Syllabus – Summer II 2012
BAAS 305 - Internet Based

Course Title: Corporate Communication

Instructor: Misty Lair

Office Hours: By appointment – BA 335

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Books may be purchased from any bookstore including A&M-Commerce Online Bookstore, Barnes and Noble, Amazon.com, and Half-Price Books.

Detailed information regarding required books for all Applied Science required textbooks may be found on the department website: http://www.tamu-commerce.edu/cbt/baas/

Course Reference Information:

- Publication Manual of the American Psychological Association (APA)
  - Students are expected to understand and use APA formatting, which is required for every assignment in this course.
  - Please take time to visit and study the information presented by the Writing Center at the University of Wisconsin-Madison: http://writing.wisc.edu/Handbook/American_Psychological_Association_(APA)_Documentation_M.pdf
  - Additionally, an extensive resource is available at the Online Writing Lab (OWL) at Purdue: http://owl.english.purdue.edu/owl/resource/560/01/
Course Description:

This course is a study of the effective exchange of information between individuals and organizations including email, reports, memorandums, letters, presentations, web page design, advertising, marketing, and public relations.

Emphasis will be placed on professionalism, etiquette, and awareness of a multi-cultural environment in both internal and external communications. MS Word, MS Excel Spreadsheets, MS Power Point, and E-mail will be reviewed as tools of information exchange.

Course Goals and Objectives:

1. Describe rhetorical elements that experienced communicators consider, including context, organization, and purpose.
2. Define the critical role of multi-cultural environment in corporate communications.
3. Identify the synergistic link between reading and writing of technical and business information.
4. Analysis of audience demographics including expertise level and organizational role and the impact of these factors on presentation material.
5. Develop collaborative skills that result in enhanced communications.
6. Define strategies of planning, drafting and presenting of written and oral presentations.
7. Develop strategies that promote active listening.
8. Define the relationship of the design of information to the critical goals of accessibility/legibility, comprehensibility/readability, and usability.
9. Design and select effective visuals to enhance specific communication functions.
10. Prepare effective Process Explanations including visuals such as Flow Charts, Timelines, Schedules, and Photographs/Drawings of final product.
11. Analyze the appropriate use of various types of reports including activity, progress, and trip/conference.
12. Study and Practice of Ethics in Business
**Course Evaluation:**
The final course grade will be based on the following assignments:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Chapter(s) / Pages</th>
<th>Due Date</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro/Confirm</td>
<td></td>
<td>July 11</td>
<td>50</td>
</tr>
<tr>
<td>Academic Honesty</td>
<td></td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Communication Skills Assignments (3 Parts)</td>
<td>Ch. 1</td>
<td>July 20</td>
<td>150</td>
</tr>
<tr>
<td>(Objective 1)</td>
<td></td>
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<tr>
<td>Professional Email Communications Assignment</td>
<td>Pages 647 - 656</td>
<td>July 20</td>
<td>50</td>
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<tr>
<td>(Objective 3)</td>
<td></td>
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<tr>
<td>Collaboration Discussion</td>
<td>Ch. 5</td>
<td>July 27</td>
<td>50</td>
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<tr>
<td>(Objective 5)</td>
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<tr>
<td>Multi-Culture Discussion</td>
<td>Ch. 2</td>
<td>July 27</td>
<td>50</td>
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<tr>
<td>(Objective 2)</td>
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<tr>
<td>Audience Assignment Assignment</td>
<td>Ch. 4</td>
<td>July 27</td>
<td>50</td>
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<tr>
<td>(Objective 4)</td>
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<tr>
<td>Organization and Design of Information Assignment</td>
<td>Various Readings</td>
<td>Aug 3</td>
<td>50</td>
</tr>
<tr>
<td>Discussion (Objectives 6 &amp; 8)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Ethics Assignment (Objective 12)</td>
<td>Ethics sections from each chapter</td>
<td>August 6</td>
<td>50</td>
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<tr>
<td>Process Discussion (Objective 10)</td>
<td>Pages 580-594</td>
<td>August 6</td>
<td>50</td>
</tr>
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</table>
**Course Final Grade Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>800 - 720</td>
<td>Outstanding Work</td>
</tr>
<tr>
<td>B</td>
<td>719 - 647</td>
<td>Good Work</td>
</tr>
<tr>
<td>C</td>
<td>646 - 581</td>
<td>Acceptable Work</td>
</tr>
<tr>
<td>D</td>
<td>580 - 522</td>
<td>Needs Improvement</td>
</tr>
<tr>
<td>F</td>
<td>Below 521</td>
<td>Unacceptable Work</td>
</tr>
</tbody>
</table>

