



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS

## COLLEGE of BUSINESS ADMINISTRATION

### **BUSI 3301-110 Professionalism & Communication in Business**

#### **ONLINE 16 Week Course**

SPRING 2023 (January 17 – May 12, 2023)

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 INSTRUCTIVE (WI) 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.safezoneapp.com) website [www.safezoneapp.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/safezone/id533054756): [https://apps.apple.com/app/safezone/id533054756]
  - [Android Phone / Tablet](https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp)  
[https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp]
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

**For updates on COVID information**, please monitor the University [website](https://www.tamuct.edu/covid19/)  
[https://www.tamuct.edu/covid19/]

## **COURSE INFORMATION**

**Course Overview and description: BUSI 3301. Professionalism and Communication in Business - Writing Instructive. 3 Credit Hours (WI).**

This course is an introduction to the study of business, with exposure to each of the major business disciplines and professions. Students will be introduced to the functional areas of business and begin to plan their own professional development and careers. Students will focus on developing the skills necessary to communicate effectively and professionally in the business world, including written, oral, and digital/virtual communications, as well as the use of common software tools that support them, including Microsoft Word, PowerPoint, and Web-based meeting platforms.

Students will practice communicating effectively to a variety of audiences and in a variety of professional contexts and formats, and will learn how to make use of available internal and third-party career and placement services. Completion of this course is required for all College of Business Administration students during the first semester of enrollment.

**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					LP	LP
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 – **Succeeding in Business Communication (CLO2)**. After completing this chapter students should be able to:

- SLO1.1** Describe the benefits of good communication.
- SLO1.2** Explain why you need to be able to communicate well.
- SLO1.3** Describe the costs of poor communication.
- SLO1.4** Describe communicating on the job.
- SLO1.5** Explain the basic criteria for effective messages.
- SLO1.6** Analyze a business communication situation.

Chapter 2 - **Etiquette (CLO2 & CLO5)**. After completing this chapter students should be able to:

- SLO2.1** Understanding business etiquette and its importance
- SLO2.2** Explain the importance of dressing up to create a good impression
- SLO2.3** Describe etiquette related to: Networking, Dining, Electronic Etiquette

Chapter 3 – **Goal Setting and Career Decision Making (CLO3 & CLO5)**. After completing this chapter students should be able to:

- LO3.1** Develop your definition of career success
- LO3.2** Identify and write goals for self-improvement
- LO3.3** Apply career decision making skills

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

- LO4.1** Understand principles for professional networking.
- LO4.2** Identify your key selling points for the job application process.
- LO4.3** Evaluate the primary needs of employers for positions of interest.
- LO4.4** Set up the message structure for résumés and cover letters.
- LO4.5** Highlight your qualifications with effective tone, style, and design.
- LO4.6** Create chronological and functional résumés to highlight your key selling points.
- LO4.7** Use LinkedIn as part of the job search process and to network professionally.
- LO4.8** Develop a list of references that will improve your employment prospects.
- LO4.9** Compose effective cover letters that highlight your key selling points.
- LO4.10** Review your job application documents for effectiveness and fairness.
- LO4.11** Develop strategies for responding to common job interview questions.
- LO4.12** Explain etiquette for following up after job interviews.
- LO4.13** Explain etiquette for leaving an organization with grace and foresight.

Chapter 5–**Interviewing, Writing Follow-Up Messages, and Succeeding in the Job (CLO2, SLO3)**. After completing this chapter students should be able to:

- LO5.1** Identify what interview channels you may encounter.
- LO5.2** Create a strategy for successful interviewing.
- LO5.3** Determine what preparations to make before you start interviewing.
- LO5.4** Anticipate what to do during an interview.
- LO5.5** Answer common interview questions.

- LO5.6** Prepare for less common interview types.
- LO5.7** Determine what to do after an interview.
- LO5.8** Plan for a successful career.

**Chapter 6 – Career Networking (CLO2 & CLO3).** After completing this chapter students should be able to:

- LO6.1** Develop your own mini-message and career networking message
- LO6.2** Apply career networking skills
- LO6.3** Identify types of career networking
- LO6.4** Recognize the best use of online career networking
- LO6.5** Prepare a Career Portfolio entry

**Chapter 7 – Growing Your Career (CLO3 & CLO5).** After completing this chapter students should be able to:

- LO7.1** Identify the importance of transferable skills to career growth
- LO7.2** Understand the impact of performance on career growth
- LO7.3** Recognize the importance of positive relationships
- LO7.4** Learn to manage change affecting your career
- LO7.5** Learn to make successful career moves

**Chapter 8 – Making Oral Presentations (CLO5).** After completing this chapter students should be able to:

- LO8.1** Identify purposes of presentations.
- LO8.2** Plan strategies for presentations.
- LO8.3** Organize effective presentations.
- LO8.4** Plan visuals for presentations.
- LO8.5** Deliver effective in-person and online presentations.
- LO8.6** Handle questions during presentations.

