



BUSI 3301.120, (CRN: 80236) Business Communications & Research

COURSE SYLLABUS

“Writing Intensive Course

Tuesdays and Thursdays: 9:30 AM to 10:45 AM.

Fall Semester, August 28 to December 15, 2017

Founder’s Hall, Room # 312

1. INSTRUCTOR CONTACT INFORMATION

Instructor: Mr. John La Lone, MS-HRM
Department: Management and Marketing
Office: Founder’s Hall, Room 318L
Office Phone: 254-519-5472
E-mail: jlalone@tamuct.edu
Office Hours: Monday and Wednesday: 11:30 AM to 12:30 PM
 Tuesday and Thursday: 1:00 PM to 4:00 PM
You must call our Admin Assistant to schedule appointments.

Admin

Assistant: Mr. McSweeney, PH: (254) 519-5437
Student Professor Interaction: Preferred contact with me for this course is via a Canvas message or TAMUCT e-mail, *if Blackboard is not working*. I will respond to Blackboard messages and e-mails within 24-48 hours, except on weekends and holidays. I encourage students to interact with me and to ask questions about upcoming assignments, obtain clarity on course concepts, and/or review your grading status in the course.

College of Business Administration Department Information:

COBA Department Main Phone Number: 254-519-5437

COBA Department Main Email: cobainfo@tamuct.edu

COBA Department Main Fax#: 254-501-5825

Course Materials Copyright

My lectures and course materials, including MS. PowerPoint presentations, tests, and similar materials, are protected by copyright. I am the exclusive owner of copyright in those materials that I create. You may take notes and make copies of course materials for your own use. You *may not* allow others to reproduce or distribute lecture notes and course materials publicly whether or not a fee is charged without my express written consent. Similarly, you own copyright in your original papers and exam essays. If I am interested in posting your answers or papers on the course web-site, I will ask for your written permission.”

Persons who publicly distribute or display or help others publicly distribute or display copies or modified copies of an instructor's Course Materials may be considered in violation of the University Code of Student Conduct.

Emergency Warning System for Texas A&M University – Central Texas

UNILERT is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email and text message. All students are automatically enrolled in UNILERT through their mtCT e-mail account. Connect at www.TAMUCT.edu/UNILERT to change where you receive your alerts or to opt out. By staying enrolled in UNILERT, university officials can quickly pass on safety-related information, regardless of your location. Please enroll today at <http://TAMUCT.org/UNILERT>

1.0 Course Description

BUSI 3301. Business Communications and Research. 3 Semester Credit Hours. (WI) Study and demonstrate the different types of letters and reports utilized in the modern business environment. Basic business research and APA citation skills will also be an essential component of the course, as well as presentation fundamentals. Completion of this course is recommended in the first semester of enrollment as it is a prerequisite for most business courses.

This is a Face-to-Face course, but does use our Canvas Learning System <http://tamuct.instructure.com>] for providing course resource materials, and for your netiquite assignments. The instructions in paragraph 17 of this syllabus will assist you with gaining access and technical support. Once you are in Canvas, there is tab on the left labeled “Online Learning” that will have additional Canvas resources if you are unfamiliar with BB. Though no specific knowledge is required as a prerequisite to this course, it will be essential that you have a familiarity with the use of Power Point, Microsoft Word, the Internet, and attaching documents at a minimum.

2.0 Course Objectives:

Upon successful completion of the BUSI 3301-Business Communications and Research course, you will be able to:

- ✓ Explain the importance and role communication serves in the business world today, including the impacts of culture and globalization.
- ✓ Tailor communications to the interests and preferences of your audience in ways that make oral and written communications clear, concise, and compelling to the reader or listener.
- ✓ Apply the principles of effective written communications through the development of various business correspondences, using Microsoft Word. Word is available in the Texas A&M University-Central Texas computer labs. *The MS.Word program is also available [FREE of charge] to all TAMUCT students at our TAMUCT web-site.*
- ✓ Demonstrate the fundamentals of business related research, including the proper use of APA citations.

GBK 301—120

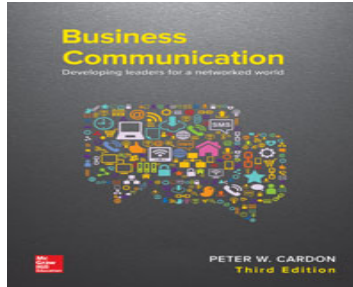
Fall Semester

2017

- ✓ Write professionally in web-based interactions with colleagues on issues of business communication, including observance of Netiquette norms.
- ✓ Demonstrate proper business oral communication and presentation skills, including the use of Microsoft PowerPoint.

3.0 Instructional Materials and Support Resources

3.1. Required Course Materials:



Book Title: Business Communications: Developing Leaders for a Networked World 3ed (With Connect Access)

Author: Peter W. Cardon

ISBN: 978-126-017-8838

Publication Date: February 2017

Binding: Loose Pages with Connect Access

Type: Print

Price: \$144.00

The TAMUCT book store has the package with "Connect/LearnSmart" which you will need.

Click on: <http://www.tamuctshop.com> (Links to an external site.)[Links to an external site.](#)

Click on 'book' tab and follow guidelines to select your course, your program will always be "All."

3.2. Suggested Course Materials:

Publication Manual of American Psychological Association (6th ed.). American Psychological Association. ISBN 1433805618



It is highly advisable that that you keep this text following the course, as APA citations are the required citation method within the Department of Management & Marketing and will be used throughout your undergraduate and, hopefully, graduate education.

