



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS

## COLLEGE of BUSINESS ADMINISTRATION

### **BUSI 3301-115, Business Communications**

#### **ONLINE 8 Week Course**

SUMMER 2022 (June 6 – July 29, 2022)

Texas A&M University-Central Texas

### **INSTRUCTOR AND CONTACT INFORMATION**

**Instructor:** Professor Robin

**Office:** Virtual Office (24 hours a day) – **Physical Office:** Founders Hall 2<sup>nd</sup> Floor

**Email:** You can use Canvas Inbox via the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>] first **OR** if Canvas is down email me at (as a last resort): [jrobin@tamuct.edu](mailto:jrobin@tamuct.edu). Please provide in the subject line of each Canvas Inbox message the course information “BUSI 3301” so that I can identify your class.

### **College of Business Administration Department Information:**

**POC: Ms. Melanie Mason**

COBA Department Main Phone Number: 254-519-5437

COBA Department Main Email: [cobainfo@tamuct.edu](mailto:cobainfo@tamuct.edu)

COBA Department Main Fax#: 254-501-5825

### **Office Hours:**

I have virtual hours all day long and am available by appointment.

### **Mode of instruction and course access:**

This course is **100% ONLINE – WRITING INTRUCTIVE COURSE** and uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>]. For information on how to access Canvas, please refer to section “Technology Requirements and Support” in this syllabus. 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.

### **Student-instructor interaction:**

I am readily accessible through Canvas Inbox, 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.

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

**SAFEZONE.** SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability

to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app.

You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the [SafeZone](http://www.safefoneapp.com) website [www.safefoneapp.com].

To register SafeZone on your phone, please follow these 3 easy steps:

1. Download the SafeZone App from your phone store using the link below:
  - [iPhone/iPad](https://apps.apple.com/app/safefone/id533054756): [https://apps.apple.com/app/safefone/id533054756]
  - [Android Phone / Tablet](https://play.google.com/store/apps/details?id=com.criticalarc.safefoneapp)  
[https://play.google.com/store/apps/details?id=com.criticalarc.safefoneapp]
2. Launch the app and enter your myCT email address (e.g. {name}@tamuct.edu)
3. Complete your profile and accept the terms of service

## COURSE INFORMATION

**Course Overview and description: (*Writing Instructive*) (3 Semester Credit Hours).** This course you will 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.

### Program Specific Level Outcome (PLO) Map for how BUSI 3301 ties into programmatic assessment:

Course and Learning Activities	PSLO 1: Writing Ability: Demonstrate proficiency in written communications.	PSLO 2: Presentation Skills: Demonstrate proficiency in oral presentations.	PSLO 3: Exhibit cross-cultural competencies that will aid in communicating and working with people	PSLO 4: Design and defend a reasoned resolution to an ethical challenge by applying ethical	PSLO 5: Demonstrate knowledge proficiency in the core business disciplines and integrate across multiple business disciplines	PSLO 6: Make decisions through business data analysis
BUSI 3301 Business Communications and Research	I	I	I			
MGMT 3301 Principles of Management	P		P	I	I	I
MKTG 3301 Marketing	I		P		I	
BUSI 3311/2305 Business Statistics						P
BUSI 3332/2301 Legal Environment of Business	P	P		P		
FIN 3301 Financial Management I					I/P	I/P
BUSI 4301 Business Ethics				P		
BUSI 4359 Business Strategy	R	R				
BUSI 4090 (COBA Exam)			R	R	R	R

### Program Student Learning Outcomes (PSLO):

- Students will demonstrate proficiency in written communication – PSLO1
- Students will demonstrate proficiency in oral presentations – PSLO2
- Students will exhibit cross cultural competencies that will aid in communicating and working with people from different cultures – PSLO3

**Course Learning Objectives (CLO):** This course supports the BBA program learning objectives (PLO's 1, 2, & 3) in the College of Business Administration (COBA) – in the areas of: cross cultural competencies, oral communication, and written communication. All Chapter level learning objectives are found within the course content folder in Canvas.