All assignments submitted late earn ‘0’ points. Due Dates for course assessments are posted above. To avoid earning a ‘0’ on your assignments, it is the student’s responsibility to arrange their schedule to submit assignments early and complete content quizzes and the final exam on the due dates posted.

**Course Assignment Requirements:**

- **Academic Honesty Policy:** Students are REQUIRED to submit to the Dropbox the Academic Honesty Policy form (with the Student Name, CWI #, and Date filled in) no later than **July 14, 2010**. The purpose of this form is to confirm that you have read the syllabus, understand the course requirements, civility clause, and penalties for plagiarism, academic honesty policy, requirements for successfully completing the course, and proof of employment. Grades for future assignments will receive a zero until this requirement is met.

- **Discussion Forums:** Each student will participate in 4 online discussion forums on chapter topics. Discussions will be available for a timed period.

- **Assignments:** Each student complete 7 assignments.

**Communicating with your Instructor:** Since this is an online course, communication will be conducted via myLEO e-mail. All E-mail correspondence will be through eCollege and myLeo. All e-mail messages must contain the student name as the last line in the message.
For an appropriate e-mail format example, see below:

**Example:**

Dear, Hello, Greetings, Good Morning/Afternoon, etc,

Your message.

Sincerely, Thank you, Regards, etc.

Your full name

Remember to professionally compose your e-mail messages with proper grammar, spelling, and a professional tone. Properly addressed and signed e-mails will be replied to within 24 to 48 hours Monday-Friday. **If a face-to-face conference is required between the student and the instructor in the instructor’s office, an appointment must be made several days in advance by the student.**

**Civility Requirement:** Rude correspondence (discourteous or impolite, especially, in a deliberate way) in e-mails, telephone calls, postings to Discussions Boards, in person, or comments posted to Dropbox assignments made to other class members, the instructor, or the BAAS office staff will reduce the student’s semester grade by 10 points for the first offense and an ‘F’ in the course for the second offense along with a referral to the Dean of Student Services for dismissal from the University. Written documentation for any offense will be placed in the student’s folder in the Applied Science office as documentation for removal from the BAAS program and/or TAMU-C.

**Assignment Submissions:** All assignments must be uploaded to the appropriate Dropbox by the due date posted. In order to receive an assignment grade, all assignments must be submitted to the proper Dropbox. Verification that the professor has received your assignment is possible by looking in the Outbox portion of the student’s Dropbox. You will not receive an e-mail reply from your instructor to verify that your assignment has been successfully submitted to the Dropbox. Grades will be posted for the correct assignment in the correct Dropbox. The “help” section in your eCollege course and the Student Online Tutorial will describe the steps necessary to submit assignments to the Dropbox. Additionally, if you need technical assistance, you may contact technical support at eCollege. That contact number and e-mail address are listed under Technical Support and in the Announcements section of your course.

Assignments and discussion postings will **NOT** be accepted after the posted due date. **Late submissions are never accepted for any course requirement.** Your best strategy is to plan for due dates and submit assignments early. Assignment submissions are to be in Microsoft Word 97-2003 or Microsoft Office 2007 format as detailed in the assignment instructions. No other formats will be accepted i.e. **NO** Open Office, Notepad, or WordPad.
Assignment labels in the submitted document must match the Assignment Dropbox label. Papers will not be accepted through fax or as e-mail attachments. REMEMBER, the instructor does not grade late or incorrectly submitted assignments. Make sure your name is on the document that you submit. Assignments are discarded that do not have the student’s name clearly posted.

