Instructor: Rhonda Arnwine, MBA
Phone: 972-768-1696 (No text messages please)
E-Mail: rarnwine@leo.tamu-commerce.edu
Time/Location Online - eCollege
Course Prerequisite Junior Standing


Email communications: All emails should include BA 303 in the subject line and your name.

COURSE DESCRIPTION: A study of the fundamentals of writing both formal and informal reports and other forms of business communication, as well as the study of interpersonal communication and worldwide business communication.

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, differentiating between positive, negative, neutral and persuasive messages. Students will also analyze information gathered from research to draw accurate conclusions, utilize the formats for “Direct and Indirect” Communication strategies and formal and information styles of reports, and demonstrate techniques to graphically communicate information for written and oral communications.

2. Students will understand how businesses communicate through formal and informal communication networks as well as in groups, and understand how the ethical goals of business communication and tools for communicating ethically in business.

3. Students will be able to compare and contrast active, passive, and not listening behavior, as well as strategies to listen effectively while demonstrating the communication elements that are part of the communicating using the “you view.”

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

Web-Enhanced Course: This course is web-enhanced, which means that certain assignments will be required through eCollege. Many assignment details, schedule changes and other important announcements will be posted online. Contact the technical support and/or the instructor if you are not able to log onto eCollege the first week of classes. Students are required to complete designated assignments online. Unless otherwise indicated, assignments should be submitted in the DropBox in eCollege.

Please make sure your email address is kept current in both eCollege and myLeo and that your inbox always has room to accept new email communications. All email communications will be sent to your myLeo email address (the email address provided on myLeo). If you do not know how to access your myLeo account, or are having issues with your myLeo account, please get them resolved quickly. Additionally, check your email often.

GENERAL POLICIES: NO LATE ASSIGNMENTS WILL BE ACCEPTED.

Attendance: This class will meet in person every-other week. Assignments, review, and clarification take place each class period, so it is in your best interest to be in class. Again, attendance is very important for this course. Missing a
class meeting means you are choosing to complete a full research paper, for each missed presentation and a comprehensive exam, for a missed exam. Comprehensive exams will be given on the same night as the Unit 5 exam.

Per University Procedure 13.99.99.R0.01, effective September 1, 1996, students are responsible for learning about and complying with the attendance policy stated in the catalog, Student’s Guidebook, and/or faculty syllabus. The student is responsible for providing the faculty member reason(s) for his/her absence. You will be allowed to make-up work for classes you miss only if your absence is excusable. Excusable absences are defined in the current University Catalog.

Classroom Demeanor: “All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conductive to a positive learning environment.” See Student’s Guide Book. Please turn off all cells phones, make sure you are on time to class, and, if you have a personal issue that needs to be addressed during class, take care of it in the quietest way possible. It is important to each person with respect.

Academic Honesty: Information found on the internet is free to use as one pleases. The “cut and paste” option makes it quite tempting. Do not be tempted. Information on the web must be properly cited just as you would any hard copy periodical. Please keep the following in mind.
1. Unless there is a compelling reason, do not quote anything verbatim in your work. If you find it necessary to use a particular phrase or sentence that illustrates a point well, you must place quotes around the state and properly cite the statement. Failure to place quotes around the statement and provide proper citation, leads the reader to believe that this is your original work.
2. Changing a few words or rearranging the words in a sentence is not the best use of your resources. Your work should be original or a summary of the sources researched. Simply rearranging the words or making minor changes (i.e. adding the word very in front of the interesting) does not make it your original writing.
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 is due.
4. The real danger in the cut and paste approach to report writing is that you end up including a lot of information that is related to the topic, however do not address the question you are trying to answer or fulfill the need for what you are trying to state. Putting things into your own words allows you to develop your skills and communicate more effectively on a given topic.
5. Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggest that you are trying to submit someone else’s work and creativity as your own. If you have any questions regarding the use of resources, please contact me.

Plagiarism: 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), and abuses (destruction, defacing, or removal) of resource material.” See 13.99.99.R0.10 Academic Honesty at http://www.tamu-commerce.edu/administration/Rules%26Procedures/rules_procedures.asp?RID=97

Some 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" periodicals. In this course, APA style citation is expected. Any written assignments must include in text citations, as well as a separate reference page. To avoid plagiarism and 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. Anyone caught plagiarizing will receive an “F” for the course and will be referred to the Dean of the College of Business and Technology and/or the Dean of Students.