Upon successful completion of the Business Communications course, the student will be able to:

1. Explain the importance and role communication serves in the business world today, including the impacts of culture and globalization (CLO1).
2. 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 (CLO2).
3. 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 (CLO3).
4. Demonstrate the fundamentals of business related research, including the proper use of APA citations (CLO4).
5. Write professionally in web-based interactions with colleagues on issues of business communication, including observance of Netiquette norms (CLO5).
6. Demonstrate proper business oral communication and presentation skills, including the use of Microsoft Power Point (CLO6).

**Chapter-based Student Learning Outcomes (CH\_SLO):** CH\_SLO enable students to master the skills in each chapter. Gaining proficiency in each of the chapters will enable students achieve CLOs. Students gain proficiency by achieving an acceptable grade of 70% or above for the entire course. The following are the Chapter-based Student Learning Outcomes:

**Ch. 1 - Establishing Credibility (CLO2).** After completing this chapter students should be able to:

**SLO1.1** Explain the importance of establishing credibility for business communications.

**SLO1.2** Describe how competence, caring, and character affect your credibility as a communicator.

**SLO1.3** Define and explain business ethics, corporate values, and personal values.

**SLO1.4** Explain the FAIR approach to ethical business communications.

**Chapter 2 - Interpersonal Communication and Emotional Intelligence (CLO2 & CLO5).** After completing this chapter students should be able to:

**SLO2.1** Describe the interpersonal communication process and barriers to effective communication.

**SLO2.2** Explain how emotional hijacking can hinder effective interpersonal communication.

**SLO2.3** Explain how self-awareness impacts the communication process.

**SLO2.4** Describe how self-management impacts the communication process.

**SLO2.5** Explain and evaluate the process of active listening.

**SLO2.6** Describe and demonstrate effective questions for enhancing listening and learning.

**SLO2.7** Explain strategies to sight-read the nonverbal communication of others.

**SLO2.8** Identify common communication preferences based on motivational values.

**SLO2.9** Explain how extroversion-introversion impacts interpersonal communication.

**SLO2.10** Explain the role of civility in effective interpersonal communication and the common types of incivility in the workplace.

**Chapter 3 - Team Communication and Difficult Conversations (CLO3 & CLO5).** After completing this chapter students should be able to:

**LO3.1** Explain the principles of team communication in high-performing teams.

**LO3.2** Describe and demonstrate approaches to planning, running, and following up on meetings.

**LO3.3** Explain the principles of effective virtual team communication.

**LO3.4** Describe strategies for effective group writing.

**LO3.5** Explain basic principles for handling difficult conversations.

**Chapter 4– Communicating Across Cultures (CLO1 & PSLO3).** After completing this chapter students should be able to:

**LO4.1** Describe characteristics of cultural intelligence, its importance for global business leaders, and approaches to developing it.

**LO4.2** Explain the major cultural dimensions and related communication practices.

**LO4.3** Name and describe key categories of business etiquette in the intercultural communication process.

**LO4.4** Identify how generational, gender, and other group differences affect workplace communication.

**Chapter 5–Creating Effective Business Messages (CLO2, SLO3).** After completing this chapter students should be able to:

**LO5.1** Explain the goals of effective business messages and the process for creating them.

**LO5.2** Identify the needs of your audience in the AIM planning process.

**LO5.3** Develop and refine business ideas in the AIM planning process.

**LO5.4** Develop your primary message and key points in the AIM planning process.

**LO5.5** Explain and apply positive and other-oriented tone in business messages.

**Chapter 6 – Improving Readability with Style and Design (CLO2 & CLO3).** After completing this chapter students should be able to:

**LO6.1** Describe and apply the following principles of writing style that improve ease of reading: completeness, conciseness, and natural processing.

**LO6.2** Explain and use navigational design to improve ease of reading.

**LO6.3** Describe and apply the components of the reviewing stage, including a FAIR test, proofreading, and feedback.

**Chapter 7 - Email and Other Traditional Tools for Business Communication (CLO3 & CLO5).** After completing this chapter students should be able to:

**LO7.1** Explain the trade-offs associated with richness, control, and constraints when choosing a communication channel.

