

**BA 303-Business Communication  
Texas A&M University-Commerce  
Fall 2013**

Tentative Course Syllabus

**Instructor: Elva A. Resendez, MBA**

**Office:** McDowell Administration Bldg. 348D

**Office Number:** (903) 886-5376

*Please leave a clear message when leaving a voice mail.*

**For use with: MWF 9:00am-9:50pm, (01E) and TR 9:30am-10:45am, (02E)**

**E-Mail:** [Elva.Resendez@tamuc.edu](mailto: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 as well as in groups.
- Students will be able to recognize communication meanings that are rooted in cultural experience.
- 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.
- 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 communicating using the “you view.”
- Students will understand the ethical goals of business communication and tools for communicating ethically in business.

**Required Texts:** Thill & Bovee. Excellence in Business Communication. 10<sup>th</sup> Edition. ISBN 13: 978-0-13-271904-9

**Attendance**

Attendance and participation will have a direct effect on your grade. ***Notification should be given via email when the student becomes aware an absence is inevitable.*** Excessive absences can result in a five point course grade reduction (at minimum) or an administrative drop from the course. A contact or an attempt to contact a student regarding being administratively dropped from the course will be made. Students with a concern regarding absences should discuss their specific situation directly with the instructor.

**Course Grade**

Final course grade will consist of the accumulation of points earned by completion of the following: Exam I, II, III and IV, Introductory Memo, Resume, Attendance and Participation. Grading will be as follows, each exam is worth 20%, Introductory Memo 5%, Resume 5%, Attendance 5% and Participation 5%. Your course grade will be based on a ten point scale:  $\geq 90\%$ =A,  $\geq 80\%$ =B,  $\geq 70\%$ =C,  $\geq 60\%$ =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.

See 13.99.99.R0.03 Academic Honesty at <http://web.tamu-commerce.edu/aboutus/policiesproceduresstandardsstatements/rulesprocedures/13students/13.99.99.R0.03Plagiarism.aspx>

**Notes and Reminders**

All exams may consist of a combination of multiple choice, matching, true/false and short essay questions. A grade of 0 will be assigned for a missed exam.

Class participation points will be based on classroom activity, assignments 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.

**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@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

## 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 Sep. 19th) & (02E week of Sep. 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. 18th)

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. 15th)

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. 26th) & (02E week of Dec. 6th)



## Written Assignments

### Introductory Memo-Week of Nov. 4th

The assignment is entitled an Introductory Memo because the assumption is this is your first memo to your supervisor in your first few months in a new position. This will be your “introduction” of your writing skills to your supervisor. They will learn your writing style, your professionalism, your tone, etc. all from this first memo!

### Resume-Week of Nov. 11th

Assume the resume you prepare for this assignment is being prepared as you apply for your first full-time position. Your objective with your resume is to appropriately capture your audience’s attention to consider the content within your resume. Once the reader begins evaluating your resume, the purpose of the content is to provide relevant details to secure an interview. *Your memo will reflect YOU on paper.* The challenge is to establish congruency using appropriate content and style.