Syllabus

Instructor: Mrs. Skjoldager, MBA, MS (pronounced ‘Skoal + day +grr”)

Virtual Office Hours: Monday – Friday, 8:00 a.m. to 5:00 p.m. CST (Course Home)

Telephone: +1 (903) 456 – 3778 (Call or text)

Email sholmes1@leomail.tamuc.edu

Course Name: BA 303.01W Business Communications

Meeting Time/Place: Online


Textbook Website: Real-Time Updates: http://real-timeupdates.com/ebc10

Requirements: Junior standing, Internet access, a working email address and computer

Course Justification
Developing excellent communication skills is extremely important to your career success, whether you are already working or are about to enter today’s workplace. Surveys of employers show that communication skills are critical to effective job placement performance, career advancement and organizational success. Employers often rank communication skills among the most-requested competencies. Communication skills include writing, reading, listening, nonverbal, and speaking skills.

Writing skills are more important than ever because technology enables us to transmit messages more rapidly, more often and to greater numbers of people than ever before. Flatter organizations demand that every employee be a skilled communicator. Communicating with peers, managers, clients, and customers who differ in race, ethnicity, gender, age and lifestyle is commonplace and requires special skills.

The most successful players in the new world of work will be those with highly developed communication skills. The lectures, discussions, assignments and exercises in this course are designed to improve your practical business communication skills.

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

1. Students will develop the ability to express themselves in writing, including a thorough knowledge of grammar, mechanics and basic writing skills.
2. Students will understand how businesses communicate through formal and informal communication networks.

3. Students will be able to compare and contrast active, passive and not listening behavior as well as strategies to listen effectively.

4. Students will be able to recognize communication meanings that are rooted in cultural experience.

5. Students will demonstrate the communication elements that are part of the communicating using the “you view.”

6. Students will be able to utilize the formats for “Direct and Indirect” Communication strategies and formal and informal styles of reports.

7. Students will be able to differentiate between positive, negative, neutral and persuasive messages.

8. Students will analyze information gathered from research and to draw accurate conclusions.

9. Students will demonstrate techniques to graphically communicate information for written and oral communication.

10. Students will understand the ethical goals of business communication and tools for communicating ethically in business.

**Course Policies and Information**

**Attendance:** As in the workplace, students must attend class virtually multiple times per week. Any student who does not log into the class for more than three days may be administratively dropped from the course. Any student who will not be able to log into the class for more than three days should contact the instructor in advance to avoid an inadvertent drop from the course.

**Submitting Assignments:** The chapter assignments are worth 46 percent of the course grade. Save your assignments as LastnameFirstname_Ch#, (e.g., SkjoldagerShawntay_1) and submit as the directions indicate. Confirm the assignment was uploaded. An attachment icon should be visible. **Assignments may be submitted to TURNITIN.**

**Assignment Formats:** Assignments should be submitted in Arial 12 point font and block left format with jagged right margins. Spacing and tabs depend upon the format specified in the book for the type of assignment. Proofread. **Grammar, punctuation and format count heavily in this course.**

**Late Assignments:** Any assignment submitted late **must have prior written authorization** and will only be eligible to receive a maximum of 50 percent of the original points.

**Course Grading:** Grading will include consideration of content, grammar, style and organization. Grades for each assignment will be returned within three weeks of submission. Late submissions will be fit into the grading schedule, as time is available.

**Plagiarism.** Posts and assignments must be original work. Plagiarism and other forms of academic dishonesty will not be tolerated. Instructors “are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one’s own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments),

**Exams and Comprehensive Assessment Quiz:** The exams and the comprehensive assessment quiz are accumulatively worth 40 percent of the student’s course grade. There will be three exams given throughout the semester and one comprehensive assessment quiz at the end of the semester. The exams and comprehensive assessment quiz will be timed and can only be accessed once. If a student misses an exam, the student can take a comprehensive make up exam at the end of the semester to make up the missed exam grade entered as a zero. Students will be responsible for contacting the instructor by 1 December to set up a date and time to take the comprehensive make up exam.

**Discussion Boards:** Open on Monday at 12:00 a.m. CST and close on Friday at 11:59 p.m. CST. The discussion board posts are worth 14 percent of the student’s course grade and count as class participation. Students with quality daily participation will earn higher scores. Grades awarded for each weekly discussion board reflect an average of the following three components:

1. **Participation** – One original posts and exemplary daily interaction/engagement with others (4 or more posts per topic).
2. **Timeliness** - Original post is posted within 1 day of the opening of the weekly discussion. Response to others is daily. Once the weekly discuss is closed, it will not be reopened.
3. **Content/Subject Knowledge/Critical Thinking** - Address the question/statement completely and in-depth, covering all points and provide evidence. Posts reflect an understanding of the chapter content through inclusion of explanations and relevant examples from various resources in addition to the textbook with APA citations.