**LO7.2** Apply principles for writing effective emails.

**LO7.3** Explain how to handle emotion effectively in online communications.

**LO7.4** Describe strategies for effective instant messaging in the workplace.

**LO7.5** Describe strategies for managing digital message overload.

**LO7.6** Explain principles for effective phone conversations and videoconferences.

**Chapter 8 – Social Media for Business Communication (CLO5).** After completing this chapter students should be able to:

**LO8.1** Explain characteristics of the emerging Social Age.

**LO8.2** Use blogs, wikis, forums, and other social tools for effective communication within organizations.

**LO8.3** Create blogs for effective external communications.

**LO8.4** Build a credible online reputation.

**LO8.5** Describe the ethical use of social media for work.

**Chapter 9 – Routine Business Messages (CLO2 & CLO3).** After completing this chapter students should be able to:

**LO9.1** Describe how delivering routine messages impacts credibility.

**LO9.2** Describe the process for developing routine business messages.

**LO9.3** Construct task-oriented routine messages, including requests, expectations, directions, responses to inquiries, announcements, and claims.

**LO9.4** Construct relationship-oriented routine messages, including appreciation, apologies, and expressions of sympathy.

**Chapter 10 – Persuasive Messages (CLO2 & CLO3).** After completing this chapter students should be able to:

**LO 10.1** Describe the relationship between credibility and persuasion.

**LO 10.2** Explain the AIM planning process for persuasive messages and the basic components of most persuasive messages.

**LO 10.3** Explain how the tone and style of persuasive messages impact their influence.

**LO 10.4** Create compelling internal persuasive messages.

**LO 10.5** Compose influential external persuasive messages.

**LO 10.6** Construct effective mass sales messages.

**LO 10.7** Evaluate persuasive messages for effectiveness and fairness.

**Chapter 11 – Bad-News Messages (CLO2 & CLO3).** After completing this chapter students should be able to:

**Objectives/Learning Outcomes:**

**LO 11.1** Describe how delivering bad news impacts your credibility.

**LO 11.2** Explain considerations for deciding which channels to use when delivering bad-news messages.

**LO 11.3** Summarize principles for effectively delivering bad-news messages.

**LO 11.4** Compose effective bad-news messages in person and in writing for various audiences, including colleagues, external partners, and customers.

**LO 11.5** Deliver and receive negative performance reviews constructively.

**LO 11.6** Review bad-news messages for effectiveness and fairness.

**Chapter 12 – Research and Business Proposals and Planning for Business Reports (CLO4, CLO6).** After completing this chapter students should be able to:

**LO 12.1** Explain how planning and conducting business research for reports impacts your credibility.

**LO 12.2** Create research objectives that are specific and achievable.

**LO 12.3** Explain principles of effective design for survey questions and choices.

**LO 12.4** Develop charts and tables to concisely display data and accentuate key messages.

**LO 12.5** Evaluate the usefulness of data sources for business research.

**LO 12.6** Conduct secondary research to address a business problem.

**LO 12.7** Evaluate research data, charts, and tables for fairness and effectiveness.

Chapter 13 – **Completing Business Proposals and Business Reports (CLO2, CLO3 & PSLO1)**. After completing this chapter students should be able to:

**LO13.1** Explain how completed reports affect your credibility.

**LO13.2** Create specific and persuasive proposals.

**LO13.3** Demonstrate excellent thinking by applying a precision-oriented style to reports.

**LO13.4** Design your reports to aid in decision making.

**LO13.5** Project objectivity in reports.

**LO13.6** Review reports for effectiveness and fairness.

Chapter 14: Ch. 14 – **Planning Presentations (CLO6)**. After completing this chapter students should be able to:

**LO14.1** Describe how planning your presentations leads to credibility.

**LO14.2** Analyze presentation audiences in terms of message benefits, learning styles, and communicator styles.

**LO14.3** Organize and gather content for a preview, view, and review.

**LO14.4** Develop effective slide presentations.

**LO14.5** Use the story line approach to presentations.

**LO14.6** Evaluate your presentations for fairness and effectiveness.

Chapter 15 - **Delivering Presentations (CLO6 & PSLO2)**. After completing this chapter students should be able to:

**LO15.1** Describe how presentation delivery impacts your credibility.

**LO15.2** Deliver presentations with authenticity, confidence, and influence.

**LO15.3** Apply the SOFTEN model of nonverbal communication for presentations.

**LO15.4** Use slides and handouts to supplement your presentation effectively.

**LO15.5** Interact effectively with your audience.

**LO15.6** Prepare to present effectively in teams.

Chapter 16 - **Employment Communication (CLO2, CLO3, CLO6)**. After completing this chapter students should be able to:

