



BUSI 3301.125, (CRN: 60123) Business Communications & Research

COURSE SYLLABUS—8 Week Course

“Writing Intensive Course

Tuesdays and Thursdays: 8:00 AM to 10:45 AM.

Summer Semester, June 4 to July 27, 2018

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: 9:30 AM to 10:30 AM
 Tuesday and Thursday: 11:00 AM to 2:00 PM
You must call our Admin Assistant to schedule appointments.

Admin

Assistant: Ms. Melanie Mason, 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.

911 Cellular:

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

911Cellular 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 911Cellular through their myCT email account.

Sexual Violence

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

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 course is an 8-Week Face-to-Face course, but does use our Canvas Learning System <http://tamuct.instructure.com>] for providing course resource materials, and for your nettquite 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:

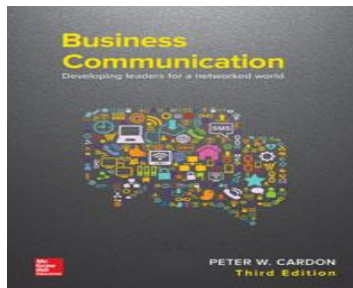
Upon successful completion of the BUSI 3301-Business Communications and Research course,

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.
- ✓ 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

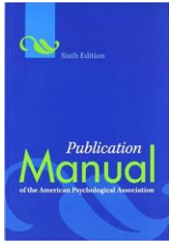
The TAMUCT book store has the package with "Connect/LearnSmart" which you will need.

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 (e.g.: **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-June 12, 2018** 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 within 3-work-days of the day/date that they are administered in class (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**—June 1, 2018.
- 7.3. **Last day** to drop an 8 Week class “”with no record” is **Monday**—June 11, 2018.
- 7.4. **Last day** to drop a class with a “Q” or “W”-Withdrawal” is **Friday**—March 30, 2018.
- 7.5. **PRIORITY** for submitting Summer 2018 Graduation is: **Friday**-July 6, 2018.
- 7.6. **LAST DAY** to file for Summer 2018 Degree Conferral is: **Friday**—August 10, 2018 [Late Fee Also Required]. But it will be *conferral only*—you will not be able walk the stage at the graduation ceremony!
- 7.8. **Last day to “withdraw”** from the university is **Friday**-July 27, 2018.
- 7.9. **GRADUATION CEREMONY:** Will be held on **Saturday**—August 11, 2018—
Time and Location→TO BE DETERMINED.

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

Academic Accommodations.

At Texas A&M University-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](https://www.tamuct.edu/student-affairs/access-inclusion.html) web page [https://www.tamuct.edu/student-affairs/access-inclusion.html].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related 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. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit the [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) web page [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution’s Title IX Coordinator. If you would like to read more

about these [requirements and guidelines online](#), please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

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 A&M-Central Texas students, both on-campus and online. Subjects tutored on campus 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 have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at deeadra.albertgreen@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive FREE online tutoring and writing support. This tool provides tutoring in over 40 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 with online hours available Monday-Thursday from 6:00-9:00pm. 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) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) at [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu to schedule an online tutoring session. 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.

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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 85,000 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 A&M-Central Texas 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 24 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 A&M-Central Texas 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 [Library website](http://tamuct.libguides.com/index) [<http://tamuct.libguides.com/index>].

13.0. FACE-TO-FACE COURSE

This course is an **8-Week Face-to-Face course**, 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:** (140 points) – There will be 14 Chapter LearnSmart Activities to complete in McGraw-Hill Connect [each worth 10 points].
- 15.4. **Discussion Forums:** (30 points) – There will be two discussion (15 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—Business Communications Problem--Practice Assignment (WI Component):** (120 Points) your individual (written) paper will be worth (60 points), MS.PowerPoint “Notes Slides” preparation will be worth (25 Points), your oral presentation will be worth (25 Points), and planning will be worth (10

Points). Utilizing our library databases, you must use at least 4-References: 1-Book, 2-Scholarly Journal articles (one may be a mainstream magazine article at least four pages in length), and 1 Internet article). All of these references must be used in the body of your written paper, and each usage must be accompanied by a reference citation. 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). Then Based on facts, specify what actions that you believe should have been [or should be taken] to correct the problem, and to prevent the problem from recurring.

