Instructor: Elva A. Resendez, MBA  
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Please leave a clear message when leaving a voice mail.  
For use with: MWF 9:00am-9:50pm, BA 340 (01E) and TR 9:30am-10:45am, BA 338 (02E)  
E-Mail: Elva.Resendez@tamuc.edu; please mark the subject area on all email correspondence in the following format... your name, course name and your section number  
Office Hours: MWF 12pm-1pm; TR 12:30pm-1:30pm  

Course Description  
A study of the fundamentals of writing both formal and informal reports, utilizing primary and secondary research. A team approach is used for problem solving and process improvement. Included is the study of life-long learning skills as related to interpersonal communication and intercultural business communication. Prerequisite Junior standing.  

Course Objectives  
This course is designed to develop the following professional skills:  

- Students will understand how businesses communicate through formal and informal communication networks.  
- Students will be able to recognize communication meanings that are rooted in cultural experience.  
- Students will demonstrate techniques to graphically communicate information for written and oral communication.  
- Students will understand the ethical goals of business communication and tools for communicating ethically in business.  


Attendance  
Attendance and participation will have a direct effect on your grade. Notification should be given whenever possible via email should the student become aware an absence is inevitable. Excessive absences can result in an administrative drop from the course.  

Course Grade  
Final course grade will consist of the accumulation of points earned by completion of the following: Exam I, II, III and III, Introduction Memo and Resume, BREP and Participation. Grading will be as follows, each exam is worth 20%, Introduction Memo 5%, Resume 5%, BREP 5% and Participation 5%. Your course grade will be based on a ten point scale: >90%=A, >80%=B, >70%=C, >60%=D, <60%=F.
**Plagiarism**

Plagiarism and other forms of academic dishonesty will not be tolerated. The university will not condone plagiarism in any form. The faculty, administration, and students are expected to uphold and support the highest academic standards in this matter. Plagiarism is handled initially by the instructor. If the instructor feels the problem warrants more attention, it should then be pursued through the department head. If the department head wishes, it should be brought to the attention of the dean of the college for study and review before meeting with the standing University Discipline Committee.


**Notes and Reminders**

All exams may consist of a combination of multiple choice, matching, true/false and short essay questions.

Class participation points will be based on classroom activity and preparedness. Students will come prepared for the class period having read the material for the lecture, prepare/discuss current events, and be ready to participate in class/group activities and discussions. Occasional quizzes may be given to verify preparedness.

**BREP: Research participation**

A goal of this class is to help you familiarize yourself with research methods. One manner to obtain this goal is to have you participate in research studies. Participating in research studies contributes to students and faculty at TAMUC, your understanding of how research is conducted, and human knowledge in general. All students in this class will be required to participate in the Business Research Experience Program (BREP), or complete alternative assignments (see your instructor for more information on alternative assignments).

**Students must complete a total of 5 research points (1 point for each study).**


After creating an account, students will sign into the experiment system (SONA) and be asked to complete a prescreen survey. The prescreen takes about 30 minutes to complete, and will count as the first point. Then, students will need to select 4 other studies to complete. Some studies may be offered online, while others require face-to-face interaction. If you fail to complete this portion of the class requirements, your grade will be lowered by 5 points.

**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 of their disabilities. If you have a disability requiring an accommodation, please contact:
Topics and Overview

Achieving Success Through Effective Business Communication
Mastering Team Skills and Interpersonal Communication
Communicating in a World of Diversity
Planning Business Messages

Exam I (01E week of Sept. 19th) & (02E week of Sept. 27th)

Writing Business Messages
Completing Business Messages
Crafting Messages for Electronic Media
Writing Routine and Positive Messages

Exam II (01E week of Oct. 10th) & (02E week of Oct. 25th)

Writing Negative Messages
Writing Persuasive Messages
Planning Reports and Proposals
Writing Reports and Proposals

Exam III (01E week of Oct. 31st) & (02E week of Nov. 20th)

Completing Reports and Proposals
Designing and Delivering Oral and Online Presentations
Building Careers and Writing Resumes
Applying and interviewing for Employment

Exam IV (01E week of Nov. 28th) & (02E week of Dec. 6th)