**LO 16.1** Identify your key selling points for the job application process.

**LO 16.2** Evaluate the primary needs of employers for positions of interest.

**LO 16.3** Set up the message structure for résumés and cover letters.

**LO 16.4** Highlight your qualifications with effective tone, style, and design.

**LO 16.5** Create chronological and functional résumés to highlight your key selling points.

**LO 16.6** Use LinkedIn as part of the job search process and to network professionally.

**LO 16.7** Develop a list of references that will improve your employment prospects.

**LO 16.8** Compose effective cover letters that highlight your key selling points.

**LO 16.9** Review your job application documents for effectiveness and fairness.

**LO 16.10** Develop strategies for responding to common job interview questions.

**LO 16.11** Explain etiquette for following up after job interviews.

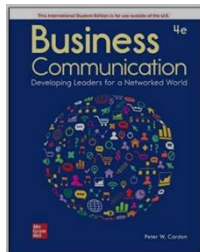
**LO 16.12** Explain etiquette for leaving an organization with grace and foresight.

**Writing Instructive Competency, Goals, and Statements:** This is a “Writing Instructive (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 professor 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 Final Individual Proposal.**

## **2 Required Textbooks:**



**Book Title:** Business Communications: Developing Leaders for a Networked World (With Connect Access) 4<sup>th</sup> Edition

**Author:** Peter W. Cardon

**ISBN:** 9781264290864

**Publication Date:** 2021

**Binding:** Loose Pages with Connect Access Card

**Type:** Print

**Price:** \$90.00

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



### **Publication Manual of American Psychological Association (7th ed.).**

American Psychological Association.

ISBN-13: 978-1433832161

ISBN-10: 143383216X

*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.

## **COURSE REQUIREMENTS**

- **Student Profile and Course Agreement:** (12 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:** (22 points) – Student introductions will occur Online in a discussion forum. This is a great opportunity to get to know one another and express your written communication style.
- **Discussion Forums - Signature Assignment (PSLO 3):** (144 points) – There will be 8 discussions (18 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. **\*NOTE: Each discussion forum has 2 distinct due dates. DO NOT rely solely on the course calendar for the due dates.**
- **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 6<sup>th</sup> 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.
- **Individual Research Practice (3 Article Summary) and Presentation:** (100 Points) – Your individual research paper will be worth (65 points) AND your video/oral presentation is worth (35 points). ***\*\*\*You will be required to utilize the TAMUCT Writing Center for this assignment***
  - **Individual Paper Requirements:** Utilizing our TAMUCT 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 credible 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).
    - After reading the three articles, you need to prepare a 6 page 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 (teams) will be required to **submit a 2-3 minute video recording summarizing your Research** (via: Screencast-O-Matic [<https://screencast-o-matic.com/home>]). **\*Do not read the paper word for word in your presentation.**



- **Professional Communication Assignments:** (120 total points; 2 assignments) - Each student will develop several original business communications (Communication 1: 50 pts & Communication 2: 70 points) 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.
  - (2). **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: Screencast-O-Matic [<https://screencast-o-matic.com/home>]).
- **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.
- **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.
- **Individual Proposal Paper and Oral Presentation– Signature Assignment (PSLO 1 & PSLO 2):** (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.*
  - **Midpoint Individual Proposal Worksheet:** You will have to complete a **Midpoint Proposal Worksheet** that will be worth **25 of the 225 total points**. This worksheet will identify the company chosen, research the company history, identify the business problem, provide two of the four alternatives, and provide a minimum of two references written in proper APA format.
  - 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!

- Your proposal paper 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 paper should be an 11 page report (1-cover sheet, 1-table of contents, 8 body, 1-reference page), excluding attached appendices. \*Use the provided template.
- **Individual Oral Presentation: You will also make an individual “10” minute oral presentation about your portion of the research paper.** Online students will record (via: Screencast-O-Matic [<https://screencast-o-matic.com/home>]). This is worth **75 of the 225 points**. A copy of your Individual “MS PowerPoint Slides” will be submitted to the assignment link in Canvas prior to your oral presentation. **Please note for online students that both you AND your power point must be visible in the recorded presentation. You will need to submit a copy of your video 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.