**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  
Gee Library, Room 132  
Phone (903) 886-5150 or (903) 886-5835, Fax (903) 468-8148  
StudentDisabilityServices@tamu-commerce.edu

**TECHNICAL SUPPORT**
**First time eCollege users:** Complete the Student Orientation found on the home page of eCollege; http://online.tamuc.org/. Your login is your Campus-wide ID # and use your MyLeo password.

**Technical Support:** If at any time you experience technical problems (e.g., you can't 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. To reach the Help Desk send an email to helpdesk@online.tamuc.org or by call 1-866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

**GRADING**
Grammar, punctuation and style are a major part of each written and oral assignment.

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Your supervisor would gladly send this message with no edits. This document would make you stand out among other employees. You might even get a raise or promotion!</td>
</tr>
<tr>
<td>B</td>
<td>Your supervisor would send this message with minor edits; document has a few grammatical, mechanical, and/or format errors.</td>
</tr>
<tr>
<td>C</td>
<td>This document contains several grammatical, mechanical, and/or format errors. It needs major editing before it could be sent.</td>
</tr>
<tr>
<td>D</td>
<td>This document shows some understanding of the assignment, but it must be completely rewritten before your supervisor would send it to the recipient.</td>
</tr>
<tr>
<td>F</td>
<td>The document does not show an understanding of the assignment. It would put you in serious jeopardy on the job.</td>
</tr>
</tbody>
</table>

**Graded Work**

<table>
<thead>
<tr>
<th>Discussions (12)</th>
<th>150 (12.5 pts each)</th>
<th>Letter of Resignation</th>
<th>100 pts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments (including Critical Thinking) (20)</td>
<td>200 (10 pts each)</td>
<td>Persuasive Essay</td>
<td>100 pts</td>
</tr>
<tr>
<td>Ethics paper</td>
<td>50 pts</td>
<td>Team Formal Report</td>
<td>100 pts</td>
</tr>
<tr>
<td>Memos (3)</td>
<td>300 (100 pts each)</td>
<td>Team Power Point</td>
<td>100 pts</td>
</tr>
<tr>
<td>Letters (3)</td>
<td>300 (100 pts each)</td>
<td>Team Business</td>
<td>200 pts (100 group, 100 individual)</td>
</tr>
<tr>
<td>Questionnaire</td>
<td>100 (20 pts for each component)</td>
<td>Exams</td>
<td>300</td>
</tr>
<tr>
<td>Cover letter/Resume</td>
<td>100 (50 pts each)</td>
<td><strong>Total Points</strong></td>
<td>2,100</td>
</tr>
</tbody>
</table>
A = 1,800 – 2,000  B = 1,600 – 1,799  C = 1,400 – 1,599  D = 1,200 – 1,399  F = Below 1,200

COURSEWORK

It is the responsibility of each student to keep up with the scheduled readings, discussions and assignments. The chapter is open from the beginning of the semester and closes at the end of the scheduled week. Please feel free to work ahead. Once the chapter has closed, it will not be re-opened. Grades awarded, take into consideration; content and subject knowledge, critical thinking skills displayed, as well as grammar and spelling. All coursework must be submitted by the due date in the appropriate eCollege drop box.

Formatting: All written assignments:

- One-inch margins (top, bottom, left and right)
- Times New Roman, 12 font
- Use block left with jagged right margins
- Double spaced.
- The first line of the paper should include your name, assignment number and/or assignment name. Example: Rhonda Arnwine, Assignment 1, Informational Presentation
- It is important to proofread carefully without relying solely on spell-check and grammar-check.

Assignments: Assignments are due according to the schedule, unless otherwise altered by the instructor. Late assignments will only be accepted under certain circumstances and with a 10 point reduction (late penalty). All assignments for the week must be placed in one document in the eCollege dropbox by midnight (12:00 am) on Saturday of the week due. Grammar, sentence structure, and the general flow of the document will be assessed. Assignments are not accepted via email.

Online Discussions: This is a web-enhanced course and you are expected to participate in discussions. Questions should be answered fully. Discussions are to be professional, courteous, intelligent, and well-thought-out, utilizing information learned from the chapter(s). Post should be made after reviewing the chapter.

The discussions are intended to be similar to the face-to-face classroom discussions, meaning conversation between students. The highest score attainable when posting only your original analysis is 80%, you may earn up to an additional 20%, by continuing the discussions and posting your educated response to other student’s postings. Post such as, good idea or I like the way you are thinking are not considered educated post and will not receive additional points towards your grade. Please keep in mind that failure to post at all will result in a zero for the discussion.