**Discussion Board Posting Rules:**

1) Personal attacks of other students because of their posts will not be tolerated.
2) Provide clear analysis and insight into the topic or questions.
3) Post original thoughts to avoid plagiarism and the penalties for plagiarism.
4) Zero or minimal credit will be given to students with very FEW or NO SUBSTANTIVE postings or who post all posts with in a matter of minutes or all on the last day.
5) Proof postings to eliminate offensive references, poor sentence syntax, misspelled words, etc.

**BREP: Research Participation:** The BREP Research Participation requirement is worth five percent of the student’s course grade (included in assignment category percentage).

One goal of this class is to help familiarize students with research methods. One manner to obtain this goal is to require students to participate in research studies. Participating in research studies contributes to students and faculty at TAMUC, a student’s 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.

**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.

Guidelines to Ensure Academic Honesty: Some people believe that anything found on the Internet is free to use. However, information on the web must be properly cited. Keep the following in mind:

1) It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.

2) Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best approach. The material should be stated in your own terms.

3) Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.

4) The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

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.

Minimum percentages for grade level are as follows:

- A = 90-100% of total points
- B = 80-89% of total points
- C = 70-79% of total points
- D = 60-69% of total points
- F = 0-59% of total points

*Note: The schedule is subject to change. Changes will be announced.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter</th>
<th>Assignment and Topic</th>
<th>Percent Value</th>
<th>Tentative Due Date</th>
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<tbody>
<tr>
<td>1</td>
<td>Chapter 1</td>
<td>Read: Achieving Success Through Effective Business Communication and Discussion</td>
<td>1%</td>
<td>Aug 31</td>
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<td>Assignment #1: Getting to Know You Memo and Academic Honesty Policy</td>
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<td>Chapter 4</td>
<td>Read: Planning Business Messages Discussion</td>
<td>1%</td>
<td>Sept 21</td>
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<tr>
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<td></td>
<td>Assignment #2: Team &amp; Cultural Experience Writing Assignment</td>
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<td><strong>Read:</strong> and <strong>Discussion</strong></td>
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<td>Writing Business Messages and Discussion</td>
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<td>Chapter 11</td>
<td>Planning Reports and Proposals and Discussion</td>
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<td>Assignment #3: BREP: Research Participation (or Alternative Assignment)</td>
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<td>Writing Reports and Proposals and Discussion</td>
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<td>Assignment #4: Interim Graduation Progress Report and Presenting Data</td>
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<td>Chapter 13</td>
<td>Completing Reports and Proposals and Discussion</td>
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<td>Designing and Delivering Oral and Online Presentations and Discussion</td>
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<td>Creating Messages for Electronic Media and Discussion</td>
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<td>Write Routine and Positive Messages and Discussion</td>
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<tr>
<td>13</td>
<td>Chapter 9</td>
<td>Writing Negative Messages and Discussion</td>
<td>1%</td>
<td>Nov 23</td>
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<td>Chapter 10</td>
<td>Writing Persuasive Messages and Discussion</td>
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<td>Nov 30</td>
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<td>Exam 3 (Chapters 7-10)</td>
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<td>15</td>
<td>Chapter 15 &amp; 16</td>
<td>Building Careers and Writing Resumes and Applying and Interviewing for Employment</td>
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<td>Assignment #7: Prepare a Resume and Cover Letter for a Specific Job Listing</td>
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<td>Assessment Quiz (Comprehensive 1-16)</td>
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**SERVICES FOR 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 Disability Resources and Services
Halladay Student Services Building, Room 303 A/D
Telephone: (903) 886-5150 or (903) 886-5835 or FAX: (903) 468-8148
Technical Assistance and Requirements

If you are new to eCollege or a returning user, you may want to familiarize yourself with eCollege by going thru the eCollege tutorial or orientation process. You can access the online eCollege Orientation by clicking on the following link:  http://online.tamuc.org/  Your login is your Campus-wide ID # and your password is the same as your MyLeo password.

Hardware/Software Requirements: You are expected to have access to a reliable computer and Internet access. For those students in doubt about the necessary technology, refer to the following website:  http://online.tamuc.org/index.learn?action=technical

Password Protection:
Giving your campus wide identification number and pin number to others may result in class or university dismissal.

Technical Support:  If at any time you experience technical problems (e.g., you can not log in to the course, you can't see certain material, etc.) please contact the eCollege Help Desk, available 24 hours a day, seven days a week at 1-866-656-5511 or helpdesk@online.tamuc.org or click on the "Help" button located at the top of each page for more information.