After reading the three articles, you must prepare a 6 page individual research paper (1 Cover Page, 1-Abstract Page, **3 Pages- 3-paragraphBody with summary/conclusion**, 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 article. A detailed rubric is available on Canvas.

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 Research Paper will be submitted in class on the da/date/time of your oral presentation, and they must be prepared 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 an incorrect word [e.g., their/there, hair/heir, sent/scent, etc.]

Point Value Rubric-MS.Word Research Paper (60 Points)

APA Cover Sheet (Worth 5 Points)

Abstract: (Worth 5 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.

Introduction (Worth 9 Points)

Body (3-paragraphs): (Worth 27 Points (9-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.)

Summary/Conclusion: (Worth 9 Points). Explain how you arrived at your summary/conclusion, justify your reasoning, identify key words and their meaning, (explained in your words →not a total cut and paste), reference citations, grammar, and spelling.

References Cited: (Worth 6 Points). Listed in accordance with APA format, exact number of each type of reference is required].

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

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. Your individual “oral presentation” will be not less than 5-minutes (Plus/Minus 1-minute) in length.

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).

The MS.Word **written** proposal is worth 103 points, MS.PPT Notes Slides preparation is worth 50 points, Oral presentation is worth 50 points, and overall planning is worth 22 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 9-references: 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 written 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/and no more→ 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 be 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 50 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 (this is worth 50 of the 225 points). The team oral report will be not less than 12 minutes (Plus/Minus 2-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**).

- 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.

- (1). **Men:** slacks, shirt, socks, shoes, and tie (No denims, jeans, boot pants, Levi’s, sneakers, etc.).
- (2). **Ladies:** blouse and slacks or dress, or suit with socks/stockings and either low or high-heeled shoes.
- (3). **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.]

Each assignment will be developed in accordance with the parameters below. All subjects and materials to be presented in this course must be “new works” researched and assembled by you/your group for this course only. Thus, the *Recycling of cases, proposals, reports, and subjects from this or other classes “is prohibited” and it is an “Academic Integrity issue.*

- 15.8. **Professional Communication Assignments:** (130 total points; 2 assignments) - Each student will develop several original business communications: Communication # 1 - 50 pts, and Communication # 2 - 80 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 (80 Points):** Each student must Prepare a resume, complete with: 1) APA Cover Sheet is worth 8 Points, 2) Resume' cover letter is worth 32 Points), 3) Resume is worth 32 Points, and 4) References is worth 8 Points. Prepare your Resume packet 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 in "Module 0." 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. **Examinations/Tests:** There will be three examinations during the semester. Each will be a combination of multiple-choice, true/false, and fill-in-the-blank questions. Scheduled exams will be non-cumulative. Exams will be closed book and closed notes. Exams will be administered in class during our normal scheduled class sessions [see paragraph 17 [schedule]. Be aware that our class sessions begin at 8:00 AM- and I will be administering all exams at 8:00 AM-Sharp on the scheduled Exam days. Any student who arrives in the classroom after 8:15 AM will NOT be allowed to complete an exam on that day. A Make-Up exam for all missed/ make-up exams [regardless of reason] will be offered as scheduled in paragraph 17 below—and they will be a combination of multiple-choice, true/false, fill-in-the-blank, and essay questions.