#### **Instructor Grading Polices/Guidelines:**

- **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\_Essay 1**)

- **Submission Style Requirements:** Submissions will be in accordance with The Publication Manual of the American Psychological Association, 6<sup>th</sup> 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.**
- **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.

### Grading Criteria Rubric and Conversion

A detailed grading rubric will be available with the assignment instructions and submission locations in Canvas. 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 & Course Agreement	12
Introduction (Online Forum)	22
Discussion Forums-Online (8 @ 18pts)	144
APA 'Competency' Exam (2 attempts to pass > 80%)	75
Individual Research Paper and Presentation * <i>Written (65 pts) &amp; Oral Presentation (35 pts)</i>	100
Communication #1 <i>Letter</i>	50
Communication #2 <i>Resume (25 pts), CV (25 pts), and Oral Presentation (20 pts)</i>	70
Electronic Career Presentation (Power Point)	60
Chapter Quizzes (in Connect) 16 @ 20 pts	320
Individual Research Proposal Midpoint Proposal (25 pts), Written Individual Research Proposal (125 pts); Oral Presentation -Individual (75 pts)	225
<b>Total Points Possible</b>	
	<b>1078</b>

POINTS	EQUALS	LETTER GRADE
970 – 1078	=	A
862 – 969	=	B
754 – 861	=	C
646 – 753	=	D
Below 645	=	F

### 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).

### COURSE OUTLINE AND CALENDAR

All graded assignments & due dates are noted in bold, time for each is 11:59 p.m. CST

Dates	Chapter & Topic	Assignment
<b>Week 1</b>  <b>June 6-12</b>	<b>Ch. 1</b> <b>Establishing Credibility</b>  <b>Ch. 2</b> <b>Interpersonal Communication and Emotional Intelligence</b>	✓ Complete and submit <b>Student Profile and Course Agreement</b> via Canvas Assignment Link. <b>Due by 6/12.</b> ✓ <b>Student Introduction Forum. Due 6/12.</b> ✓ Read Ch. 1 & 2; Study supplementary materials. ✓ Complete the Chapter 1 & 2 Quizzes in Connect. <b>Due by 6/12.</b>
	<b>Ch. 3</b> <b>Team Communication and Difficult Conversations</b>	✓ Read Ch. 3; Study supplementary materials. ✓ <b>Discussion 1: Communication. 1<sup>st</sup> Post due 6/9; 2<sup>nd</sup> Post/Replies due 6/12.</b> ✓ <b>***NOTE: 2 distinct due dates for EVERY discussion forum!!!</b> ✓ Complete the Chapter 3 Quiz in Connect. <b>Due by 6/12.</b> ✓ <b>APA Exam. Due 6/12. *Two attempts to pass with an 80% or higher.</b>

<b>Week 2</b>  June 13-19	<b>Ch. 4</b> <b>Communicating across Cultures</b>	<ul style="list-style-type: none"> <li>✓ Read Ch. 4; Study supplementary materials.</li> <li>✓ Complete the Chapter 4 Quiz in Connect. <b>Due by 6/19.</b></li> <li>✓ <b>Discussion 2: Culture &amp; Etiquette. 1<sup>st</sup> Post due 6/16; 2<sup>nd</sup> Post/Reply due 6/19. ***NOTE: 2 distinct due dates for EVERY discussion forum!!</b></li> </ul>
	<b>Ch. 5</b> <b>Creating Effective Business Messages</b>	<ul style="list-style-type: none"> <li>✓ Read Ch. 5; Study supplementary materials.</li> <li>✓ Complete the Chapter 5 Quiz in Connect. <b>Due by 6/19.</b></li> <li>✓ <b>Midpoint Individual Proposal Worksheet Due 6/19. *Work to complete the worksheet – that will be a part of your final Proposal paper for this course.</b></li> <li><b>*Ensure proper APA formatting in your responses!</b></li> </ul>
<b>Week 3</b>  June 20-26	<b>Ch. 6</b> <b>Improving Readability with Style and Design</b>	<ul style="list-style-type: none"> <li>✓ Read Ch. 6; Study supplementary materials.</li> <li>✓ Complete the Chapter 6 Quiz in Connect. <b>Due by 6/26.</b></li> <li>✓ <b>Discussion 3: Analyzing a Corporate Message. 1<sup>st</sup> Post due 6/23; 2<sup>nd</sup> Post/Reply due 6/26. ***NOTE: 2 distinct due dates for EVERY discussion forum!!</b></li> </ul>
	<b>Ch. 7</b> <b>Email and Other Traditional Tools for Business Communication</b>	<ul style="list-style-type: none"> <li>✓ Read Ch. 7; Study supplementary materials.</li> <li>✓ Complete the Chapter 7 Quiz in Connect. <b>Due by 6/26.</b></li> <li>✓ <b>Professional Communication 1: Business Email. Due by 6/26.</b></li> </ul>
<b>Week 4</b>  June 27- July 3rd	<b>Ch. 8</b> <b>Social Media for Business Communication</b>	<ul style="list-style-type: none"> <li>✓ Read Ch. 8 &amp; 9; Study supplementary materials.</li> <li>✓ Complete the Chapter 8 &amp; 9 Quizzes in Connect. <b>Due by 7/3.</b></li> <li>✓ <b>Discussion 4: Social Media. First Post due 6/30; Second Post/Replies due 7/3 @ midnight. ***NOTE: 2 distinct due dates for EVERY discussion forum!!!</b></li> </ul>
	<b>Ch. 9</b> <b>Routine Business Messages</b>	
	<b>Ch. 10</b> <b>Persuasive Messages</b>	<ul style="list-style-type: none"> <li>✓ Read Ch. 10; Study supplementary materials.</li> <li>✓ Complete the Chapter 10 Quiz in Connect. <b>Due by 7/3.</b></li> <li>✓ <b>Discussion 5: Persuasive Messages. First Post due 6/30; Second Post/Replies due 7/3 @</b></li> </ul>