Note: *A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.*

4.0. Technology Requirements and resources

This course will use the TAMUCT Canvas Learning system for class communications, content distribution, and assessments.

4.1. Logon to access the course:

Username: Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail address)

Initial Password: Your MyCT password

4.2. For this course, you will need reliable and frequent access to a computer and to the Internet.

4.3. Canvas supports the most common operating systems:

PC: Windows 8, Windows 7, Windows Vista

Mac: Mac OS X 10.9 (Mavericks), 10.8 (Mountain Lion), and 10.7 (Lion)

NOTE: Computers using Windows XP, Windows 8 RT and OS X 10.6 or lower are NO longer supported

Check browser and computer compatibility by following the “Browser Check” link on the TAMUCT Canvas logon page. (<https://tamuct.instructure.com>) .This is a CRITICAL step as these settings are important for when you take an exam or submit an assignment.

Upon logging on to Canvas, you will see a link to Canvas Student Orientation under My Courses tab. Click on that link and study the materials in this orientation course. The new Canvas is a brand-new interface and you will have to come up to speed with it really quickly. This orientation course will help you get there. There is also a link to Canvas Help from inside the course on the left-hand menu bar. The first week of the course includes activities and assignments that will help you get up to speed with navigation, sending and receiving messages and discussion posts, and submitting an assignment. Your ability to function within the Canvas system will facilitate your success in this course.

Technology issues are not an excuse for missing a course requirement – make sure your computer is configured correctly and address issues well in advance of deadlines.

4.1. **Technology Support:**

For technology issues, students should contact Help Desk Central. 24 hours a day, 7 days a week:

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

Web Chat: <http://hdc.tamu.edu>

When calling for support please let your support technician know you are a TAMUCT student.

For issues related to course content and requirements, contact your instructor.

5.0. **Writing Intensive Designation**

This is an “Intensive Writing (WI) Course.” The purpose of this designation is to develop communication skills needed by those preparing to enter the business world as well as those who are already part of that world. The course will focus on continuous improvement in written and spoken correspondence. The instructor will provide ongoing feedback of the individuals written, verbal and nonverbal skills. It will be the student’s responsibility to make the instructional adjustments and corrections throughout the semester. **If you can communicate effectively (written, verbal and nonverbal), you have a highly valued and marketable skill.** Surveys have shown that the ability to communicate well is ranked by business executives as first among the personal factors necessary for promotion. **The WI portion is designated as the average of: Communications # 1 and Communication # 2, the Research Practice Exercise and the written part of the Individual Proposal.**

6.0. **General-Course Performance Guidelines/Grading Problems**

- 6.1 **Individual Performance:** It is vital that you are active in the course and complete all work in a professional fashion. You are expected to read the chapters as assigned in the syllabus as well as read or view any supplemental resources that may be found in the Module content folders for that period.

I strongly encourage your attendance for each class. I recognize that not all students are able to attend every class session. When you are absent from class, use the buddy system to find out what you missed and obtain lecture notes. I expect each student to take personal responsibility for making up missed subject matter and assignments. Your timely attendance, preparation for and participation in class discussion, and timeliness of assignment submissions will all contribute toward the

grade that you earn for in this class.

- 6.2. **Quality Work:** All work submitted for grading shall be of upper level quality: Depth of analysis, grammatical structure, etc.
- 6.3. **Identifying Submissions:** Submissions must clearly identify the student and the title of the assignment (**ie: Smith, Jerome. BUIS 3301.120, Essay 1**)
- 6.4. **Specifications for Written Assignments:** All submissions will be in accordance with “The Publication Manual of the American Psychological Association, 6th ed. All written work must be submitted utilizing Microsoft Word in either a .doc or .docx format. Any other guidance is instructor determined, but APA citation style must be followed and graded for where appropriate.
- 6.5. **Texas A&M University-Central Texas E-Mail Account:** All correspondence between students and your instructor will be via your Texas A&M University-Central Texas “Canvas Learning System” account. All students will send a **Canvas message** to your instructor by **Tuesday-September 5, 2017** via your TAMU-CT “Canvas” account. *Your message must reflect:* student’s name, TAMU-CT e-mail address, course number, course title, and student’s name. In case of Canvas breakdown, use your Texas A&M University-Central Texas student e-mail account. *In such cases, ensure that you place your name and the course number in the subject block of your email.*
- 6.6. **Reading/assignments:** Class meetings will consist of: lecture on and review of assigned chapters. You are expected to study the material for each assigned chapter, *prior* to coming to class. See paragraph 17 for reading schedule.
- 6.7. **Due Dates and Late Submissions:** The assignment instructions and deadlines are clearly laid out in the syllabus. Though some assignments are fairly involved, and you do have more than one assignment due in each week. As such, it is expected that all work will be submitted **on time**, as timeliness is an important aspect of professional communications and behavior. If you encounter an issue, please let me know as soon as possible. It is much easier to discuss issues before due dates rather than after. **Late work is not accepted.**
- 6.8. **Posting of Grades:** All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool. I will attempt to post grades for all assignments and discussions within **one week after** the due date, unless I let you know otherwise. Grades on exams will be available immediately (unless essays must be graded as well).
- 6.8. **Changes to Syllabus:** This syllabus serves as an instructional and study planning document. Although every effort will be made to maintain the schedule and activities presented herein, it may become necessary during the course of the semester to make changes to the syllabus. In such events, changes will be

announced and students will receive written notice of such change within seven days. I reserve the right to make such changes, if they are necessary.

