



Business Communications and Research
COURSE SYLLABUS:
Spring 2018 Section, BUSI 3301 (ONLINE)
Professor MacDonald

YOUR INSTRUCTOR

Name:	Ms. Michelle MacDonald
Campus Office:	Virtual Office
Contact:	Blackboard (Bb) Message tool on the Course Blackboard site first OR Alternate (if Blackboard is down): michelle.macdonald@tamuct.edu
Office Hours:	I have virtual hours all day long. I am readily accessible through Blackboard message, which I check daily during the week and once on weekends. I will get back to you within 24-36 hours during the week and within 36 hours on the weekend. Be sure to allow plenty of lead time prior to a due date if you are asking about an assignment.
Management Dept. POC:	Mr. Andrew McSweeney–Administrative Assistant Dept. of Management and Marketing, COBA Founders Hall, Room 318 Phone: (254)-519-5437 Fax: 254-501-5825 cobainfo@tamuct.edu

UNILERT

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, text message, and social media. All students are automatically enrolled in UNILERT through their myCT email 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.

COURSE DESCRIPTION

BUSI 3301 - Business Communications and Research (3 Semester Credit Hours).

(Writing Intensive) This course is a study and demonstrate the different types of letters and reports utilized in the modern 21st century 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 course is a 100% online course and uses TAMUCT's Canvas system. The instructions under Technical Requirements of this syllabus will assist you with gaining access and technical support. Once you are in Canvas, there is tab on the left that will have additional resources if you are

unfamiliar with Canvas. 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.

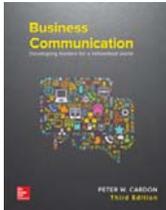
COURSE LEARNING OBJECTIVES

Upon successful completion of the Business Communications 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 their 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.
- ✓ Demonstrate the fundamentals of business related research, including the proper use of APA citations.
- ✓ 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 Power Point.

INSTRUCTIONAL MATERIALS & SUPPORT RESOURCES

Required Course Materials:



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

Authors: 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."

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.

TECHNICAL REQUIREMENTS

For this course, you will need reliable and frequent access to a computer and to the Internet. This course will use the TAMUCT Instructure Canvas learning management system for class communications, content distribution, and assessments. You will also need a headset with a microphone or speakers and a microphone to be able to listen to online resources and conduct other activities in the course. If you do not have frequent and reliable access to a computer with Internet connection, please consider dropping this course or contact me (your email and phone number) to discuss your situation.

Logon to TAMUCT Canvas [<https://tamuct.instructure.com>]
 Username: Your MyCT username
 (xx123 or everything before the "@" in your MyCT e-mail address)
 Password: Your MyCT password

TECHNICAL SUPPORT

Technology issues are not an excuse for missing a course requirement. Be sure to make sure that your computer is configured correctly to support course requirements well in advance of deadlines. Checking your connections prior to beginning an Exam is especially important.

Technology Support: For technological or computer 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.*

Contact your professor for course CONTENT issues (NOT technology issues--they should be directed to the Help Desk).

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 & #2, the Research Practice Exercise and the written part of the Team Proposal.

COURSE PERFORMANCE GUIDELINES / GRADING POLICIES

Individual Performance: It is vital that you are active in the course and complete all work in a professional fashion. One of the biggest issues with student success in online courses is simply not submitting work on time. 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.

Quality Work: All work submitted for grading shall be of upper level quality: Depth of analysis, grammatical structure, etc.

Identifying Submissions: Submissions must clearly identify the student and the title of the assignment (**ie: Smith_GBK 301_Essay 1**)

Submission Style Requirements: 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.**

Due Dates and Late Submissions: The assignment instructions and deadlines are clearly laid out in the syllabus. Though some assignments are fairly involved, you do not have more than one assignment due in any 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.**

Posting of Grades: All student grades will be posted on the Blackboard 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).

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 as soon as possible.

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>

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid

and/or VA educational benefits. Incompletes are not given except for documented medical or family emergencies, with a significant (at least 2/3) portion of the course already completed.

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.*****

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](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), please visit:
<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>.

Please advise Prof. MacDonald within the first week of class of any accommodations needed.

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.

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. 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.

