Online Course Syllabus – Fall 2012 Semester

Course Information
- BA 303.02W Business Communication (Call Number 80905)
- Fall 2012 Semester – August 27, 2012 – December 14, 2012
- 3 Credit Hours
- 100% Online / Web Based
- Class Website:
  - Log into MyLeo: https://leo.tamu-commerce.edu/login.aspx
  - Click on the eCollege link
  - Click the My Courses tab
  - Click the BA 303 class link – You are now on the Course Home page

Textbook (Required)
- Title: Excellence in Business Communication (10th edition)
- Author: Thill, John V., and Bovee, Courtland L.
- ISBN: 9780132719049
- Publisher: Pearson
- TAMU-C Campus Bookstore
  - New: $177.30, Used: $141.85
- CourseSmart eTextbook
  - $67.99
- Compare Prices at:
  - www.directtextbook.com
  - www.bookstores.com

Technology Requirements
The following technology is required to be successful in this online course.
- High-speed internet connection (not dial-up)
- Microsoft Word (2003 or later)

Academic Integrity
It is your responsibility and requirement for this course to maintain honesty and academic integrity. Cheating, plagiarizing, fabricating information or citations, submitting work of another person that you claim is yours, non-participation in team projects, and other violations will not be tolerated and will result in a zero grade for the assignment and possible removal from the course.

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:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Halladay Student Services Building, Room 303 A/D
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

Course Description
- This course is designed to study the fundamentals of writing both formal and informal reports and other forms of business communication. Included is the study of interpersonal communication and worldwide business communication.
- Prerequisite: Junior standing

Course Objectives
- Students will develop the ability to express themselves in writing, including a thorough knowledge of grammar, mechanics, and basic writing skills.
- Students will understand how business communicates through formal and informal communication networks.
- Students will be able to differentiate between active, passive, and not listening behavior as well as strategies to listen effectively.
- Students will be able to recognize communication meanings that are rooted in cultural experience.
- Students will gain an understanding of the communication elements that are part of communicating using “you view”.
- Students will be able to recognize the formats for “Direct and Indirect” communication strategies.
- Students will be able to differentiate between positive, negative, neutral, and persuasive messages.
- Students will become knowledgeable of formal and informal styles of reports and the techniques for organization and construction.
- Students will learn how to assess information gathered from research and to draw accurate conclusions.
- Students will learn techniques to graphically communicate information for written and oral communications.
- Students will recognize strategies for designing interpersonal and collaborative messages.

Computer Labs
There are several computer labs available for you to use. Click on the link below to view lab locations and operating hours. Seek out the help of the Graduate Assistants if you have technical questions about your assignments or other computer work. They are there to help you. Link to Computer Lab Information: http://www.tamu-commerce.edu/ltde/main.asp?pageName=computerLabs&menuName=general
Business Research Experience Program
BREP: Research participation – 5 points out of a total 100% course grade.

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).

Studies will be made available at: http://tamuc-cbe.sona-systems.com/Default.aspx?ReturnUrl=%2f Students will need to log in as a NEW PARTICIPANT and request an account.

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. In effect, if you have an ‘A’ in the class but fail to complete your research participation (either through participating in research studies, alternative assignments, or a mixture of both) your final grade in the class will be a “B.”

Submitting Assignments
Most assignments will be submitted through eCollege. Each Week begins on a Monday and ends on the following Sunday. Assignments will be due no later than 11:59pm on the date specified in the Due Date column in the Course Schedule below. Most assignments may be submitted early and I STRONGLY recommend that you do not wait until the last few minutes of the night they are due to submit assignments, since technical difficulties can occur at any time. Deadlines are extremely important in the business world. Late assignments will not be accepted. Since a dependable, high-speed internet connection is a requirement for this course, I do not accept late work on the basis of technical difficulties.

Reading Assignments (Weekly)
Quantity = 16, Points Each = 0, Total Points = 0
We will cover one textbook chapter per week throughout the semester. It is your responsibility to read each chapter before or during the week in which we’ll cover it, per the Course Schedule below, so you will be prepared to complete the assignments due that week.

Highlights Discussion Assignments (Weekly)
Quantity = 16, Points Each = 20, Total Points = 320, Percentage of Course Grade = 24%

- The purpose of the Highlights Discussion Assignments is to allow you to interact with other students in the class on specific business communication topics.
- You are required to make weekly postings to specified topics.
- Please refer to the “Assignments Due:” and “Due Dates:” columns in the Course Schedule below for Discussion topics and the weeks they are due (Discussion topics are in pink text).
- To access the Highlights Discussion assignments, login to eCollege, BA 303.02W, click on the Week you’d like to access, then click Highlights Discussion.
- To prepare for a Highlights Discussion assignment, refer to the introductory notes at the beginning of each Discussion on the course website.

Exams
Quantity = 5, Points Each = 100, Total Points = 500, Percentage of Course Grade = 38%

- The purpose of the Exams is to test your knowledge of the textbook chapters per Part (Parts 1 – 5).
- Exams are submitted five times throughout the semester. Please refer to the “Assignments Due:” and “Due Dates:” columns in the Course Schedule below for submission due dates (Unit Exams are in black text).
- To begin an Exam, login to eCollege, BA 303.02W, click on the corresponding Week (when the exam is due), then click Exam to view details for completion.
- Exams may only be accessed once and you will be timed. You will have 2 hours to complete the exam, so please be prepared!