Spelling, punctuation, and grammar errors will have a negative impact on your assignment grades. If you need assistance with writing, please use the resources of the online writing lab (OWL) at A&M Commerce found here:

http://www.tamu-commerce.edu/litlang/CSC/owl1.htm

The Gradebook in eCollege will give you detailed information about your assignment grades. Your instructor will post grades in the Gradebook and feedback about your assignment quality in the comments section of each assignment within one week of the Assignment due date. No e-mail will be sent with these comments. It is the student’s responsibility to read and respond accordingly to your instructor comments.

Attendance Policy:
No attendance policy will be imposed for this online course. However, students will need to complete all assignments and course requirements consistent with the assignment schedule. Excused absences will not generate extra time for meeting deadlines and scheduled events. Writing assignments must be delivered prior to the established deadline when “excused absences” interfere with the course calendar. Late work receives a grade of zero. Students may submit work before the due dates; however, assignment grades will be posted after the assignment due date. Since late assignments are not accepted, you are strongly encouraged to submit assignments prior to the due dates. Students will be expected to participate consistent with course objectives and goals. I expect that your completed assignments will always reflect your best effort.

It is the student’s responsibility to:
• Stay active in the course by logging into the course on a regular daily basis. Students not active in the course within 7 days will be administratively dropped with a grade of DF.
• Always read every course announcement at the top of the course. Feedback for assignments, university announcements, and major department announcements will be posted to this forum. These announcements are placed in your course to help you so please take the time to read and understand each announcement. These announcements are time sensitive so they will only be available for a limited period of time.
• Learn to proficiently use the eCollege system.
• Be able to proficiently use Microsoft Office and a computer operating system (Microsoft Windows or Apple).
• Be able to save documents created to Microsoft Office 97-2003 or Microsoft Office 2007 format.
• Have one reliable and one backup reliable Internet connection.
• Be proactive in reading all the reading and writing assignment instructions. Read all assignments several times and schedule a time in which to complete the assignment. Read your assignment out loud to yourself or others before you submit your assignments. Print and re-read a printed copy of your assignment before you submit your assignment to the Dropbox. To be successful, you will need to read assignment instructions many times.
• Ask questions about assignments via e-mail well before the due date. Submit all assignments before or on the due date. I can usually tell when an assignment is submitted as a last minute effort.
• Submit assignments in the appropriate format and to the appropriate Dropbox.
• Read the instructor’s individual grade comments in the Gradebook attached to each assignment.
• Ask questions that are not answered in the course syllabus, individual assignment details, or posted to course announcements.
• Always submit your best effort.

Hardware/Software Requirements:
As this course is conducted totally online, students will be expected to have access to a reliable computer that is connected to the Internet. Also, backup reliable access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources. For those students in doubt about the necessary technology, refer to the following website: http://online.tamuc.org/index.learn?action=technical

No extra time will be granted to complete assignments due to the lack of an Internet connection.

Password Protection:
Only students with assigned passwords may access this course using the eCollege course management system. Giving your campus wide identification number and pin number to others will result in class and university dismissal.

Student Requirements:
1. Students requesting accommodations for disabilities must work through the Academic Support Committee the first week of each new semester.

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
2. “All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment”. (See Student’s Guide Book - http://www.tamu-commerce.edu/studentlife/guidebook67.pdf.)

3. Student Appeal of Course Grade: The CBT now has an online printable form for: Student Appeal of Course Grade. The form along with TAMU-C Procedure 13.99.99.R0.05 is located here: http://www.tamu-commerce.edu/cbt/facultyResources.asp?pageName=facultyResources

Professional Conduct:
The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. If I feel that you have not contributed appropriately on discussion boards, or that you have complained unnecessarily about assignments and grading policies, your final course grade may be reduced accordingly. Additionally, I expect every student to maintain a professional level with respecting opinions of the instructor, students, and the Applied Science office staff. Understand that this factor is highly subjective. In extreme cases, the instructor reserves the right to withdraw students from the class.

Academic Integrity:
If you are to excel in this course, the need for collaboration is undeniable, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you must do your own work. My personal policy, which will guide this course, is this: I trust you to behave honestly and ethically in all circumstances until you prove otherwise. Please ask me if you have questions about what is proper and what is not.