7.0. Drop Policy

Drop Policy. If you discover that you need to drop this class, you must complete a Drop Request Form, found through the [Registrar's web page: https://www.tamuct.edu/departments/business-office/droppolicy.php](https://www.tamuct.edu/departments/business-office/droppolicy.php)

- 7.1. **Professors cannot drop students;** this is always the responsibility of the student. The record's office will provide a deadline for which the form must be returned, completed and signed. Once you return the signed form to the records office and wait 24 hours, you must go into Warrior Web and confirm that you are no longer enrolled. Should you still be enrolled, FOLLOW-UP with the records office immediately? You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the deadline or fail to follow the procedure, you will receive an F in this course.
- 7.2. Last day for student's to add or drop a course without having to process manual Texas A&M University documents is Friday—August 25, 2017.
- 7.3. Last day for student's to add or drop a course BY PROCESSING manual TAMUCT documents is Monday—Wednesday-August 28-30, 2017.
- 7.4. Last day to drop a 16 Week class w/"no record is Wednesday—September 13, 2017.
- 7.5. Last day to drop a class w/a "Q" or "W-Withdrawal" is Friday—November 10, 2017.
- 7.6. **Priority** filing for Fall 2017 Graduation is: Friday--September 1, 2017.
- 7.7. **LATE** filing for Fall semester 2017 Graduation is: Sunday--October 1, 2017. You can still file for Fall semester 2017 Graduation after October 1, 2017—but it will be *conferral only*—you won't be able walk the stage at the graduation ceremony!
- 7.8. Last day to "withdraw" from the university is Friday-December 15, 2017

Note # 1: In rare, emergency cases (and they must be justified), students may qualify for an incomplete grade, which is recorded as an "I-Incomplete" grade report and on your transcript. Requests for incomplete grades must be made according to TSU policy and approved by the instructor prior to the final week of classes. Incomplete grades are not given except for documented medical or family emergencies, with a significant (at least 2/3rds) portion of the course already completed. All requirements must be completed by two-weeks prior to the end of the next semester or the "I" automatically changes to an "F."

8.0. Academic Integrity

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to

preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action. *****If the instructor suspects plagiarism, that assignment will receive a zero based on the severity of the plagiarism. All students suspect of this academic dishonesty will be reported.***** More information can be found at <http://www.tamuct.edu/departments/studentconduct/academicintegrity.php> *Violations of "Academic Integrity, in any area of this course, will result in the grade of "F" for this course.*

9. Academic Accommodations

At Texas A&M-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion webpage](http://www.tamuct.edu/departments/access-inclusion):
<http://www.tamuct.edu/departments/access-inclusion>.

TAMUCT supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](#), please visit:

<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>.

Please inform Professor La Lone of any accommodations required prior to the end of the first week of class.

10.0 Tutoring

Tutoring is available to all TAMUCT students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and

Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Kim Wood at k.wood@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables TAMUCT students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

11.0. The University Writing Center

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University – Central Texas is a free workspace open to all TAMUCT students from 10am-4pm Monday-Thursday during the “Summer” semester (June 5, 2017 to July 27, 2017). Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available). Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students’ ideas and writing, our tutors highlight the ways in which they read and interpret students’ texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at [**bruce.bowles@tamuct.edu**](mailto:bruce.bowles@tamuct.edu).

12.0. Library and Research Services

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at TAMUCT are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the

library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the TAMUCT main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our homepage: <http://tamuct.libguides.com/>

13.0. FACE-TO-FACE COURSE

This course is Face-to-Face but many of the course materials are on-line—and many of your assignments are to be completed online utilizing our TAMUCT Canvas platform: <https://tamuct.instructure.com/>. Students will access all course materials (except textbook), assignments, student-instructor and student-student communication, activities, exams and resource links via the Course Web Site. Many of the assignments for this course are completed Online [ConnectPlus, and LearnSmart]. This type of learning requires students to be very self-disciplined. Be sure that you understand and make note of all course requirements, and be prepared to comply with all required class assignments and deadlines.

14.0. Warrior Link

This online job database connects employers with students with postings of internships, part-time, full-time jobs. All students will receive an email with their username and password the first week of school with access information. Warrior Link (<http://www.tamuct.org/careerservices>) allows students up until a year after they graduate the opportunity to search for a job, post a resume and informed on any events that are taking place while they are out of the careers services area.

15.0. Course Assignments and Requirements

- 15.1. **Student Profile and Course Agreement:** (20 points) – Students should review this Syllabus in depth and be sure they are willing to comply with all assignments and deadlines in this course. The course agreement requires students to agree to these expectations and promise that they have the computer set-up and self-discipline needed for a fully online course.
- 15.2. **Introduction:** (20 points) – Each student will be required to post an introduction on the discussion board under “Introductions.”
- 15.3. **Connect LearnSmart Activity:** (160 points) – There will be 16 Chapter LearnSmart Activities to complete in McGraw-Hill Connect, each worth 10 points.

- 15.4. **Discussion Forums:** (80 points) – There will be two discussion (40 points each) due throughout the semester. Each discussion has multiple topics. The exact requirements for each will be found within the discussion forum for the week it is scheduled.

- 15.5. **APA Competency Exam:** (75 points) - You will be required to complete a 55 question exam that covers topics on basic APA formatting which is outlined in the APA 6th edition manual. It is essential to apply proper APA formatting on all of your academic papers. This exam will test your knowledge of proper usage of the APA format. You are graded based on the score received and not simply completion, so be diligent. APA resources/materials have been provided in Canvas. You will have 2 attempts to pass the APA Exam with an 80% or higher (60/75 points (44 out of 55 questions correct).