		<p>midnight. ***NOTE: 2 distinct due dates for EVERY discussion forum!!!</p> <ul style="list-style-type: none"> <li>✓ REMINDER: Individual Research Practice Assignment and Video Presentation” - Work ahead and book your ONLINE appointment at the TAMUCT Writing Center.</li> </ul>
<b>***4<sup>th</sup> of July Holiday – plan ahead for due dates***</b>		
<b>Week 5</b>  July 4-10	<b>Ch. 11</b> <b>Bad News Messages</b>	<ul style="list-style-type: none"> <li>✓ Read Ch. 11; Study supplementary materials.</li> <li>✓ Complete the Chapter 11 Quiz in Connect. <b>Due by 7/10.</b></li> <li>✓ Discussion 6: Bad News Messages. First Post due 7/6; Second Post/Replies due 7/10 @ midnight. ***NOTE: 2 distinct due dates for EVERY discussion forum!!</li> </ul>
	<b>Ch. 12</b> <b>Research and Business Proposals and Planning for Business Reports</b>	<ul style="list-style-type: none"> <li>✓ Read Ch. 12; Study supplementary materials.</li> <li>✓ Complete the Chapter 12 Quiz in Connect. <b>Due by 7/10.</b></li> <li>✓ Submit your Individual Research Practice Assignment &amp; Video Presentation. Due 7/10. *Recording MUST be done in ScreenCast-O-Matic. No EXCEPTIONS!</li> <li>✓ Schedule an ONLINE appointment at the TAMUCT Writing Center next week (July 11-17th) to have them review your Individual Research Practice Paper that you submit July 10th. They will review your final draft next week. *Virtual appointments are available – 6 days per week!</li> </ul>
<b>Week 6</b>  July 11-17th	<b>Ch. 13</b> <b>Completing Business Proposals and Business Reports</b>	<ul style="list-style-type: none"> <li>✓ Read Ch. 13; Study supplementary materials.</li> <li>✓ Complete the Chapter 13 Quiz in Connect. <b>Due by 7/17.</b></li> <li>✓ Meet with a TAMUCT Writing Center Tutor to review &amp; improve upon your Individual Research Practice Paper. Upload the verification sheet to the Original Assignment link in Canvas along with your revised paper by 7/17.</li> <li>✓ Discussion 7: Business Proposals and Reports. First Post due 7/14; Second Post/Replies due 7/17 @ midnight. ***NOTE: 2 distinct due dates for EVERY discussion forum!!!</li> </ul>