IMPORTANT POSTING RULES:

1. Postings may be a few sentences or a couple of paragraphs in length. The key to a quality post is that it provides clear analysis and insight into the topic or questions. Your postings will be carefully read.
2. Note that long-winded postings are not necessary. The idea is for quality rather than quantity.
3. Plagiarism among students (copying others’ postings) will NOT be tolerated. Please note that TAMU-C has explicit rules regarding plagiarism and will be subject to penalties. Students are advised to carefully read everyone’s postings to ensure that no one has plagiarized your answer.
4. Proof your postings and eliminate any offensive references, poor sentence syntax, misspelled words, etc. Keep errors to a minimum. A spelling checker is available when entering post.

Critical Thinking (CT) – The critical thinking paper should be no longer than one page and follow the formatting discussed above.
Ethics paper: - Explain your company’s policy for accepting gifts, gratuities and entertainment, including tickets. Why do you agree or disagree with this policy? The paper should be no longer than 1 page and follow the formatting discussed above.

Memo and Letter Requirements
Memorandums (memos), by definition, are a written document used for information internal communication.

Chapter 7 – Write three (3) memos; 1) Communicating upward, 2) Communicating downward and 3) Communicating horizontally. Follow the information in Chapter 7, using the headings, as shown on page 189. The memos should each communicate an upcoming change, such as in employee benefits or snacks longer being furnished for free in the break room. The key is to write the memo to the target audience.

A letter, by definition, is a written document that serves as a primary channel of communication for sending messages outside an organization. In writing the letters, you will need to decide the best approach. Should the direct or indirect method be used?

Chapter 8 – Adjustment letter – Write an adjustment letter using the proper formatting as outlined on page 207 and the information learned in Chapter 8.

Chapter 9 – Persuasive letter – Write an effective sales and marketing letter promoting your product or service using the techniques detailed in Chapter 9. You should use the proper formatting as outlined on page 207 and information learned in Chapter 9.

Chapter 10 – Negative letter – Communicate a negative message by writing a letter to your target audience. Use the proper formatting as outlined on page 207 and the information learned in Chapter 10.

Questionnaire: Develop a brief explanation (2-3 paragraphs) and brief questionnaire/survey, along with appropriate graphics.

The brief explanation should explain;
• Who should complete the survey and why.
• What you hope to accomplish from conducting the survey.
• Why you are conducting the survey.
• How it will be conducted.

The questionnaire should;
• Contain at least 10 questions
• At least one question from each type

Graphics; The graphics will be graded for appropriate labeling, clarity, proportions, etc., as discussed in the chapter. Develop using Excel and mach data.
• Pie chart
• Bar chart
• Line chart

Resume, Cover Letter and Resignation Letter:
Resume
• No longer than 2 pages
• Select the appropriate style (page 470), to best accentuate your expertise.
• You may use your actual experience to develop the resume or use fictitious information.
• Action verb can highlight your strong points.

Cover Letter
• Write a letter to your potential next employer.
• This is your sales pitch.
• This should be written similar to the persuasive letter.
• Pages 489-494 provide good information to include in the letter

Resignation Letter
• Write a letter resigning from your job (does not need to be your real job).
• Page 520 provides an example in addition to information discussed in the course.

Persuasive
Using the information you have learned in this course about the types and powers of persuasion, write a persuasive essay, on the topic of your choice, to influence your audience to take you stand on the discussion. The paper should be a minimum of two pages. Proper citation should be utilized.

Team Project
The team project includes the written Formal Business Report, a Power Point Presentation, and oral presentation. The documents should be submitted in the eCollege Dropbox according to the schedule.

Forming Team
A good team will have approximately 4 to 5 team members (depending on the size of the class) and will contain diverse team members. A diverse team will bring varying experience from prior personal and professional experiences.

Proposal
The proposal is an informal document, which will;
• List the team members
• The name of the company you will use for your report. Remember this can be a real company or a company you have created.
• The proposal will state the goal of your presentation.
• Information you feel is important to gaining the go ahead for the project.

Formal Business Report (Proposal)
Develop a formal business report. Use your critical thinking skills to develop real scenarios to present to the executive team. A good report will use graphics appropriately, so the graphics do not overpower or take up more room than the text and become paper fillers. This is a team presentation. If you choose not to participate you will be earn a zero for all four sections.

Use the layout, similar to page 395, including the section listed:
• Letter of transmittal – this should be your letter requesting the meeting to discuss opportunities.
• Title page
• Table of Contents
• List of figures
• Introduction
• Background, problem, purpose
• Proposal, plan, schedule
• Staffing
• Budget
• Authorizations
• Conclusion
• Appendix (any additional information)
• References – Although the paper is written in your own words, be sure to use APA citation for all resources used in developing your paper and presentation. The reference page should be on a page by itself and should include a minimum of 5 references.
The paper and presentation should include the appropriate headers, graphics and tables. Graphics should be used to represent appropriate data. There should be at least two graphics. The paper should be 5 to 10 pages in length, which does not include the letter, appendix or reference page. The key is quality.