**Chapter 9 – Getting Started with Power Point (CLO6).** After completing this chapter students should be able to:

- LO9.1** Introduction to PowerPoint
- LO9.2** Designing Presentations (text, layout, design elements)
- LO9.3** Creating a New Presentation Using a Template
- LO9.4** Changing Fonts and Font Sizes

**Chapter 10 – Communicating Across Cultures (CLO1).** After completing this chapter students should be able to:

- LO 10.1** Explain why having cultural awareness and avoiding stereotypes is important.
- LO 10.2** Explain why global agility in business is important.
- LO 10.3** Explain why diversity is important.
- LO 10.4** Explain how our values and beliefs affect our responses to other people.
- LO 10.5** Discover how the global use of English affects business communication.
- LO 10.6** Discover how to use nonverbal communication across cultures.
- LO 10.7** Construct your written communication to meet the needs of global audiences.

Chapter 11 – **Internships & Co-Op Programs (CLO2 & CLO3)**. After completing this chapter students should be able to:

- LO 11.1** Recognize the value of internship and co-op programs to career success
- LO 11.2** Create learning goals for an internship or co-op experience
- LO 11.3** Evaluate and research different types of internship and co-op programs
- LO 11.4** Define your role in the success of your program
- LO 11.5** Create a Career Portfolio Entry

Chapter 12 – **Your Career Portfolio (CLO4, CLO6)**. After completing this chapter students should be able to:

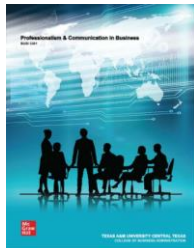
- LO 12.1** Learn how to build your Career Portfolio
- LO 12.2** Plan your Career Portfolio
- LO 12.3** Collect Career Portfolio materials
- LO 12.4** Organize and assemble your Career Portfolio
- LO 12.5** Practice and present your Career Portfolio
- LO 12.6** Reflect, refine, and edit your Career Portfolio
- LO 12.7** Create a Career Portfolio entry

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

- LO13.1** Explain the different purposes of negative messages.
- LO13.2** Describe the different ways to organize negative messages.
- LO13.3** Construct the different parts of negative messages.
- LO13.4** Improve the tone of negative messages.
- LO13.5** Produce different kinds of negative messages.
- LO13.6** Analyze when and how to apologize.

**Writing Intensive 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 to measure student mastery of 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.

## **Required Textbook:**



**Book Title:** Professionalism & Communication in Business **\*This is a “Custom Resource” and the chapters do not go in sequence, as the book is made up of multiple authors.**

**Author:** Jessica Robin

**ISBN PRINT:** 9781307827927

**ISBN EBOOK:** 9781307829914

**Publication Date:** 2022

**Binding:** Book Soft Cover

**Type:** Print OR Ebook

The TAMUCT book store has the resource available. There is also an Ebook version as well available on the McGraw-Hill website:

<https://www.mheducation.com/highered/custom/product/9781307829914.html>

**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:** (10 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:** (10 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:** (160 points) – There will be 4 discussions (40 points each) due throughout the semester. Each discussion has multiple topics. The exact requirements for each will be found within the discussion forum for the week it is scheduled. **\*NOTE: Each discussion forum has 2 distinct due dates (Thurs & Sunday). DO NOT rely solely on the course calendar for the due dates.**



- **Professional Communication Assignments:** (330 total points; 6 assignments) - Each student will develop several original business communications assignments and submit them on the due dates outlined in the course schedule.
  - **Succeeding in Business Communication (50 points):** You will identify communication strategies answering several questions, in addition to writing a short email communicating effectively to a professor.
  - **SMART – Career Goals (50 points):** You will identify SMART Career Goals to align with your future Career path.
  - **LinkedIn Profile (50 points):** You will create a LinkedIn Professional Profile related to your chosen career path.
  - **Resume, Cover Letter, & 90 Second Introduction (75 points):** 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>]).
  - **Current Events Oral Presentation (PSLO2) 55 points):** You will summarize a current event in a 3 minute presentation utilizing oral presentation strategies learned in Chapter 8.
  - **Crisis Management: Negative Press Release (50 points):** Students will be required write a professional Press Release, as CEO, responding to a negative crisis scenario. You will decide how to respond and what actions will be taken.
  