<b>Week 6</b> July 11-17th	<b>Ch. 14</b> <b>Planning Presentations</b>	✓ Read Ch. 14; Study supplementary materials. ✓ Complete the Chapter 14 Quiz in Connect. <b>Due by 4/17.</b> ✓ <b>Electronic Career Presentation. Due by 4/17.</b>
<b>Week 7</b> July 18-24	<b>Ch. 15</b> <b>Delivering Presentations</b>	✓ Read Ch. 15; Study supplementary materials. ✓ Complete the Chapter 15 Quiz in Connect. <b>Due by 7/24.</b> ✓ <b>Discussion 8: Assessing your Career Presentation First Post due 7/21; Second Post/Replies due 7/24 @ midnight. ***NOTE: 2 distinct due dates for EVERY discussion forum!!!</b>
	<b>Ch. 16</b> <b>Employment Communication</b>	✓ Read Ch. 16; Study supplementary materials. ✓ Complete the Chapter 16 Quiz in Connect. <b>Due by 7/24.</b> ✓ <b>Communication 2 (Resume, CV, and Video) Due by 7/24. **Your 90 Second Introduction MUST be recorded on ScreenCast-O-Matic NO EXCEPTIONS!</b>
<b>Week 8</b> July 25-29	<b>Final Individual Research Proposal Paper</b>	✓ Finalize your Individual Research Proposal Paper. ✓ <b>Individual Research Proposal Paper: due 7/27 at midnight. Upload to the Assignment link in Canvas.</b>
	<b>Oral Presentation and Power Point</b>	✓ <b>Individual Oral Presentation (Video Recording) and Power Point Presentation is due 7/29 @ midnight.</b> ✓ <b>**Submit BOTH the power point file AND URL link for ScreenCast-O-Matic for your individual presentation in the assignment link in Canvas. *Upload to the media files (tab) in Canvas. Professional Dress required.</b> ✓ <b>MUST be recorded on ScreenCast-O-Matic NO EXCEPTIONS!</b>

*This course schedule is subject to change at the discretion of the Instructor. Should it change, a new Syllabus with different date in the footer will be published on the course web site and students will be notified of the change.*

**IMPORTANT UNIVERSITY DATES:** <https://www.tamuct.edu/registrar/docs/21-22Academic-Calendar.pdf>



## TECHNOLOGY REQUIREMENTS AND SUPPORT

### Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

### Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

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

### Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

### Other Technology Support

For log-in problems, students should contact Help Desk Central, 24 hours a day, 7 days a week

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

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## UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

### Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-45f3a37d6928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2FSubmit%2FForm%2FStart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the Academic Calendar for which the form must be completed.

Once you submit the completed 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.

### **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. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html),  
[https://www.tamuct.edu/student-affairs/student-conduct.html].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0),  
[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=0].

### **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 Warrior Center for Student Success, Equity 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 Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information, please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required)  
[https://tamuct.instructure.com/courses/717]

### **Important information for Pregnant and/or Parenting Students**

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 [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. 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) 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 Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

## **Tutoring**

Tutoring is available to all A&M-Central Texas students, both virtually and in-person. Student success coaching is available online upon request.

If you have a question, are interested in becoming a tutor, or in need of success coaching contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing [WarriorCenter@tamuct.edu](mailto:WarriorCenter@tamuct.edu).

To schedule tutoring sessions and view tutor availability, please visit [Tutor Matching Services](https://tutormatchingservice.com/TAMUCT) [https://tutormatchingservice.com/TAMUCT] or visit the Tutoring Center in 111 Warrior Hall.

Chat live with a remote 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 online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

## **University Writing Center**

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University—Central Texas (A&M—Central Texas) is a free service open to all A&M—Central Texas students. For the Spring 2022 semester, the hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m.

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 UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the

UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

## **University Library**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 400,000 eBooks and 82,000 journals, in addition to the 96,000 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 virtually through WebEx, Microsoft Teams or in-person at the library. [Schedule an appointment here](https://tamuct.libcal.com/appointments/?g=6956) [https://tamuct.libcal.com/appointments/?g=6956]. 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].

## **OPTIONAL POLICY STATEMENTS**

### **A Note about Sexual Violence at A&M-Central Texas**

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 Wellness and 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/compliance/titleix.html>].

### **Behavioral Intervention**

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](#) online [[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\\_id=2](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2)].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](#) website for more information [<https://www.tamuct.edu/bit>]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5805.

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### **Copyright Notice.**

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