- 15.6. **Research Practice Assignment (WI Component):** (100 Points) your individual (written) paper will be worth (65 points) and your video/oral presentation is worth (35 points). Utilizing our library databases, you must use at least 3 References (1-Book, 2- scholarly journal articles -one may be a mainstream magazine article at least four pages in length and 1 internet article). The topic of your research must deal with a business communication issue. These may discuss good or bad communication techniques or describe instances where companies struggled or had great success in communicating (in any industry).

You must use 1” margins at the top, bottom, left and right side of page. Double-space your Research Paper, and use Times New Roman size 12 point fonts. The messages will be submitted according to the concepts and specifications outlined in the text for that type of communication. Misspellings and grammatical mistakes must be avoided, as they will impact the grade earned. NOTE: “Spell-check programs don’t always point out the use of a wrong word [e.g., their/there, hair/heir, sent/scent, etc.]

After reading the three articles, you must prepare a 6 page individual research paper (1 Cover Page, 1-Abstract Page, **3-Body**, and 1-Reference page), All of these references must be used in the body of your written paper, and each usage must accompanied by a reference citation. You should demonstrate your mastery of professional correctness, proper summarization, and applying proper APA formatting & citations. Your end reference should provide easy access for me to review the article. A detailed rubric is available on Canvas.

Point Value Rubric-MS.Word Research Paper (65 Points)

APA Cover Sheet-----10 Points

Introduction-----12 Points

Describe Topic, evaluate its importance, identify keys words and their meaning,

(explained in your words → not a total cut and paste), reference citations, grammar, and spelling.

Body (3-paragraphs)----- “45” Points (15-for each paragraph)

Describe factors involved, describe their significance, identify keys words and their meaning, (explained in your words → not a total cut and paste), reference citations, grammar, and spelling.

Reference Citations in Body---“0” Points-But “F Grade → Plagiarism if omitted!

Summary/Conclusion-----“13” Points

Explain how you arrived at your summary/conclusion, justify your reasoning, identify keys words and their meaning, (explained in your words → not a total cut and paste), reference citations, grammar, and spelling.

References Cited-----“10” Points

Listed in accordance with APA format, exact number of each type of reference is required.

You will also prepare “MS PowerPoint **NOTES Slides**” covering your topic. All presentations will be conducted using current multi-media/information technology methods, in this class it will be MS.PowerPoint. ***“MS.PowerPoint Notes Slides” are the only aide that I will allow you to use as a reference during your presentation!!*** I [WILL NOT] allow 3” x 5” cards, 5” x 8” cards, written papers of any kind, nor any form of electronic medium.

A hard copy of your (MS.Word) written proposal and a hard copy of your “MS PowerPoint **notes-slides**” with notes affixed (Notes are **NOT OPTIONAL**, they ***(ARE REQUIRED)***). They will be submitted to the instructor on the day/date you are scheduled to do your oral presentation, ***prior to your oral presentation***. They will be accompanied by an electronic copy of your MS.Word document and your MS.Powerpoint on a CD-“R.” Submission and presentation dates are reflected in paragraph 17 below, but specific presentation date—by student name—is the agenda that we will adhere to. I will publish a schedule, and place a copy on our Canvas site for your compliance.

NOTE: As I grade your “MS.PowerPoint Notes slides” I will be looking for: 1) Proper layout, 2) Formatting, 3) Wording and spelling, 4) Word Flow, 5) Bullet length, 6) Number of bullets per slide, 7) Number of words per bullet, 7) Required use of **notes** on your MS.Powerpoint Notes Slides, and 8) Written using “Positive Affirmation” (Avoiding Negative words/phrases).

15.7 **Team Proposal and Oral Presentation (WI Component):** (225 total points) -

This major assignment will be developed in accordance with the parameters below and the rubrics found in Canvas with the assignment instructions. All subjects and materials to be presented in this course must be “new works” researched and assembled by you for this course only. *Recycling of cases, proposals, reports, and subjects from this or other classes “is prohibited” and in violation.*

- 1). Team members will be appointed by the Professor. I will not re-assign individuals to a different group after the initial assignment has been made. It is the group’s responsibility to work together.
- 2). Your research must include at least nine references, with a minimum of two books, four scholarly journal articles from the Texas A&M – Central Texas library database and no more than 3 internet articles. All references and citations must conform to APA style guidelines. The final product must be at least 11 page report (1-Cover Page, 1-Abstract Page, 1-table of contents, **8 body pages**, and 1-reference page), excluding attached appendices. Please note that 8-Body Pages means **Body Pages**.
- 3). Each team will have to produce an internal proposal addressed to the instructor as your supervisor worth **125 of the 225 total points**. This proposal must address a business problem (*with a Fortune 500 Company*) of your choosing, contain an introduction to the problem, provide four viable alternatives (no less, Alternatives) with supporting documentation that you believe could correct the problem, provide a cost-benefit analysis, explain your recommended alternative to correct the problem, and an implementation schedule with timeline. Be specific and detailed!
- 4). **Planning:** (Worth 25 of the 225 point total). How well your team works together, conducts your research, organizes and assembles your materials in MS.Word, organizes and assembles your materials in MS.PowerPoint, and deliver your presentation.
- 4). Each team will also prepare “MS PowerPoint **NOTES Slides**” covering your topic (worth **75 of the 225 points**). All presentations will be conducted using current multi-media/information technology methods, in this class it will be MS.PowerPoint. ***“MS.PowerPoint Notes Slides” are the only aide that I will allow you to use as a reference during your presentation!! I [WILL NOT] allow 3” x 5” cards, 5” x 8” cards, written papers of any kind, nor any form of electronic medium.***
- 5). A hard copy of your (Ms.Word) written paper, A copy, a hard copy of your MS PowerPoint **NOTES Slides**, d “MS PowerPoint **notes-slides**” (***with notes affixed***) and an electronic copy on a CD-“R” will be submitted to the

instructor on the day/date you are scheduled to do your oral presentation [**prior to your oral presentation**]. They will be accompanied with an *electronic copy of your MS.Word document and your MS.Powerpoint on a CD-“R.”* These items will be submitted to the instructor on the date indicated in paragraph 17 below, but specific presentation date—by student name—is the agenda that we will adhere to. I will publish a schedule, and place a copy on our Blackboard site for your compliance.

