

Course Information

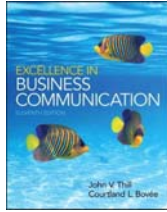
- BA 303.02W Business Communication (Call Number 80579)
- Fall 2014 Semester – August 25, 2014 – December 12, 2014
- 3 Credit Hours
- 100% Online / Web Based
- Class Website:
 - Log into MyLeo: <http://leo.tamuc.edu/main.aspx>
 - Click on the eCollege link
 - Click the My Courses tab
 - Click the BA 303 class link – You are now on the Course Home page

Textbook (Required)

Title: [Excellence in Business Communication \(11th edition\)](#)

Author: Thill, John V., and Bovee, Courtland L.

ISBN: 9780133544176



Technology Requirements

The following technology is required to be successful in this online course.

- High-speed internet connection
- 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
- Text Messaging: (903) 456-2093 or 9034562093@txt.att.net
- Email: Kristi.Robertson@L-3com.com or Kristi.Robertson@att.net
(Email is the best method of contact)
- Work Phone: (972) 284-3800 (Land Line)
- 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

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 = 15%

- The purpose of the Highlights Discussion Assignments are 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.

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 accommodations 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

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.**

- 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. To ensure maximum percentage earned for class interaction, post at least one (1) original post and at least three (3) responses to other students’ posts (for a minimum total of four postings).

Quizzes (Weekly)

Quantity = 16, Points Each = 20, Total Points = 320, Percentage of Course Grade = 15%

- The purpose of the Quizzes is to test your absorption of the knowledge in each chapter of the textbook through your Reading Assignments.
- Quizzes are required weekly.
- Quizzes are open-book / open-note.
- Please refer to the “Assignments Due:” column in the Course Schedule below for Quiz due dates (Quizzes are in **green** text).
- To access the Quizzes, login to eCollege, BA 303, click on the Week you’d like to access, then click Quiz.
- To prepare for a Quiz, read and study the corresponding chapter prior to the week the Quiz is due.
- You may take each Quiz once and you will be timed. You will have 1.5 hours to complete a quiz so please be prepared.

Reports

Quantity = 5, Points Each = 100, Total Points = 500, Percentage of Course Grade = 20%

- The purpose of the Reports is to focus on creating and manipulating business reports for data analysis.
- Reports 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 (Reports are in **orange** text).
- To begin a Report, login to eCollege, BA 303, click on the corresponding Week (when the Report is due), then click Report to view details for completion.
- Submit your Report by uploading it to the appropriate Dropbox in eCollege.
- Do NOT type or copy/paste assignment content into the comments section of the Dropbox. If you do, your assignment will not be graded and you will be assigned a 0 grade for the assignment.

Communication Projects

Quantity = 5, Points Each = 100, Total Points = 500, Percentage of Course Grade = 20%

- 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.
- Do NOT type or copy/paste assignment content into the comments section of the Dropbox. If you do, your assignment will not be graded and you will be assigned a 0 grade for the assignment.

Exams

Quantity = 5, Points Each = 150, Total Points = 750, Percentage of Course Grade = 30%