16.0 Grade Computation.

16.1. Grades will be calculated as follows:

POINTS	EQUALS	LETTER GRADE	"WI" COMPONENT
900 - 1000	=	A	Pass
800 - 899	=	B	Pass
700 - 799	=	C	Pass

GBK 301—125		Summer Semester		2018
600 - 699	=	D	Fail	
Below 600	=	F	Fail	

16.2. Activities/Course Elements, and Their Values

Activity/Course Element	Points	Percent of Final Grade
Student Profile	10	1.0 %
Introduction Post	10	1.0 %
Discussions (2 @ 15 Points Each)	30	3.0 %
Examinations/Tests (3 Each @ 90 Points)	270	27.0 %
APA Exam	75	7.5 %
LearnSmart Activities: 13 Each @ 10 Points	130	13.0 %
Communication #1: *WI Letter	50	5.0 %
Communication # 2: *WI Resume	80	8.0 %
APA Cover Letter (8 Points)	(8)	(0.80 %)
Resume Cover Letter (32 Points)	(32)	(3.20 %)
Resume' (32 Points)	(32)	(3.2 %)
References (8 Points)	(8)	(0.80 %)
**WI Business Research Practice"	120	12.0 %
Planning (12 Points)	(12)	1.00
WI Written Paper (54 Points)	(54)	5.40 %
Ms.PowerPoint "Notes" Slides Prep (27 Points)	(27)	2.70 %
Oral Presentation (27 Points)	(27)	2.70 %
Team Proposal *WI-Tm Proposal	225	22.5 %
Long [Team] Proposal → Planning	(22)	(2.22 %)
Long [Team] Proposal → Written Paper	(103)	(10.3 %)
Long [Team] Proposal → MS.PPT Notes" Prep	(50)	(5.0 %)
Long [Team] Proposal → Oral Presentation	(50)	(5.0 %)
TOTALS	1000	100%

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

Grading Points for each assignment are noted in Paragraph 16.2
All graded assignments, and due dates are bold.

DATES	CHAPTER & TOPIC	ASSIGNMENTS
WEEK 1		
Tuesday June 5, 2018	Chapter 1. Establishing Credibility.	1. Course Introduction 2. Read Chap. 1; and Study supplementary materials found in Canvas Module 1. 3. Complete Chapter 1 LearnSmart Activity in Connect Due: Thurs-June 7, 2018.

	Chapter 2. Interpersonal Communication and Emotional Intelligence	4. Read Chap. 2; and Study supplementary materials found in Canvas Module 1. 5. Complete Chapter 2 LearnSmart Activity in Connect Due: Sat -June 9, 2018.
Thursday June 7, 2018	Chapter 3, Team Communication and Difficult Conversations Chapter 16, Employment Communication.	6. Read Chap. 3; and Study supplementary materials found in Canvas Module 1. 7. Complete Chap 3 LearnSmart Activity in Connect- Due: Sun -June 10, 2018 8. Read Chap. 16; and Study supplementary materials found in Canvas Module 2. 9. Complete Chap 16 LearnSmart Activity in Connect- Due: Tue -Jun 12, 2018 10. Complete & Submit Student Profile and Course Agreement via Canvas Assignment Link. Due Sun -June 10, 2018. 11. Student Introductions: Due: Sun -Jun 10, 2018.
WEEK 2		
Tuesday June 12, 2018	Chapter 13, Completing Business Proposals & Business Reports	1. Read Chap. 13; and Study supplementary materials found in Canvas Module 2. 2. Complete the Chapter 13 LearnSmart Activity in Connect- Due: Tue -June 12, 2018 3. Discussion 1: Communicating. Original Post Due: Tue -June 12, 2018; 2nd Post/Replies Due: Sun -June 17, 2018.
Thursday June 14, 2018	Chapter. 14, Planning Presentations. Chapter 15, Delivering Presentations.	4. Read Chap. 14; and Study supplementary materials found in Canvas Module 2. 5. Complete the Chapter 14 LearnSmart Activity in Connect- Due: Thur - June 14 , 2018. 6. Read Chap. 15; and Study supplementary materials found in Canvas Module 2. 7. 8. Communication 1 Due: Sun -June 17, 2018.
WEEK 3		
Tuesday June 19, 2018	Chapter 15, Delivering Presentations-Finish Lecture Chapter 12, Research & Business Proposals and Planning for Business Reports	1. Complete Chap 15 LearnSmart Activity in Connect Due: Tue -June 19, 2018. 2. Read Chap. 12; and Study supplementary materials found in Canvas Module 2
Thursday June 21 2018	EXAM 1	

