instructor by 1 December to set up a date and time to take the comprehensive make up exam. If an exam error occurs during an exam, contact the help desk and email the instructor immediately.

**Discussion Boards:** Open on Monday at 12:00 a.m. CST and close on Friday at 11:59 p.m. CST. The discussion board posts are worth **14 percent** of the student's course grade and count as class participation. Students with quality daily participation will earn higher scores. The total point value for each week's discussion board is one point of the student's overall grade. If a week is missed due to illness, travel, work, etc, the student's grade will only be impacted by one point. Grades awarded for each weekly discussion board reflect an average of the following three components:

1. **Participation** – One original posts and exemplary *almost daily* interaction/engagement with others (*A minimum of one post per day for three days of the week*).
2. **Timeliness** - Original post is posted *by day two* of the opening of the weekly discussion. Response occurs on multiple days throughout week. Once the weekly discussion is closed, it will not be reopened.
3. **Content/Subject Knowledge/Critical Thinking** - Address the question/statement completely and in-depth, covering all points and provide evidence. Posts reflect an understanding of the chapter content through inclusion of explanations and relevant examples from various resources in addition to the textbook with APA citations.

***Discussion Board Posting Rules:***

- 1) Personal attacks of other students because of their posts will not be tolerated.
- 2) Provide clear analysis and insight into the topic or questions.
- 3) Post original thoughts to avoid plagiarism and the penalties for plagiarism
- 4) Zero or minimal credit will be given to students with very FEW or NO SUBSTANTIVE postings or who post all posts with in a matter of minutes or all on the last day.
- 5) Proof postings to eliminate offensive references, poor sentence syntax, misspelled words, etc.

***Discussion Board Grading Rubric:*** This rubric assumes the student incorporated the three components listed above perfectly. Points will be deducted as determined by the instructor based on the three components above. An original post is the post that addresses the discussion board assignment for the week. Response posts are well thought out responses to the original posts of other students.

**Example 1:** If one original post is required, the post is worth 100%

**Example 2:** If two posts are required, the original post is worth 70%, and the response to the original post of others is worth 30%.

**Example 3:** If three posts are required, the original post is worth 60%, and the responses to the original post of others are worth 20% each.

**BREP Study:** The BREP Research Participation requirement is worth **10 percent** of the student's course grade (included in assignment category percentage).

One goal of this class is to help familiarize students with research methods. One manner to obtain this goal is to require students to participate in research studies. Participating in research studies contributes to students and faculty at TAMUC, a student's understanding of how research is conducted and human knowledge in general. All students in this class will be required to participate in the Business Research Experience Program (BREP), or complete alternative assignments. A student who wishes to complete the alternative assignment must contact the instructor by February 8, 2013 for assignment details.

**Students must complete a total of 5 research points (1 point for each study).**

Studies will be made available at: <http://tamuc-cbe.sona-systems.com/Default.aspx?ReturnUrl=%2f> Students will need to log in as a NEW PARTICIPANT and request an account. **Note: If the course information is not entered correctly, the instructor will not be able to see the student's activity. The student must verify all course information has been entered correctly.**

After creating an account, students will sign into the experiment system (SONA) and be asked to complete a prescreen survey. The prescreen takes about 30 minutes to complete, and will count as the first point. Then, students will need to select 4 other studies to complete. Some studies may be offered online, while others require face-to-face interaction.

Students who fail to complete the BREP study, or alternative assignment, will drop a letter grade.

**Guidelines to Ensure Academic Honesty:** Some people believe that anything found on the Internet is free to use. However, information on the web must be properly cited.

Keep the following in mind:

- 1) It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
- 2) Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best approach. The material should be stated in your own terms.
- 3) Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
- 4) The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own.

### **SERVICES FOR STUDENTS WITH DISABILITIES:**

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 Disability Resources and Services  
Halladay Student Services Building, Room 303 A/D  
Telephone: (903) 886-5150 or (903) 886-5835 or FAX: (903) 468-8148**

**Technical Assistance and Requirements**

If you are new to eCollege or a returning user, you may want to familiarize yourself with eCollege by going thru the eCollege tutorial or orientation process. You can access the online eCollege Orientation by clicking on the following link: <http://online.tamuc.org/> Your login is your Campus-wide ID # and your password is the same as your MyLeo password.

**Hardware/Software Requirements:** You are expected to have access to a reliable computer and Internet access. For those students in doubt about the necessary technology, refer to the following website: <http://online.tamuc.org/index.learn?action=technical>

**Password Protection:**

Giving your campus wide identification number and pin number to others may result in class or university dismissal.