- **Create an Electronic Career Presentation – Using Power Point:** (50 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.
  
- **Career & Professional Development – “Career Readiness” Workshop:** (60 points) – Students will be required to watch 2 workshops (30 points each) offered by Career & Professional Development on the CPD YouTube Channel. Choose a workshop that is of interest to you
  
- **Career & Professional Development – Employer Spotlight:** (60 points) – Students will be required watch 2 workshops (30 points each) offered by Career & Professional Development on the CPD YouTube Channel.
  
- **Participate in 1 Networking Event (In person OR Virtual):** (50 points) – Students will be required to attend 1 Career Fair or Networking Event/Workshop this semester. The event cannot be pre-recorded. Live attendance is required either in person or virtually.
  
- **Cross Cultural Global Communication Paper – Signature Assignment (PSLO 1 & PSLO 3):** (100 total points) - This major assignment will be developed in accordance with the parameters below and the rubrics found in Canvas with the assignment instructions. All



subjects and materials to be presented in this course must be “new works” researched and assembled by you for this course only. Recycling of cases, proposals, reports, and subjects from this or other classes “is prohibited” and in violation.

- You will have to complete a Cross Cultural Global Communication paper that will be worth a total of 100 points.
  - You will complete a self-cultural assessment, in addition to researching 2 different countries.
  - You will use a minimum of 3 quality supporting references. All references and citations must confirm to APA style guidelines to include size 12 font, double spaced with a: Cover page, Introduction, Body, Conclusion, and Reference page.  
\*Use the provided assignment template.
- **TAMUCT Writing Center Verification Form – for the Cross Cultural Communication Paper (25 points).** Upon completing your Cross Cultural Global Communication paper you will have a tutor at the TAMUCT Writing Center review your submission (either in person or remote) to work on improving upon your paper & writing skillset. You will submit your Verification Form in addition to resubmitting your revised paper.
  - **Career Portfolio: (100 points)** – You will create a digital Career Portfolio that will showcase your skillset and enhance your employability using the provided template.

#### **Instructor Grading Policies/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:** **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	10
Introduction (Online Forum)	10
Discussion Forums-Online (4 @ 40 pts)	160
CPD – “Career Readiness” Workshop – Verification Form (2 @ 30 points)	60
CPD - Employer Spotlight – Verification Form (2 @ 30 points)	60
Networking Event (Virtual OR In Person)	50
Cross Cultural Communication Paper (PSLO1 & PSLO3) – Signature Assignment	100
TAMUCT Writing Center Verification Form – for Cross Cultural Communication Paper	25
<u>Professional Communication Assignments:</u> <ul style="list-style-type: none"><li>• Succeeding in Business Communications (50 pts)</li><li>• SMART – Career Goals (50 pts)</li><li>• Linked In Profile (50 pts)</li><li>• Resume, Cover Letter, &amp; 90 Second Introduction (75 pts)</li><li>• Current Events - Oral Presentation (PSLO 2)(55 pts)</li><li>• Crisis Management: Negative Press Release (50 pts)</li></ul>	330
Electronic Career Presentation Using Power Point	60
Career Portfolio	100
<b>Total Points Possible</b>	
	<b>965</b>

POINTS	EQUALS	LETTER GRADE
965-868	=	A
867-772	=	B
771-675	=	C
674-579	=	D
Below 578	=	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.

### 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> Jan 16-22	<b>Succeeding in Business Communications (p1-21)</b>	<ul style="list-style-type: none"> <li>✓ Complete and submit <b>Student Profile and Course Agreement</b> via Canvas Assignment Link. <b>Due by 1/22.</b></li> <li>✓ <b>Student Introduction Forum. Due 1/22.</b></li> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tuesday: <b>In Class Lecture *Recorded for Online Students</b></li> <li>✓ <b>Communication #1: Succeeding in Business Communication - Worksheet - Due 1/22.</b></li> </ul>
<b>Week 2</b> Jan 23-29	<b>Etiquette (p22-41)</b>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tuesday: <b>In Class Lecture *Recorded for Online Students</b></li> <li>✓ <b>Discussion Forum 1 - Etiquette: Your 1<sup>st</sup> Post due no later than 1/26; 2<sup>nd</sup> Post/Reply due 1/29. ***NOTE: 2 distinct due dates for EVERY discussion forum!!</b></li> </ul>