Communication Projects
Quantity = 5, Points Each = 100, Total Points = 500, Percentage of Course Grade = 38%

- The purpose of the Communication Projects is to focus on applying the business communication practices you learned within the text.
- Communication Projects are submitted five times throughout the semester. Please refer to the “Assignments Due:” and “Due Dates:” columns in the Course Schedule below for submission due dates (Communication Projects are in blue text).
- To begin a Communication Project, login to eCollege, BA 303.02W, click on the corresponding Week (when the Communication Project is due), then click Communication Project to view details for completion.
- Submit your Communication Project by uploading it to the appropriate Dropbox in eCollege.
The process for appealing a course grade may be found at: [http://www.tamu-commerce.edu/administration/Rules%26Procedures/](http://www.tamu-commerce.edu/administration/Rules%26Procedures/), Procedure number: 13.99.99.R0.05, Student’s Appeal of Instructor’s Evaluation.

**Disclaimer**

This syllabus and course schedule are subject to change at any time.

### Course Schedule

<table>
<thead>
<tr>
<th>Week:</th>
<th>Chapter / Reading Assignment:</th>
<th>Assignments Due:</th>
<th>Due Dates:</th>
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<tbody>
<tr>
<td>Week 1: August 27 – September 2</td>
<td>Chapter 1: Achieving Success Through Effective Business Communication</td>
<td>Highlights Discussion: Who’s Responsible Here?</td>
<td>Wednesday, 08/29/12</td>
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<td>Week 2: September 3 – 9</td>
<td>Chapter 2: Mastering Team Skills and Interpersonal Communication</td>
<td>Highlights Discussion: Who’s Skin Is This, Anyway? Communication Project #1</td>
<td>Wednesday, 09/05/12, Friday, 09/07/12</td>
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<td>Week 3: September 10 – 16</td>
<td>Chapter 3: Communicating in a World of Diversity</td>
<td>Highlights Discussion</td>
<td>Wednesday, 09/12/12, Friday, 09/14/12</td>
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<td>Week 4: September 17 – 23</td>
<td>Chapter 4: Planning Business Messages</td>
<td>Highlights Discussion</td>
<td>Wednesday, 09/19/12</td>
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<td>Week 5: September 24 – 30</td>
<td>Chapter 5: Writing Business Messages</td>
<td>Highlights Discussion: Communication Project #2</td>
<td>Wednesday, 09/26/12, Friday, 09/28/12</td>
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<td>Week 6: October 1 – 7</td>
<td>Chapter 6: Completing Business Messages</td>
<td>Highlights Discussion: Part 2 Exam</td>
<td>Wednesday, 10/03/12, Friday, 10/05/12</td>
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<td>Week 7: October 8 – 14</td>
<td>Chapter 7: Crafting Messages for Electronic Media</td>
<td>Highlights Discussion</td>
<td>Wednesday, 10/10/12</td>
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<td>Week 8: October 15 – 21</td>
<td>Chapter 8: Writing Routine and Positive Messages</td>
<td>Highlights Discussion</td>
<td>Wednesday, 10/17/12</td>
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<td>Week 9: October 22 – 28</td>
<td>Chapter 9: Writing Negative Messages</td>
<td>Highlights Discussion: Communication Project #3</td>
<td>Wednesday, 10/24/12, Friday, 10/26/12</td>
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<td>Week 10: October 29 – November 4</td>
<td>Chapter 10: Writing Persuasive Messages</td>
<td>Highlights Discussion: Part 3 Exam</td>
<td>Wednesday, 10/31/12, Friday, 11/02/12</td>
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<td>Week 11: November 5 – 11</td>
<td>Chapter 11: Planning Reports and Proposals</td>
<td>Highlights Discussion</td>
<td>Wednesday, 11/07/12</td>
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<td>Week 12: November 12 – 18</td>
<td>Chapter 12: Writing Reports and Proposals</td>
<td>Highlights Discussion</td>
<td>Wednesday, 11/14/12</td>
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<td>Week 13: November 19 – 25</td>
<td>Chapter 13: Completing Reports and Proposals</td>
<td>Highlights Discussion: Communication Project #4</td>
<td>Wednesday, 11/21/12, Friday, 11/23/12</td>
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<td>Week 14: November 26 – December 2</td>
<td>Chapter 14: Designing and Delivering Oral and Online Presentations</td>
<td>Highlights Discussion: Part 4 Exam</td>
<td>Wednesday, 11/28/12, Friday, 11/30/12</td>
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<tr>
<td>Week 15: December 3 – 9</td>
<td>Chapter 15: Building Careers and Writing Resumes</td>
<td>Highlights Discussion: Communication Project #5</td>
<td>Wednesday, 12/05/12, Friday, 12/07/12</td>
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<tr>
<td>Week 16: December 10 – 12</td>
<td>Chapter 16: Applying and Interviewing for Employment</td>
<td>Highlights Discussion: Part 5 Exam</td>
<td>Wednesday, 12/12/12, Friday, 12/14/12</td>
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