- 6). Your team will each share [equally] in the preparation and presentation of this long proposal. The oral report will be **not less than 12 minutes nor more than 14 minutes in length**. Each group member will contribute to the produced report and the contribution will be identified in “Table of Contents of the written report.

NOTE: Each team member must: conduct his/her own research, preparation of his/her own MS.Word documentation, preparation of his/her own MS.Powerpoint documentation, and orally present his/her own portion of the project (**Each Team Member must contribute orally as well-No one will be exempted from the 3-4 minute oration requirement either**).

- 7). **NOTE:** [“An individual who does not contribute and/or Participate with his/her group will receive a grade of Zero]. Grading of the report and oral presentation will be a “Team Grade” shared alike and no individual grade will be given [except as noted in the preceding sentences]. This presentation will be conducted in the classroom according to the schedule in paragraph 17 below, and further delineated by Team to a specific date.

NOTE: Oral presentations will be conducted in a professional manner, to include appropriate business dress.

Men: slacks, shirt, socks, shoes, and tie (No denims, jeans, boot pants, Levi’s, sneakers, etc.).

Ladies: blouse and slacks or dress, or suit with socks/stockings and either low or high-heeled shoes.

Look like professionals! Timing will be strictly adhered to. Presentation points will be deducted if the presentation runs short or over by more than “1”minute.

You must to use 1” margins at the top, bottom, left and right side of page. Double-space your Team Proposal, and use Times New Roman size 12 point fonts. The messages will be submitted according to the concepts and specifications outlined in the text for that type of communication.

Misspellings and grammatical mistakes must be avoided, as they will impact the grade earned. NOTE: “Spell-check programs don’t always point out the use of a wrong word [e.g., their/there, hair/heir, sent/scent, etc.]

Rubric for Written and Oral Presentation, GBK301-Business Communications

Student's Name:		Date:			
	DISTINGUISHED (9-10)	PROFICIENT (7-8)	BASIC (5-6)	UNSATISFACTORY (4 & below)	
Organization of Written Outline (10 pts)	Information/ideas presented is clearly appropriate to the purpose, audience, and setting; outline is in a logical, interesting sequence; information is clearly presented and supported with accurate and appropriate details	Information/ideas presented is appropriate to the topic, purpose, audience and setting; outline is presented in a logical sequence; the information presented is clear and accurate, with no major omissions	Information/ideas presented is related to the topic, purpose and/or audience; outline is hard to understand and lacks a coherent sequence; there may be minor inaccuracies	Information/ideas presented appears unrelated to the topic, purpose or audience OR inappropriate to the purpose, audience or setting; outline is not presented in the required format	
Written Mechanics (10 pts)	Flawless grammar; interesting vocabulary add to audience engagement; spelling, punctuation, capitalization are correct.	Mostly correct grammar; good use of vocabulary enable audience to be engaged	Minor lapses in grammar; limited vocabulary affects listeners	Very poor grammar; limited and/or inappropriate word choice limits audience understanding	
Written Sources (10 pts)	Outline includes all required sources using correct style	Outline includes cited sources with minor omissions	Outline includes some cited sources but does not use correct style	Outline does not contain appropriate/ny cited sources.	
Delivery (40 pts)	<p>POISE/APPEARANCE-relaxed, self-confident and appropriately dressed for purpose or audience.</p> <p>-----</p> <p>BODY LANGUAGE-natural movement and descriptive gestures which display energy, create mood, and help audience visualize.</p> <p>-----</p> <p>EYE CONTACT-builds trust and holds attention by direct eye contact with all parts of audience</p> <p>-----</p> <p>VOICE-fluctuation in volume and inflection help to maintain audience interest and emphasize key points.</p>	<p>POISE/APPEARANCE-quick recovery from minor mistakes; appropriately dressed.</p> <p>-----</p> <p>BODY LANGUAGE-movements and gestures generally enhance delivery.</p> <p>-----</p> <p>EYE CONTACT-fairly consistent use of direct eye contact with audience.</p> <p>-----</p> <p>VOICE-satisfactory variation of volume and inflection.</p>	<p>POISE/APPEARANCE-some tension or indifference apparent and possible inappropriate dress for purpose or audience</p> <p>-----</p> <p>BODY LANGUAGE-insufficient movement and/or awkward gestures.</p> <p>-----</p> <p>EYE CONTACT-occasional but unsustained eye contact with audience.</p> <p>-----</p> <p>VOICE-uneven volume with little or no inflection.</p>	<p>POISE/APPEARANCE-Nervous tension obvious and/or inappropriately dressed for purpose or audience</p> <p>-----</p> <p>BODY LANGUAGE-no movement descriptive gestures.</p> <p>-----</p> <p>EYE CONTACT-no effort to notice eye contact with audience.</p> <p>-----</p> <p>VOICE-low volume and/or monotonous tone cause audience to disengage.</p>	
Visual AIDS (10 pts)	Clear and appropriate to the topic; attractive visual aid; not over-used	Used and add some clarity and dimension to the speech; well-	Attempted but unclear; inappropriate for the subject or over-used;	No visual or none attempted; aids are poorly designed, may	