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

Grades

Assignment	Points Each	Total Points	Percentage
Highlights Discussions (16)	20	320	15%
Quizzes (16)	20	320	15%
Reports (5)	100	500	20%
Communication Projects (5)	100	500	20%
Exams (5)	150	750	30%
TOTAL		2390	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: August 25 – 31	Chapter 1: Achieving Success Through Effective Business Communication	Highlights Discussion: Who's Responsible Here? Quiz: Chapter 1 Report #1: Informational Report – Chuck Taylors	No later than Sunday, 08/31/14, 11:59pm
Week 2: September 1 – 7	Chapter 2: Mastering Team Skills and Interpersonal Communication	Highlights Discussion: Who's Skin Is This, Anyway? Quiz: Chapter 2 Communication Project #1: Planning Meetings	No later than Sunday, 09/07/14, 11:59pm
Week 3: September 8 – 14	Chapter 3: Communicating in a World of Diversity	Highlights Discussion: Us Versus Them: Generational Conflict in the Workplace Quiz: Chapter 3 Part 1 Exam (Chapters 1 – 3)	No later than Sunday, 09/14/14, 11:59pm
Week 4: September 15 – 21	Chapter 4: Planning Business Messages	Highlights Discussion: How Much Information is Enough? Quiz: Chapter 4 Report #2: Situational Report – Business Trip	No later than Sunday, 09/21/14, 11:59pm
Week 5: September 22 – 28	Chapter 5: Writing Business Messages	Highlights Discussion: Can You Connect with a Global Audience on the Web? Quiz: Chapter 5 Communication Project #2: Creating a Businesslike Tone	No later than Sunday, 09/28/14, 11:59pm
Week 6: September 29 – October 5	Chapter 6: Completing Business Messages	Highlights Discussion: Protecting Patients with Reader-Friendly Prescription Labels Quiz: Chapter 6 Part 2 Exam (Chapters 4 – 6)	No later than Sunday, 10/05/14, 11:59pm
Week 7: October 6 – 12	Chapter 7: Crafting Messages for Electronic Media	Highlights Discussion: Help! I'm Drowning in Social Media! Quiz: Chapter 7 Report #3: Compliance Report – Internal ISO Audit	No later than Sunday, 10/12/14, 11:59pm
Week 8: October 13 – 19	Chapter 8: Writing Routine and Positive Messages	Highlights Discussion: Can You Get Sued for Writing – or Not Writing – A Recommendation Letter? Quiz: Chapter 8 Communication Project #3: Rejecting Job Applications	No later than Sunday, 10/19/14, 11:59pm
Week 9: October 20 – 26	Chapter 9: Writing Negative Messages	Highlights Discussion: We're Under Attack! Responding to Rumors and Criticism in a Social Media Environment Quiz: Chapter 9 Report #4: Investigative Report – Company Metrics	No later than Sunday, 10/26/14, 11:59pm
Week 10: October 27 – November 2	Chapter 10: Writing Persuasive Messages	Highlights Discussion: Please Find Us: Building an Audience Through Search Engine Optimization Quiz: Chapter 10 Part 3 Exam (Chapters 7 – 10)	No later than Sunday, 11/02/14, 11:59pm
Week 11: November 3 – 9	Chapter 11: Planning Reports and Proposals	Highlights Discussion: Creating an Effective Business Plan Quiz: Chapter 11 Report #5: Analytical Report – Photoshop or Lightroom?	No later than Sunday, 11/09/14, 11:59pm
Week 12: November 10 – 16	Chapter 12: Writing Reports and Proposals	Highlights Discussion: Practicing Ethical Communication: Distorting the Data Quiz: Chapter 12 Communication Project #4: Sharpening Your Career Skills Online	No later than Sunday, 11/16/14, 11:59pm
Week 13: November 17 – 23	Chapter 13: Completing Reports and Proposals	Highlights Discussion: Solving Communication Dilemmas Quiz: Chapter 13	No later than Sunday, 11/23/14, 11:59pm
Week 14: November 24 – 30	Chapter 14: Designing and Delivering Oral and Online Presentations	Highlights Discussion: Presentations Get Social Quiz: Chapter 14 Part 4 Exam (Chapters 11 – 14)	No later than Sunday, 11/30/14, 11:59pm
Week 15: December 1 – 7	Chapter 15: Building Careers and Writing Resumes	Highlights Discussion: Don't. Just Don't. Quiz: Chapter 15 Communication Project #5: Critique the Professionals	No later than Sunday, 12/07/14, 11:59pm
Week 16: December 8 – 12	Chapter 16: Applying and Interviewing for Employment	Highlights Discussion: Make Sure You Don't Talk Yourself Out of a Job Quiz: Chapter 16 Part 5 Exam (Chapters 15 – 16)	No later than Wednesday, 12/10/14, 11:59pm