LIBRARY & 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/>

BEING AN ONLINE STUDENT

This course is a 100% online course also utilizes 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. Online learning requires students to be very self-disciplined. Be sure that you understand and are prepared to comply with all required class assignments and deadlines. Often our highest failure rates are in online courses, with the most frequent reason being either submitting assignments late or not at all.

WARRIORLINK

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.

COURSE REQUIREMENTS

- **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.
- **Introduction:** (20 points) – Each student will be required to post an introduction on the discussion board under “Introductions”.
- **Connect LearnSmart Activity:** (160 points) – There will be 16 Chapter LearnSmart Activities to complete in McGraw-Hill Connect, each worth 10 points.
- **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.
- **APA Competency Exam:** (75 points) - You will be required to complete an 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.
- **Analyzing a Corporate Letter:** (45 points) – You will be given an email that needs to be rewritten. In addition to making sentence-level changes, you will ensure that paragraph length is appropriate and eliminate unneeded information. Sentences will be reconstructed to be grammatically correct and concise, while you remove typos, grammar errors, redundancy, and wordy prepositional phrases. A template is provided for this assignment.
- **Creating an Electronic Presentation:** (60 points) – In this assignment you will develop an effective power point slide presentation with appropriate white space, charts, diagrams, figures, pictures, and other images while utilizing a professional font and style.
- **Research Practice and Presentation Assignment:** (100 Points) – Your individual research paper will be worth (65 points) and your video/oral presentation is worth (35 points).

Paper: Utilizing our library databases, you must use at least 3 References (two 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 issues. These may discuss good or bad communication techniques or describe instances where companies struggled or had great success in communicating (in any industry).

After reading the three articles, you need to prepare a 6 page individual research paper (1 Cover Page, 4 Body, and 1 Reference page). 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 articles.

Presentation: Online students will be required to **submit a 2-3 minute video recording summarizing your Research** (via: Youtube OR Screencase-O-Matic <https://screencast-o-matic.com/home>). In-Class, students will present orally.

- **Professional Communication Assignments:** (120 total points; 2 assignments) - Each student will develop several original business communications (Communication 1 - 50 pts & Communication 2 - 70 points each) and submit them on the due dates outlined in the course schedule.
 - (1). ***Communication # 1:** You will act as a manager and construct an email communicating 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.
 - (3). **Communication # 2:** Prepare a resume with a cover letter for a job that you would be qualified for based on the degree you are presently pursuing. **Online students will be required to submit a 90 second video/introduction** (via: Youtube or OR Screencase-O-Matic <https://screencast-o-matic.com/home>). In class, students will present orally.
- **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.
- **Team Proposal and Oral Presentation:** (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.
 - ✓ You will have to complete a **Midpoint Team Proposal Worksheet** that will be worth **25 of the 225 total points**. This worksheet will identify the company chosen, the company history, identify the business problem, provide two of the four alternatives, and provide a minimum of two references in proper APA format. 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.
 - ✓ You 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 at least four alternatives (with support) 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!

- ✓ **Team members will also make an individual “3-4” minute oral presentation about your portion of the team’s research paper.** Online students will record (via: Youtube OR Screencase-O-Matic <https://screencast-o-matic.com/home>). In class, will present orally about your topic worth. This is worth **75 of the 225 points**. A copy of your written “Team” paper and a copy of your Team “MS PowerPoint Slides” will be submitted to the assignment link in Canvas prior to your oral presentation. **Please note that: your power point must be visible in the recorded presentation. You will need to submit a copy of your video URL to the assignment link in Canvas.** More detailed grading parameters are found in the rubric on Canvas.
- **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.
- ✓ Your research must include at least nine references, with a minimum of two book, 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 should be an 11 page report (1-cover sheet, 1-table of contents, 8 body, 1-reference page), excluding attached appendices.
 - **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 (no will be exempted from the 3-4 minute oral presentation requirement).
 - **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].

Grading Policy:

Minimum points required for a specific course grade are noted on the table under Grade Computation in the next section. Minimum points required for a specific course grade will NOT be revised for any reason.