	and beneficial to the speech	designed to help the audience to better understand and to stay engaged	difficult to understand, too overpowering, or too difficult to see/hear	be difficult to see/hear, inappropriate or confusing; limit audience to understanding/engagement.
Introduction, Conclusion (10 pts)	Purpose and subject is defined clearly; summarized major points; ended smoothly	Clear overview; summarized major points; ended somewhat smoothly	Unclear overview; summarized major points; ended abruptly	No overview given; did not summarize; ended abruptly
Length (10 pts)	Ten minutes length	One or two minutes long or short	Three to four minutes long or short	Five minutes to long or short

Total Points Received: _____ ÷ 100 Points Possible

GRADE: _____ %

15.8. **Professional Communication Assignments:** (120 total points; 2 assignments) - Each student will develop several original business communications: Communication 1 - 50 pts, and Communication 2 - 70 points) and submit them on the due dates outlined in the course schedule.

(1). ***Communication # 1 (50 Points):** You will act as a manager and construct an email communicating [*Use Canvas Message to perform this function*] a new policy to your employees that they will not be happy with (negative). Some examples you could use include: dress code policy, cell phone use, break time, personal use of computer, etc. Then, in the same document and on the next page you will write an essay describing how your oral communication of this policy would be similar or different than the written policy.

(2). **Communication # 2 (70 Points):** Each student must Prepare a resume, complete with: 1) APA Cover Sheet (10 Points), 2) Resume’ cover letter, (25 Points), 3) Resume’ (25 Points), and 4) References (10 Points), for a job that you would be qualified for based on the degree you are presently pursuing (Chapter 16). An “Example” of how a Resume’ and References listing should look are posted to our Canvas Site. I do not provide an example of the resume’ cover letter, there are excellent examples in our text. This assignment will be completed via Hard copy (8.5” by 11” paper) and submitted to your instructor, in the class room, on the due date listed on our course schedule-paragraph 17.

15.9. **Chapter Quizzes:** (320 total points): You will have 16 examinations in this course worth **20 points** each. Each exam may be composed of T/F, Matching, Multiple Choice, and Essay in order to assess the course and chapter objectives, as well as the course content in general. They may vary in composition from

exam to exam. Quizzes will generally be available the week they are due and dates will be posted online as well as in the schedule section of this Syllabus. They will be timed and once started, must be completed at that time.

16.0 Grade Computation

Grades will be calculated as follows:

POINTS	EQUALS	LETTER GRADE	“WI” COMPONENT
900 - 1000	=	A	Pass
800 - 899	=	B	Pass
700 - 799	=	C	Pass
600 - 699	=	D	Fail
Below 600	=	F	Fail

17.0. Activities/Course Elements, and Their Values

Activity/Course Element	Points	Percent of Final Grade
Student Profile	20	1.82 %
Introduction Post	20	1.82 %
Discussions (2 @ 30 Points Each)	60	5.45 %
APA Exam	75	6.82 %
WI Business Research Pactice	100	9.9 %
**WI Written (65 pts) &	(65)	5.91 %
Oral (35pts)	(35)	3.18 %
Communication #1 <i>*WI Letter</i>	50	4.5 %
Communication #2 <i>*WI Resume</i>	70	6.36 %
APA Cover-10 Points (01 %)	(10)	(0.91 %)
Resume Cover Letter-25 Points (2.5 %)	(25)	(2.27 %)
Resume’ -25 Points (2.5 %)	(25)	(2.27 %)
References-10 Points (01 %)	(10)	(0.91 %)
LearnSmart Activities: 16 Each @ 10 Points	160	14.55 %
Chapter Quizzes (in Connect) 16 Each @ 20 Points	320	32%
Team Proposal *WI-Tm Proposal	225	20.45%
Proposal, Long, Team-Planning	(25)	(2.05%)
Proposal, Long, Team -Written	(125)	(11.36 %)
Proposal, Long, Team-Oral Presentation	(75)	(6.82 %)
TOTALS	1100	100%

17.0. Course Schedule (Outline) and Assignments 8-Weeks

Grading Points for each assignment are noted in Paragraph 16.
All graded assignments, and due dates are bold.

DATES	CHAPTER & TOPIC	Assignment
WEEK 1		
Tuesday August 28, 2017	Chapte 1. Establishing Credibility.	1. Course Introduction 2. Read Chap 1 & 2; Study supplementary materials
Thursday Aug 30, 2017	Ch. 2. Interpersonal Communication and Emotional Intelligence	3. Complete & Submit Student Profile and Course Agreement via Canvas Assignment Link. Due Thurs -Aug 30, 2017 4. Student Introductions- Due: Thurs -Aug 30, 2017. 5. Complete the Chap 1 & 2 Quizzes in Connect- Due: Sat -Sept 2, 2017. 6. Complete Chapter 1 & 2 LearnSmart Activity in Connect Due: Sun -September 3, 2017.
WEEK 2		
Tuesday Sept 5, 2017	Chapter 3, Team Communication and Difficult Conversations	1. Discussion 1: Communicating. Original Post Due: Tue -September 5, 2017; 2nd Post/Replies Due: Thur -September 7, 2017 2. Complete the Chap 3 Quiz in Connect Due: Tue -September 5, 2017. 3. Teams will be assigned for “Team Proposal” Tues -Sept 5, 2017 4. Complete the Chap 3 LearnSmart Activity in Connect- Due: Sun -September 10, 2017.
Thursday Sept 7, 2017	Ch. 12, Research & Business Proposals and Planning for Business Reports Ch. 13, Completing Business Proposals & Business Reports	5. Read Chap. 12 & 13; Study supplementary materials found in Canvas Module 2 6. Complete the Chap 12 & 13 Quizzes in Connect- Due: Thur -Sept 7, 2017. 7. Complete the Chapter 12 & 13 LearnSmart Activity in Connect- Due: Thur - Sept 7 , 2017.
WEEK 3		
Tuesday Sept 12	Chapter 14, Planning Presentations. Then Read Ch. 14; Study supplementary materials in Module 2-	1. Complete Chap 14 Quiz in Connect- Due: Tues -Sept 12, 2017. 2. Complete Chap 14 LearnSmart Activity in Connect Due: Tues -Sept 12, 2017.

