# Texas A&M University – Commerce

Business Administration & Management Information Systems

BA 303.01W, 03W: Business Communication

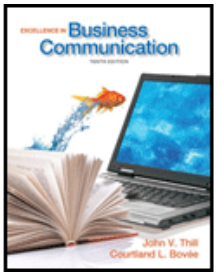
## Online Course Syllabus – Spring 2013 Semester

## Course Information

- BA 303.01W, 03W Business Communication (Call Numbers 20561, 22878)
- Spring 2013 Semester – January 14, 2013 – May 10, 2013
- 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: $177.80, Used: $142.25
- CourseSmart eTextbook
  - $67.99
- Compare Prices at:
  - www.amazon.com
  - www.pearsonhighered.com
  - www.chegg.com
  - www.bookrenter.com
  - http://thecheaptextbook.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, 2007 or 2010)

## 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.

## Instructor Contact Information

Kristi Robertson, Adjunct Instructor

- Mobile Phone: (903) 456-2093
- Work Phone: (972) 284-3800 (Land Line)
- Text Messaging: (903) 456-2093 or 9034562093@txt.att.net
- Email: Kristi.Robertson@L-3com.com (Best method of contact)
- Virtual Office: Located on eCollege class website
- Physical Office: None – Online Only

## 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, 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 informal styles of reports, and demonstrate techniques to graphically communicate information for written and oral communications.
- 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.
- 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".
- Students will be able to recognize communication meanings that are rooted in cultural experience.

## 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

## 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/itde/main.asp?pageName=computerLabs&menuName=general

## 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 = 17%

- 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, 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.
- Highlights Discussion submissions are graded on content quality and class interaction.
  - **Content quality** will account for 50% of the Highlights Discussion grade and will be assessed on a rating scale of 1 – 5 where 1 = lowest content quality and 5 = highest content quality.
  - **Class interaction** will account for 50% of the Highlights Discussion grade and will be assessed on the number of posts/replies to other students.

## Exams

### Quantity = 5, Points Each = 100, Total Points = 500, Percentage of Course Grade = 26%

- 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, 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 3 hours to complete the exam, so please be prepared!

## Communication Projects

### Quantity = 5, Points Each = 100, Total Points = 500, Percentage of Course Grade = 26%

- 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, 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.

## Team Project

### Quantity = 1, Total Points = 600, Percentage of Course Grade = 31%

- The purpose of the Team Project is to allow you to complete an effort within a group setting, as frequently done in the business world.
- The Team Project will be submitted once throughout during the semester, Week 13. Please refer to the "Assignments Due:" and "Due Dates:" columns in the Course Schedule below for submission due dates (Team Project is in **orange** text).
- Further details on the content and execution of the Team Project will be provided after the start of the semester.
- Submit your Team Project by uploading it to the appropriate Dropbox in eCollege.

## Grades

| Assignment | Points Each | Total Points | Percentage |
|---|---|---|---|
| **Highlights Discussions (16)** | 20 points each | 320 | 17% |
| **Exams (5)** | 100 points each | 500 | 26% |
| **Communication Projects (5)** | 100 points each | 500 | 26% |
| **Team Project** | | 600 | 31% |
| **TOTAL** | | **1920** | **100%** |

## Grading Scale

| | |
|---|---|
| A | 90 – 100% |
| B | 80 – 89% |
| C | 70 – 79% |
| D | 60 – 69% |
| F | 59% or less |

The process for appealing a course grade may be found at: 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

| Week: | Chapter / Reading Assignment: | Assignments Due: | Due Dates: |
|---|---|---|---|
| **Week 1:**<br>January 14 – 20 | Chapter 1: Achieving Success Through Effective Business Communication | Highlights Discussion: Who's Responsible Here? | **Sunday, 01/20/13** |
| **Week 2:**<br>January 21 – 27 | Chapter 2: Mastering Team Skills and Interpersonal Communication | Highlights Discussion: Who's Skin Is This, Anyway?<br>Communication Project #1 | **Sunday, 01/27/13** |
| **Week 3:**<br>January 28 – February 3 | Chapter 3: Communicating in a World of Diversity | Highlights Discussion<br>**Part 1 Exam** | **Sunday, 02/03/13** |
| **Week 4:**<br>February 4 – 10 | Chapter 4: Planning Business Messages | Highlights Discussion | **Sunday, 02/10/13** |
| **Week 5:**<br>February 11 – 17 | Chapter 5: Writing Business Messages | Highlights Discussion:<br>Communication Project #2 | **Sunday, 02/17/13** |
| **Week 6:**<br>February 18 – 24 | Chapter 6: Completing Business Messages | Highlights Discussion<br>**Part 2 Exam** | **Sunday, 02/24/13** |
| **Week 7:**<br>February 25 – March 3 | Chapter 7: Crafting Messages for Electronic Media | Highlights Discussion | **Sunday, 03/03/13** |
| **Week 8:**<br>March 4 – 10 | Chapter 8: Writing Routine and Positive Messages | Highlights Discussion<br>Communication Project #3 | **Sunday, 03/10/13** |
| **Week 9:**<br>March 11 – 17 | Spring Break | | **Sunday, 03/17/13** |
| **Week 10:**<br>March 18 – 24 | Chapter 9: Writing Negative Messages | Highlights Discussion | **Sunday, 03/24/13** |
| **Week 11:**<br>March 25 – 31 | Chapter 10: Writing Persuasive Messages | Highlights Discussion<br>**Part 3 Exam** | **Sunday, 03/31/13** |
| **Week 12:**<br>April 1 – 7 | Chapter 11: Planning Reports and Proposals | Highlights Discussion<br>Communication Project #4 | **Sunday, 04/07/13** |
| **Week 13:**<br>April 8 – 14 | Chapter 12: Writing Reports and Proposals | Highlights Discussion<br>**Team Project** | **Sunday, 04/14/13** |
| **Week 14:**<br>April 15 – 21 | Chapter 13: Completing Reports and Proposals | Highlights Discussion<br>Communication Project #5 | **Sunday, 04/21/13** |
| **Week 15:**<br>April 22 – 28 | Chapter 14: Designing and Delivering Oral and Online Presentations | Highlights Discussion<br>**Part 4 Exam** | **Sunday, 04/28/13** |
| **Week 16:**<br>April 29 – May 5 | Chapter 15: Building Careers and Writing Resumes | Highlights Discussion | **Sunday, 05/05/13** |
| **Week 17:**<br>May 6 – 10 | Chapter 16: Applying and Interviewing for Employment | Highlights Discussion<br>**Part 5 Exam** | **Wednesday, 05/08/13** |