	Chapter 12 , Research & Business Proposals and Planning for Business Reports	<ol style="list-style-type: none"> Chapter 1, 2, 3, 13, and 16, During Normal Class Session—GOOD LUCK Resume, APA Cover Sheet, Resume Cover Letter, Resume’, & References-DUE: Thur- June 21, 2018. Complete the Chapter 12 LearnSmart Activity in Connect-Due: Sat-June 23, 2018.
WEEK 4		
Tuesday June 26, 2018	Chapter 4 , Communicating across Cultures.	<ol style="list-style-type: none"> Read Chap. 4; and Study supplementary materials found in Canvas. Complete Chap 4 LearnSmart Activity in Connect Due: Tue-June 26, 2018
Thursday June 28, 2018	Individual Oral Business Presentations -----> Chapter 5 , Creating Effective Business Messages	<ol style="list-style-type: none"> Per by name schedule. DUE: June 28 and Jul 3, 2018—Per By Name Schedule--In Class. ** Must submit MS.Word Written Proposal &, MS.Powerpoint Hard Copy, and CD with electronic copy of both ** ALL Teams Members] must do equal part of oration. Read Chap. 5; and Study supplementary materials found in Canvas.
WEEK 5		
Tuesday July 3, 2018	Individual Oral Business Presentations -----> Chapter 5 , Creating Effective Business Messages	<ol style="list-style-type: none"> Per by name schedule. DUE: June 28 and Jul 3, 2018—Per By Name Schedule--In Class. ** Must submit MS.Word Written Proposal &, MS.Powerpoint Hard Copy, and CD with electronic copy of both ** ALL Teams Members] must do equal part of oration. Complete Chap 5 LearnSmart Activity in Connect-Due: Tues-July 3, 2018.
Thursday July 5, 2018	Chapter 6 , Improving Readability with Style and Design.	<ol style="list-style-type: none"> Read Chap. 6; and Study supplementary materials found in Canvas. Complete Chap 6 LearnSmart Activity in Connect -Due: Sun-July 8, 2018.
WEEK 6		
Tuesday July 10, 2018	Chapter 7, Email & Other Traditional Bus. Communication. Tools	<ol style="list-style-type: none"> Read Chap. 7; and Study supplementary materials found in Canvas.

		2. Complete Chap 7 LearnSmart Activity in Connect- Due: Thurs-July 10, 2018
Thursday July 12, 2018	EXAM 2 Chapter 8 , Social Media for Business Communication.	3. Chapters 4, 5, 12, 14, & 15, During Normal Class Session— GOOD LUCK 4. Read Chap. 8 [Module 6]; and Study supplementary materials found in Canvas 5. APA Exam Due: Sun -July 15, 2018 [11:59 PM]
WEEK 7		
Tuesday July 17, 2018	Chapter 8 , Social Media for Business Communication. Chapter 9 , Routine Business Messages	1. Complete Chap 8 LearnSmart Activity in Connect- Due: Tues -July 17, 2018 2. Read Chap. 9 [Module 6]; and Study supplementary materials found in Canvas. 3. Complete Chap 9 LearnSmart Activity in Connect- Due: Thur -July 19, 2018.
Thursday July 19, 2018	Team Proposal Oral Presentations → Individual Power Point and Oral Presentation Chapter 10 , Persuasive Messages	4. Due: June 19/24, 2018-- Per By Name Schedule—In Class. NOTE: Must submit MS. Word Proposal, MS.Powerpoint Hard Copy, and CD with electronic copy of both →→[ALL Team Members] must equal part of oration]. 5. Read Chap. 10; Then Study supplementary materials found in Canvas. 6. Complete the Chapter 10 LearnSmart Activity in Connect Due: Sat -July 21, 2018. 7. Discussion 2: Morals and Choices. First Post Due: Sat -July 19, 2018... Second Post/Replies-Due: Tues -July 24, 2018-11:59 PM.
WEEK 8		
Tuesday July 24, 2018	Team Proposal Oral Presentations → Individual Power Point and Oral Presentation Chapter 11 , Bad News Messages	1. Due: June 19/24, 2018-- Per By Name Schedule—In Class. NOTE: Must submit: 1) <i>MS. Word Proposal</i> , 2) <i>MS.Powerpoint Hard Copy</i> , and 3) <i>CD with electronic copy of both →</i> . NOTE: ALL Team Members] must equal part of oration. 2. Read Chap. 11; Then study supplementary materials in Module 7-Canvas.

		3. Complete the Chapter 11 LearnSmart Activity in Connect DUE: Thurs -July 26, 2018 [11:59 PM].
Thursday July 26, 2018	Final Exam [ONLY]→ Make-Up Exam 1---→ Make-Up Exam 2---→	4. Chapters: 6, 7, 8, 9, 10, and 11. 5. Chapters: 1, 2, 3, 13, and 16 6. Chapters: 4, 5, 12, 14, and 15

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 [ARE REQUIRED→No Less, and No More]** 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.