**Technical Support:** If at any time you experience technical problems (e.g., you can not log in to the course, you can't see certain material, etc.) please contact the eCollege Help Desk, available 24 hours a day, seven days a week at 1-866-656-5511 or [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or click on the "Help" button located at the top of each page for more information.

**BA 303.02W Spring 2013**

Minimum percentages for grade levels:

A = 90-100% of total points  
B = 80-89% of total points  
C = 70-79% of total points  
D = 60-69% of total points  
F = 0-59% of total points

Student work breakdown:

14 Discussion Posts = 14 percent of grade  
5 Assignments = 46 percent of grade  
4 Exams = 40 percent of grade

**\*Note: The schedule is subject to change. Changes will be announced.**

<b>Week</b>	<b>Assignment and Topic</b>	<b>Percent Value</b>	<b>Due Date</b>
Week 1: Jan 14-21	Review Syllabus/Course Expectations – Introduce yourself in the Water Cooler and Select the two Learning Objectives you would most like to learn about. Submit Academic Honesty Policy		1/14
	Read Chapter 1: Achieving Success Through Effective Business Communication		1/15
	Chapter 1: Discussion	1%	1/18
Week 2: Jan 21-27	Read Chapter 2: Mastering Team Skills and Interpersonal Communication		1/22
	Chapter 2: Discussion	1%	1/25
Week 3: Jan 28– Feb 3	Read: Chapter 3: Communicating in a World of Diversity		1/29
	Chapter 3: Discussion	1%	2/1
Week 4: Feb 4-10	Read: Chapter 4: Planning Business Messages		2/5
	Chapter 4: Discussion	1%	2/8
Week 5: Feb 11-17	Chapter 4: Assignment #1: Team & Cultural Experience	9%	2/11
	Read: Chapter 5: Writing Business Messages		2/12
	Chapter 5: Discussion	1%	2/15
Week 6: Feb 18-24	Read Chapter 6: Completing Business Messages		2/19
	Chapter 6: Discussion	1%	2/22
Week 7: Feb 25 -Mar 3	<b>Exam 1 (Chapters 1-6)</b>	10%	2/24-2/26
	Read: Chapter 11: Planning Reports and Proposals		2/27
	Chapter 11: Discussion	1%	2/29
Week 8: Mar 4-10	Chapter 11: Assignment #2: BREP: Research Participation (or Alternative Assignment)	10%	3/4
	Read Chapter 12: Writing Reports and Proposals		3/5
	Chapter 12: Discussion	1%	3/8
Week 9: Mar 11-17	<b>Spring Break – ENJOY!</b>		
Week 10: Mar 18-24	Chapter 12: Assignment #3: Interim Graduation Progress Report and Presenting Data	9%	3/18
	Read Chapter 13 Completing Reports and Proposals		3/19
	Chapter 13: Discussion	1%	3/22
Week 11: Mar 25-31	Read Chapter 14: Designing and Delivering Oral and Online Presentations		3/26
	Chapter 14: Discussion	1%	3/29
Week 12: April 1-7	Chapter 14: Assignment #4: Multimedia Activity	9%	4/1
	<b>Exam 2 (Chapters 11-14)</b>	10%	3/31–4/2
	Read: Chapter 7: Crafting Messages for Electronic Media		4/2
	Chapter 7: Discussion	1%	4/5

Week 13: April 8-14	Read: Chapter 8: Writing Routine and Positive Messages		4/9
	Chapter 8: Discussion	<b>1%</b>	<b>4/12</b>
Week 14: April 15-21	Read: Chapter 9: Writing Negative Messages and		4/16
	Chapter 9: Discussion	<b>1%</b>	<b>4/19</b>
Week 15: April 22-28	Read: Chapter 10: Writing Persuasive Messages		4/23
	Chapter 10: Discussion	<b>1%</b>	<b>4/26</b>
Week 16: April 29- May 5	<b>Exam 3 (Chapters 7-10)</b>	<b>10%</b>	<b>4/28-4/30</b>
	Read: Chapter 15 & 16: Building Careers and Writing Resumes and Applying and Interviewing for Employment		5/3
Week 17: May 6-10	Chapter 15 & 16: Assignment #5: Prepare a Resume and Cover Letter for a Specific Job Listing	<b>9%</b>	<b>5/6</b>
	<b>Comprehensive Assessment Quiz &amp; Make Up Final</b>	<b>10%</b>	<b>5/6-5/8</b>
	Semester Self-Assessment Discussion	<b>Bonus</b>	<b>5/8</b>
		100%	

**NOTE \*\***

- **Graded activities have percent values and the due dates are in bold.**
- **The second half of the semester is very heavily loaded. Please plan accordingly.**
- **Assignments (excluding discussions and exams) can be submitted in advance.**
- **Exams are scheduled during weeks with other assignments. Plan your work!**