	Canvas.	
Thursday Sept 14, 2017	Chapter 15 , Delivering Presentations. Read Ch. 15; Then Study supplementary materials-Canvas.	3. Complete Chap 15 Quiz in Connect- Due: Thurs-Sept 14 , 2017. 4. Complete Chap 15 LearnSmart Activity in Connect Due: Sun-Sept 17 , 2017.
WEEK 4		
Tuesday Sept 19, 2017	Chapter 16 , Employment Communication. Read Ch. 16; Then study, supplementary materials-Canvas	1. Complete Chap 16 Quiz in Connect- Due: Tues-Sept 19 , 2017. 2. Communication 1 Due: Tues-Sept 19 , 2017
Thursday Sept 21, 2017	Chapter 16 , Employment Communication.	3. Complete Chap 16 LearnSmart Activity in Connect Due: Thur-Sept 21 , 2017 4. Communication 1 Due: Thur-Sept 21 , 2017
WEEK 5		
Tuesday Sept 26, 2017	Chapter 4 , Communicating across Cultures. Read Ch. 4; THEN study supplementary materials.	1. Complete Chap 4 Quiz in Connect- Due: Thurs-Sept 26 , 2017.
Thursday Sept 28, 2017	Chapter 4 , Communicating across Cultures.	1. Complete Chap 4 LearnSmart Activity in Connect Due: Thurs-Sept 28 , 2017. 2. Resume , APA Cover Sheet, Resume Cover Letter, Resume', & References- DUE: Thur-Sep 28 , 2017.
WEEK 6		
Tuesday Oct 3, 2017	Ch. 5, Creating Effective Business Messages. Read Ch. 5; Then Study supplementary materials-Canvas	1. Complete Chap 5 Quiz in Connect- Due: Tues-Oct 3 , 2017.
Thursday Oct 5, 2017	Ch. 5, Creating Effective Business Messages.	2. Complete Chap 5 LearnSmart Activity in Connect- Due: Thurs-Oct 5 , 2017.
WEEK 7		
Tuesday Oct 10, 2017	Ch. 6, Improving Readability with Style and Design. Read Chap. 6; Then study supplementary materials	1. Complete Chap 6 Quiz in Connect- Due: Tues-Oct 10 , 2017.

Thursday Oct 12, 2017	Ch. 6, Improving Readability with Style and Design.	<ol style="list-style-type: none"> 1. Complete Chap 6 LearnSmart Activity in Connect - Due: Thurs-Oct 12, 2017. 2. Communication 2 Business Email Due: Sun-Oct 12, 2017-in Canvas
WEEK 8		
Tuesday Oct 17, 2017	Individual Oral Business Presentations ----- →	<ol style="list-style-type: none"> 1. Per by name schedule. DUE: Oct 17/19/24/& 26, 2017—Per By Name Schedule--In Class. 2. Must submit MS.Word Proposal and MS.Powerpoint Hard Copy, and CD with electronic copy of both→and [ALL] must do oration.
Thursday Oct 19, 2017	Individual Oral Business Presentations -----→	<ol style="list-style-type: none"> 3. Per by name schedule. DUE: Oct 17/19/24/& 26, 2017—Per By Name Schedule--In Class. 4. Must submit MS.Word Proposal and MS.Powerpoint Hard Copy, and CD with electronic copy of both→and [ALL] must do oration.
WEEK 9		
Tuesday Oct 24, 2017	Individual Oral Business Presentations ----- →	<ol style="list-style-type: none"> 2. Per by name schedule. DUE: Oct 17/19/24/& 26, 2017—Per By Name Schedule--In Class. 3. Must submit MS.Word Proposal and MS.Powerpoint Hard Copy, and CD with electronic copy of both→and [ALL] must do oration.
Thursday Oct 26, 2017	Individual Oral Business Presentations -----→	<ol style="list-style-type: none"> 4. Per by name schedule. DUE: Oct 17/19/24/& 26, 2017—Per By Name Schedule--In Class. 5. Must submit MS.Word Proposal and MS.Powerpoint Hard Copy, and CD with electronic copy of both→and [ALL] must do oration.
WEEK 10		
Tuesday Oct 31, 2017	Chapter 7 , Email & Other Traditional Tools for Bus. Communication. Read Chap. 7; Then study supplementary materials	<ol style="list-style-type: none"> 1. Complete Chap 7 Quiz in Connect Due: Tues-Oct 31, 2017.
Thursday Nov 2, 2017	Chapter 7 , Email & Other Traditional Tools for Bus. Communication.	<ol style="list-style-type: none"> 2. Complete Chap 7 LearnSmart Activity in Connect-Due: Thurs-Nov 2, 2017