**Power Point Presentation**
The presentation should be congruent with your Formal Business Report. Remember this is only a tool with key points. The entire paper should not be included in the presentation. A good rule of thumb is to develop no more than 1 slide for each minute of presentation.

**Oral Presentation**
- Each team will have no longer than 30 minutes to complete their oral presentation.
- Each team member should present approximately an equal portion of the presentation.

**Grading for the Team Project**
- Team written report – 100 points
- Individual oral presentation – 100 points
- Team Power Point Presentation – 100 points
- Team assessment, averaged grade – 100 points

**Exams:**
The timed exams include essay and multiple choice questions. You will complete the exam through eCollege, according to the schedule. *Make-up exams are not available.*
COURSE SCHEDULE

Students will need to **prepare in advance** for each of the class meetings by reading the chapters and completing all assignments. Class periods will be used for discussion, activities and student presentations, as a way to apply the knowledge gained from each chapter. Students will be notified of any changes in the schedule.

<table>
<thead>
<tr>
<th>Week of</th>
<th>Chapter(s)</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/14</td>
<td>Introduction and review of syllabus</td>
<td>All assignments should be placed in their appropriate drop box by midnight (12:00 am) Saturday, as scheduled below.</td>
</tr>
<tr>
<td></td>
<td>Chapter 1</td>
<td></td>
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<tr>
<td>1/20</td>
<td>Chapter 1</td>
<td>1.1, 1.8</td>
</tr>
<tr>
<td></td>
<td>Chapter 2</td>
<td>2.5, Ethics Paper</td>
</tr>
<tr>
<td>1/27</td>
<td>Teams formed for Business Presentation and Formal Business Report and Topic Selected</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 2</td>
<td>In class participation activities</td>
</tr>
<tr>
<td></td>
<td>Chapter 3</td>
<td>Critical Thinking 6, page 104</td>
</tr>
<tr>
<td>2/3</td>
<td>Chapter 4</td>
<td>4.1, 4.2, 4.3, 4.4, 4.12</td>
</tr>
<tr>
<td></td>
<td>Chapter 5</td>
<td>5.1, 5.4, 5.6</td>
</tr>
<tr>
<td>2/10</td>
<td>Chapter 6</td>
<td>6.2, 6.4, 6.6, 6.7</td>
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<tr>
<td>2/17</td>
<td></td>
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<tr>
<td>2/24</td>
<td>Chapter 7</td>
<td>Critical Think 5, 3-Memos</td>
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<tr>
<td></td>
<td>Chapter 8</td>
<td></td>
</tr>
<tr>
<td>3/3</td>
<td>Chapter 8</td>
<td>8.23, Letter (Positive message in response to 8.24)</td>
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<tr>
<td></td>
<td>Chapter 9</td>
<td>9.1, 9.2, 9.5 Letter (Negative message in response to 9.29)</td>
</tr>
<tr>
<td>3/10----Spring Break</td>
<td></td>
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<tr>
<td>3/17</td>
<td>Chapter 10</td>
<td>10.1, Letter (Persuasive message 10.11)</td>
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<tr>
<td></td>
<td></td>
<td>Persuasive essay</td>
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<tr>
<td></td>
<td></td>
<td>Exam 2 – Unit 3</td>
</tr>
<tr>
<td>3/24</td>
<td>Chapters 11 &amp; 12</td>
<td>Questionnaire, Explanation, Graphics</td>
</tr>
<tr>
<td>3/31</td>
<td>Chapters 13 &amp; 14</td>
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</tr>
<tr>
<td>4/7</td>
<td>Chapters 15 &amp; 16</td>
<td>Resume, Cover Letter and Letter of Resignation</td>
</tr>
<tr>
<td>4/14</td>
<td></td>
<td>Exam 3 (Units 4 &amp; 5)</td>
</tr>
<tr>
<td>4/21</td>
<td>In class presentations &amp; Interviews</td>
<td>Team Formal Report &amp; Power Point Presentation (<strong>Due in drop box by 5/1.</strong>)</td>
</tr>
<tr>
<td>4/28</td>
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<tr>
<td>5/5</td>
<td>Final Exam</td>
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</tbody>
</table>

The purple background reflects face-to-face class meetings at the UCD.