GRADE COMPUTATION	
Course Element	Points
Student Profile	20
Introduction Post	20
Discussions (3) – 3 @ 35 pts	105
APA Exam	75
Individual Research Paper and Presentation <i>Written (65 pts) & Oral (35pts)</i>	100
Analyzing a Corporate Letter	45
Communication #1 <i>Letter</i>	50

Communication #2 Resume (25 pts), CV (25 pts), and Oral (20 pts)	70
Electronic Presentation (Power Point)	60
LearnSmart Activities 16 @ 10 pts	160
Chapter Quizzes (in Connect) 16 @ 20 pts	320
Team Research Proposal Midpoint Team Proposal (25 pts), Written Proposal (125 pts); Oral Presentation (75 pts)	225
Total	1250

POINTS	EQUALS	LETTER GRADE
1125 – 1250	=	A
1000 – 1124	=	B
875 – 999	=	C
750 – 874	=	D
Below 749	=	F

COURSE SCHEDULE

- Grading Points available for each assignment noted in ()
- All graded assignments & due dates are noted in bold, time for each is 11:59 p.m. CST

Dates	Chapter & Topic	Assignment
<p>Week 1 Jan 15-20</p>	<p>Ch. 1 Establishing Credibility</p> <p>Ch. 2 Interpersonal Communication and Emotional Intelligence</p>	<ul style="list-style-type: none"> ✓ Complete & Submit Student Profile and Course Agreement via Canvas Assignment Link. Due Jan 20 ✓ Student Introduction Forum Due Sept 3 ✓ Read Ch. 1 & 2; Study supplementary materials ✓ Complete the Chapter 1 & 2 Quizzes in Connect Due Jan 20 ✓ Complete the Chapter 1 & 2 LearnSmart Activity in Connect Due Jan 20
<p>Week 2 Jan 21-27</p>	<p>Ch. 3 Team Communication and Difficult Conversations</p>	<ul style="list-style-type: none"> ✓ Read Ch. 3; Study supplementary materials ✓ Discussion 1 Original Post due Jan 24; 2nd Post/Replies due Jan 27 ✓ Complete the Chapter 3 Quiz in Connect Due by Jan 27 ✓ Complete the Chapter 3 LearnSmart Activity in Connect Due by Jan 27

<p>Week 3</p> <p>Jan 28- Feb 3</p>	<p>Ch. 4 Communicating across Cultures</p>	<ul style="list-style-type: none"> ✓ Read Ch. 4; Study supplementary materials ✓ Complete the Chapter 4 Quiz in Connect Due by Feb 3 ✓ Complete the Chapter 4 LearnSmart Activity in Connect Due by Feb 3 ✓ “Teams of 3” Assigned by Professor ☺ ✓ Discussion 2: Culture & Etiquette Original Post due Jan 31; 2nd Post/Replies due Feb 3
<p>Week 4</p> <p>Feb 4 – 10</p>	<p>Ch. 5 Creating Effective Business Messages</p>	<ul style="list-style-type: none"> ✓ Read Ch. 5; Study supplementary materials ✓ Complete the Chapter 5 Quiz in Connect Due by Feb 4 ✓ Complete the Chapter 5 LearnSmart Activity in Connect Due by Feb 4 ✓ “TEAM” Proposal Worksheet Due by Feb 4
<p>Week 5</p> <p>Feb 11 – 17</p>	<p>Ch. 6 Improving Readability with Style and Design</p>	<ul style="list-style-type: none"> ✓ Read Ch. 6; Study supplementary materials ✓ Complete the Chapter 6 Quiz in Connect Due by Feb 17 ✓ Complete the Chapter 6 LearnSmart Activity in Connect Due by Feb 17 ✓ Analyzing a Corporate Message
<p>Week 6</p> <p>Feb 18 - 24</p>	<p>Ch. 7 Email and Other Traditional Tools for Business Communication</p>	<ul style="list-style-type: none"> ✓ Read Ch. 7; Study supplementary materials ✓ Complete the Chapter 7 Quiz in Connect Due by Feb 24 ✓ Complete the Chapter 7 LearnSmart Activity in Connect Due by Feb 24 ✓ Professional Communication 1: Business Email Due by Feb 24
<p>Week 7</p> <p>Feb 25 – Mar 3</p>	<p>Ch. 8 Social Media for Business Communication</p> <p>Ch. 9 Routine Business Messages</p>	<ul style="list-style-type: none"> ✓ Read Ch. 8 & 9; Study supplementary materials ✓ Complete the Chapter 8 & 9 Quizzes in Connect Due by Mar 3 ✓ Complete the Chapter 8 & 9 LearnSmart Activity in Connect Due by Mar 3 ✓ Discussion 3. First Post due Feb 28; Second Post/Replies due Mar 3 @ midnight.
<p>Week 8</p> <p>Mar 4 - 10</p>	<p>Ch. 10 Persuasive Messages</p>	<ul style="list-style-type: none"> ✓ Read Ch. 10; Study supplementary materials ✓ Complete the Chapter 10 Quiz in Connect Due by Mar 10 ✓ Complete the Chapter 10 LearnSmart Activity in Connect Due by Mar 10
<p>Week 9</p> <p>Ma 18 - 24</p>	<p>Ch. 11 Bad News Messages</p>	<ul style="list-style-type: none"> ✓ Read Ch. 11; Study supplementary materials ✓ Complete the Chapter 11 Quiz in Connect Due by Mar 18 ✓ Complete the Chapter 11 LearnSmart Activity in Connect Due by Mar 18 ✓ APA Exam due Mar 18 *Two attempts