<b>Week 3</b>  Jan 30 – Feb 5	<b>Goal Setting &amp; Career Decision-Making (p43-55)</b>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tuesday: In Class Lecture *Recorded for Online Students</li> <li>✓ Thursday: Identify Career Options: TAMUCT College of Business Career Paths Workshop - COBA Advisement Team (Video)</li> <li>✓ Communication #2: SMART – Career Goals Worksheet - Due 2/5.</li> </ul>
<b>Week 4</b>  Feb 6-12	<b>Employment Communications (p56-102)</b>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tues: In Class Lecture *Recorded for Online Students</li> <li>✓ Thurs: Career &amp; Professional Development In Class Workshop: Resume &amp; Cover Letters *Recorded for Online Students</li> <li>✓ Communication #3: (Resume, Cover Letter, 90 Second Introduction) due 2/12. **Your 90 Second Introduction MUST be recorded on ScreenCast-O-Matic or YouTube – NO Exceptions.</li> </ul>
<b>Week 5</b>  Feb 13-19	<b>Employment Communications (Continued)</b>	<ul style="list-style-type: none"> <li>✓ Communication #4: Create a LinkedIn Profile due by 2/19</li> <li>✓ Tues: In Class Lecture – LinkedIn Profiles *Recorded for Online Students</li> <li>✓ Thurs: CPD– Networking/LinkedIn – In Class Workshop *Recorded for Online Students</li> </ul>
<b>Week 6</b>  Feb 20-26	<b>Interviewing, Writing Follow-Up Messages, and Succeeding in the Job (p104-133)</b>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tues: In Class Lecture *Recorded for Online Students</li> <li>✓ Thurs: CPD (Career &amp; Professional Development) – Interviewing Workshop In Class *Recorded for Online Students</li> <li>✓ Discussion Forum 2: Interviewing &amp; Follow-Up Messages to an employer. Your 1<sup>st</sup> Post due no later than 2/23; 2<sup>nd</sup> Post/Reply due 2/26. ***NOTE: 2 distinct due dates for EVERY discussion forum!!</li> </ul>

<b>Week 7</b>  Feb 27 – Mar 5	<b>Career Networking (135-149)</b>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tues: In Class Lecture Career Networking <b>*Recorded for Online Students</b></li> <li>✓ <b>Attend 1 “Networking Event” either in person or Online. The event cannot be pre-recorded. Live attendance is required. *TAMUCT is hosting a Career Fair March 22, 2023. This assignment is due: 3/26.</b></li> <li>✓ <b>1<sup>st</sup> CPD – “Career Readiness” Workshop Worksheet – Verification Form due 3/5</b></li> </ul>
<b>Week 8</b>  Mar 6-12	<b>Growing Your Career (p150-169)</b>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ <b>Tues – In Class Lecture *Recorded for Online Students</b></li> <li>✓ <b>Discussion Forum 3: Grow Your Career. Your 1<sup>st</sup> Post due no later than 3/9; 2<sup>nd</sup> Post/Reply due 3/12. ***NOTE: 2 distinct due dates for EVERY discussion forum!!</b></li> </ul>
<b>***SPRING BREAK MARCH 13-19, 2023***</b>		
<b>Week 9</b>  Mar 20-26	<b>Making Oral Presentations (p170-198)</b>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tues – In Class Lecture <b>*Recorded for Online Students</b></li> <li>✓ <b>Current News Event – Oral Presentation 3 minutes (PSLO2) – In Class Presentation 3/23 or Recorded in ScreenCast-O-matic/YouTube due 3/26.</b></li> <li>✓ <b>TAMUCT – Career Fair 3/22 from 4-6pm in Warrior Hall.</b></li> <li>✓ <b>Networking Event Verification Form due 3/26.</b></li> </ul>
<b>Week 10</b>  Mar 27 – April 2	<b>Making Oral Presentations (Continued)</b>	<ul style="list-style-type: none"> <li>✓ <b>CPD – 1<sup>st</sup> Employer Spotlight Worksheet Due 4/2.</b></li> <li>✓ <b>Continue to work on your Career Portfolios. Ask 2 professionals for Letters of Recommendation. You will need 2 for your portfolio due at the end of the semester.</b></li> </ul>