Intellectual Ownership:
When reviewing the literature, one frequently peruses written thoughts, findings, conclusions, and perspectives of individuals and organizations that may be used to create credibility and/or rationale from investigative studies. A problem, however, is how to capitalize on such information, yet not violate the principles of intellectual ownership. One solution involves answering two questions:

1. What is plagiarism?
2. How is plagiarism avoided?

Simply stated, plagiarism is claiming another person’s or organization’s works as one’s own. Such violations may be avoided by knowing how to use and acknowledge the works of others. The 5th Edition of the Publication Manual of the American
Psychological Association (pp.349-350) states: Psychologists do not claim the words and ideas of another as their own; they give credit where credit is due. Quotation marks should be used to indicate the exact words of another. Each time you paraphrase another author (i.e., summarize a passage or rearrange the order of a sentence and change some of the words), you will need to cite it in the text.

Some people seem to believe that anything found on the Internet is free to use as they please. The "cut and paste" option also makes it easy to plagiarize. However, information on the web must be properly cited just as you would any "hard copy" work. In this course, APA style citation is expected. Any written assignments must include in text citations as well as a separate reference page. The following web site provides valuable insight relating to what constitutes plagiarism and how it may be avoided: http://www.plagiarism.org.

To avoid plagiarism an individual must give credit wherever he or she uses:

- another individual’s idea, opinion, or theory
- facts, statistics, graphs, and drawings that are not common knowledge
- quotations of another individual’s spoken or written words
- paraphrase another individual’s spoken or written words

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else’s work and creativity as your own. In accordance with the Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include disciplinary probation, suspension, and expulsion. If you have any questions, please let me know.

Acts of plagiarism will result in writing assignments and research projects assigned a grade of zero for the first offense. Upon the second offense, student will be referred to the Dean of Student Services and will receive a grade of ‘F’ for the course with possible removal from the program and university. TAMU-C has purchased a license for TurnItIn.com which checks for plagiarism. All submitted course requirements may be submitted to this service. If the report generated notes that your work is plagiarized, you will receive an ‘F’ for that course requirement and course.

**Academic Honesty Policy:**
Please take the time to read and ask questions at the beginning of the semester as this policy and procedures are strictly followed.

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**Academic Honesty Policy**
Texas A&M University-Commerce  
College of Business and Technology
Statement of Ethical and Professional Conduct:

The College of Business and Technology at Texas A&M University-Commerce faculty, staff and students will follow the highest level of ethical and professional behavior. We will strive to be recognized as a community with legal, ethical and moral principles and to teach and practice professionalism in all that we do.

In an academic environment we will endeavor to not only teach these values but also to live them in our daily lives and work. Faculty and staff will be held to the same standards and expectations as our students.

Failure to abide by these principles will result in sanctions up to and including dismissal.

Actionable Conduct:

There are five different types of actions that will bring sanction. They are:

1. **Illegal activity**: Violation of any local, state or federal laws that prohibit the offender from performance of his or her duty.
2. **Dishonest Conduct**: Seeking or obtaining unfair advantage by stealing or receiving copies of tests or intentionally preventing others from completing their work. In addition falsifying of records to enter or complete a program will also be considered dishonest conduct.
3. **Cheating**: The unauthorized use of another’s work and reporting it as your own.
4. **Plagiarism**: Using someone else’s ideas and not giving proper credit.
5. **Collusion**: Acting with others to perpetrate any of the above actions regardless of personal gain.

Sanctions:

In the case of staff or faculty the immediate supervisor will be the arbiter of actionable behavior and will use Texas A&M University-Commerce and/or Texas A&M University System Policy and Procedures as appropriate to guide sanctions.

Faculty, guided by clearly delineated policy in the course syllabus, will be the arbiter for in-class violations. All violations will be reported to the Dean of the College of Business and Technology to assure equity and to provide appropriate counsel. In addition, the Dean will maintain records of violations by students. Second violations will be reviewed by the Dean and sanctions beyond those of the faculty up to and including suspension and permanent expulsion from Texas A&M University-Commerce will be considered. Faculty and students are guided by the current undergraduate and graduate catalogs of the University as well as The Student's Guidebook.

Faculty, staff and students will always be afforded due process and review as
appropriate.