Week 10 Mar 25 - 31	Ch. 12 Research and Business Proposals and Planning for Business Reports	<ul style="list-style-type: none"> ✓ Read Ch. 12; Study supplementary materials ✓ Complete the Chapter 12 Quiz in Connect Due by Mar 31 ✓ Complete the Chapter 12 LearnSmart Activity in Connect Due by Mar 31 ✓ Individual Research Practice Assignment & Video Presentation Due Mar 31
Week 11 Apr 1 - 7	Ch. 13 Completing Business Proposals and Business Reports	<ul style="list-style-type: none"> ✓ Read Ch. 13; Study supplementary materials ✓ Complete the Chapter 13 Quiz in Connect Due by Apr 7 ✓ Complete the Chapter 13 LearnSmart Activity in Connect Due by Apr 7
Week 12 Apr 8 - 14	Ch. 14 Planning Presentations	<ul style="list-style-type: none"> ✓ Read Ch. 14; Study supplementary materials ✓ Complete the Chapter 14 Quiz in Connect Due by Apr 14 ✓ Complete the Chapter 14 LearnSmart Activity in Connect Due by Apr 14 ✓ Electronic Presentation Due by Apr 14
Week 13 Apr 15 - 21	Ch. 15 Delivering Presentations	<ul style="list-style-type: none"> ✓ Read Ch. 15; Study supplementary materials ✓ Complete the Chapter 15 Quiz in Connect Due by Apr 21 ✓ Complete the Chapter 15 LearnSmart Activity in Connect Due by Apr 21
Week 14 Apr 22 - 28	Ch. 16 Employment Communication	<ul style="list-style-type: none"> ✓ Read Ch. 16; Study supplementary materials ✓ Complete the Chapter 16 Quiz in Connect Due by Apr 28 ✓ Complete the Chapter 16 LearnSmart Activity in Connect Due by Apr 28 ✓ Communication 2 (Resume, CV, Video) Due by Apr 28
Week 15 Apr 29 – May 5	Final Team Research Proposal Paper	<ul style="list-style-type: none"> ✓ Finish preparing your Team Research Proposal. Collaborate with team members and finalize your research paper. ✓ Team Proposal: due May 5 @ midnight. Upload to the Assignment link in Canvas.
Week 16 May 6 - 11	Individual Oral Presentation and Power Point	<ul style="list-style-type: none"> ✓ Individual Oral Presentation (video recorded) & Power Point Presentation is due December 9th @ midnight – info on Canvas about Oral Presentation. **Each team member MUST submit BOTH the power point file AND URL link for his/her individual presentation in the assignment link in Canvas.

IMPORTANT DATES (16 Week Class)**Sept 13**

Last Day To Drop With No Record

Nov 10

Last Day To Drop With a "Q" or Withdraw with a "W"

Dec 15

Last Day of Semester

Dec 15

Graduation Commencement - Bell County Expo Center 7pm