<p><b>Week 11</b></p> <p>April 3-9</p>	<p><b>Getting Started with Power Point (p200-239)</b></p>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Introduction to MS Office (Word, Power Point, &amp; Excel</li> <li>✓ Tues In Class Lecture <b>*Recorded for Online Students</b></li> <li>✓ <b>Electronic Career Power Point Presentation. Due by 4/9.</b></li> <li>✓ Begin to work on your Cross Cultural Global Communication Paper.</li> <li>✓ Make an appointment with the TAMUCT Writing Center to have your Cross Cultural Communication Paper reviewed by a Tutor.</li> </ul> <p><i>*Watch the assignment video for clarification.</i></p>
<p><b>Week 12</b></p> <p>April 10-16</p>	<p><b>Communicating Across Cultures (p240-269)</b></p>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tues – In Class Lecture <b>*Recorded for Online Students</b></li> <li>✓ Thursday: Cross Cultural Communication <b>Cross Cultural Communication Paper - Signature Assignment due 4/16 (PSLO1 &amp; PSLO3). <u>*Watch the instruction video*</u></b></li> <li>✓ <b>TAMUCT Writing Center Verification Form is due 4/23. You must schedule a time to meet with a TAMUCT Writing Center Tutor this week OR next week to review and improve upon your paper BEFORE resubmitting it to the assignment link. *You will be submitting your paper twice. The 1<sup>st</sup> time (without review) and the 2<sup>nd</sup> time AFTER you met with a tutor from the Writing Center.</b></li> </ul>
<p><b>Week 13</b></p> <p>April 17-23</p>	<p><b>Internships &amp; Co-Op Programs (p270-281)</b></p>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tues – in Class Lecture <b>*Recorded for Online Students</b></li> <li>✓ <b>Discussion Forum 5: Internships Your 1<sup>st</sup> Post due no later than 4/20; 2<sup>nd</sup> Post/Reply due 4/23. ***NOTE: 2 distinct due dates for EVERY discussion forum!!</b></li> <li>✓ <b>TAMUCT Writing Center Verification Form due 4/23. You must schedule a time to meet</b></li> </ul>

		with a TAMUCT Writing Center Tutor this week to review and improve upon your paper BEFORE re-submitting it to the assignment link.
<b>Week 14</b> April 24-30	<b>Electronic Career Portfolio (p282-305)</b>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tues – in Class Lecture <b>*Recorded for Online Students</b></li> <li>✓ <b>Electronic - Career Portfolio due by 4/30.</b></li> </ul>
<b>Week 15</b> May 1-7	<b>CPD Workshops &amp; Employer Spotlight</b>	<ul style="list-style-type: none"> <li>✓ <b>2<sup>nd</sup> CPD – Employer Spotlight Worksheet due 5/7.</b></li> <li>✓ <b>2<sup>nd</sup> CPD – Workshop Event Worksheet due 5/7.</b></li> <li>✓ Tues – in Class Lecture <b>*Recorded for Online Students</b></li> </ul>
<b>Week 16</b> May 8-12	<b>Crafting Negative Messages (p306-335)</b>	<ul style="list-style-type: none"> <li>✓ Read the Chapter &amp; Study supplementary materials.</li> <li>✓ Tues – in Class Lecture <b>*Recorded for Online Students</b></li> <li>✓ <b>Communication #6: Crisis Management: Negative Press Release due 5/12 by 9pm CST.</b></li> </ul>

*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://catalog.tamuct.edu/undergraduate\\_catalog/general-information/academic20calendars20and20final20exam20schedule/](https://catalog.tamuct.edu/undergraduate_catalog/general-information/academic20calendars20and20final20exam20schedule/)

## 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.*

## **UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES**

### **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](#) Canvas page (log-in required)

[<https://tamuct.instructure.com/courses/717>]

### **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 referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0),  
[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=0].

### **Drop Policy**

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

[https://federation.ngwebsolutions.com/sp/startSSO.ping?PartnerIdpId=https://eis-prod.ec.tamuct.edu:443/samlso&SpSessionAuthnAdapterId=tamuctDF&TargetResource=https%3a%2f%2fdynamicforms.ngwebsolutions.com%2fSubmit%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.

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

Texas A&M University-Central Texas supports students who are pregnant, experiencing pregnancy-related conditions, 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 Library & Archives**

The University Library & Archives provides many services in support of research across campus and at a distance. We offer over 350 electronic databases containing approximately 631,525 eBooks and 75,149 journals, in addition to the 97,443 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) [https://tamuct.libcal.com/appointments]. 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](https://tamuct.libguides.com/index) [https://tamuct.libguides.com/index]

### **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. 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.

## **OTHER 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) [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](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=2]. Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/bit) 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.

## **Copyright Notice**

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

Copyright. (Spring 2023) by (**Professor Jessica Robin**) at Texas A&M University-Central Texas, COBA; 1001 Leadership Place, Killeen, TX 76549; 254-519-5437; Fax 254-501-5825; [jrobin@tamuct.edu](mailto:jrobin@tamuct.edu)