WEEK 11		
Tuesday Nov 7, 2017	Chap 8, Social Media for Business Communication. Read Chap 8; Then study supplementary materials in Module 6-Canvas	1. Complete Chap 8 Quiz in Connect- Due: Tues-Nov 7, 2017.
Thursday Nov 9, 2017	Chapter 8 , Social Media for Business Communication.	3. Complete Chap 8 LearnSmart Activity in Connect- Due: Thur-Nov 9, 2017
WEEK 12		
Tuesday Nov 14, 2017	Chapter 9 , Routine Business Messages	1. Complete Chap 9 Quiz in Connect- Due: Tues-Nov 14, 2017.
Thursday Nov 16, 2017	Chapter 9 , Routine Business Messages	2. Complete Chap 9 LearnSmart Activity in Connect- Due: Thur-Nov 16, 2017. 3. Discussion 2: Morals and Choices. First Post Due Sat-Nov 18; 2017... Second Post/Replies-Due Sun-Nov 19, 2017-11:59 PM 4. APA Exam Due: Sun-Nov 19, 2017—11:59 pm
WEEK 13		
Tuesday Nov 21, 2017	Chap. 10 , Persuasive Messages Read Ch. 10; Then study supplementary materials in Module 6	1. Complete the Chapter 10 Quiz in Connect Due: Nov 21, 2017.
Thursday Nov 23, 2017	Chap. 10 , Persuasive Messages	2. Complete the Chapter 10 LearnSmart Activity in Connect Due by July 16
WEEK 14		
Tuesday Nov 28, 2017	Chap 11, Bad News Messages Read Chap. 11; Then study supplementary materials in Module 7-Canvashen	1. Complete Chap 11 Quiz in Connect- Due: Nov 28, 2017.
Thursday Nov 30, 2017	Chap 11, Bad News Messages	2. Complete the Chapter 11 LearnSmart Activity in Connect DUE: Nov 30, 2017.

WEEK 15		
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<p>Tuesday Dec 5, 2017</p>	<p>Team Proposal Orals→ Individual Power Point and Oral Presentation</p>	<p>1. Due: Jul 27, and Jul 29, 2017-- Per By Name Schedule—In Class. Must submit MS.Word Proposal and MS.Powerpoint Hard Copy, and CD with electronic copy of both→and must do oration.</p>
<p>Thursday Dec 7, 2017</p>	<p>Tm Proposals Orals→ Individual Power Point and Oral Presentation</p>	<p>2. Due: Jul 27, and Jul 29, 2017-- Per By Name Schedule—In Class. NOTE: Must submit MS.Word Proposal and MS.Powerpoint Hard Copy, and CD with electronic copy of both →and must do oration.</p>
<p>WEEK 16</p>		
<p>Tuesday Dec 12, 2017</p>	<p>Tm Proposals Orals→ Individual Power Point and Oral Presentation</p>	<p>1. Due: Jul 27, and Jul 29, 2017-- Per By Name Schedule—In Class. Must submit MS.Word Proposal and MS.Powerpoint Hard Copy, and CD with electronic copy of both→and must do oration.</p>
<p>Thursday Dec 14, 2017</p>	<p>Tm Proposals Orals→ Individual Power Point and Oral Presentation</p>	<p>2. Due: Jul 27, and Jul 29, 2017-- Per By Name Schedule—In Class. Must submit MS.Word Proposal and MS.Powerpoint Hard Copy, and CD with electronic copy of both→and must do oration.</p>

18.0 Instructor’s Personal Statement

What you can expect from me

- ✓ Feedback in the form of graded assignments within 7 days in most cases.
- ✓ Return e-mail and Blackboard within 24-48 hours except on weekends (Except Initial Blackboard Introduction Message).
- ✓ I will be prepared for class, so I expect the same from you.
- ✓ Every rubric for every assignment in this course has as a part of the grade: writing, grammar, and spelling.
- ✓ Hands-on learning,
- ✓ Respect and professionalism.
- ✓ This class will be what you make of it.

Appendix “A”

A. Informational guideline/format for “Long (Group) Proposal [**Written Paper**]”:

1. Cover Sheet [It becomes Cover Slide on MS.PPT]
2. Table of Contents [It becomes Agenda on MS.PPT]
3. Title Fly and “Letter of Transmittal” [Written paper only. **It is not depicted on MS.PPT slides**].
4. Executive Summary. [**It is not depicted on MS.PPT slides**].
5. Introduction
6. Company History
7. Problem Identification.
8. **Four (4) alternatives [REQUIRED]** to solve the problem. (“**Alternative # 1. “DO NOTHING”**”) is required-along with an explanation of why this will/will not fix the problem. **PLEASE REMEMBER:** Never less, and never more, than four alternatives. And, **NO** Alternative can be a combination of other alternatives—each alternative *stands alone*.
9. Cost/Benefit Analysis: If \$ dollar figures are involved in any of the Alternatives-you must include a full cost benefit analysis. However, if there are “**NO**” \$ costs involved for any of the Alternatives- cost/benefit analysis will be included [Briefly] as a part of each alternative].
10. Selected alternative(s): Must reflect which alternative(s) *you* would select, and explain why you believe this alternative(s) will *fix* the problem.
11. Implementation and Timeline: Your plan for implementing your chosen alternative, and *it must be depicted as follows:*

MONTH #	ACTION TAKEN
1.	a.
	b.
2.	a.
	b.
3.	a.
	b.
6	a.
	b.
	c.
12.	a.
	b.
	c.
	d.

12. References Cited.