

**BAAS 305**  
**Corporate Communications**  
**Spring, 2015**

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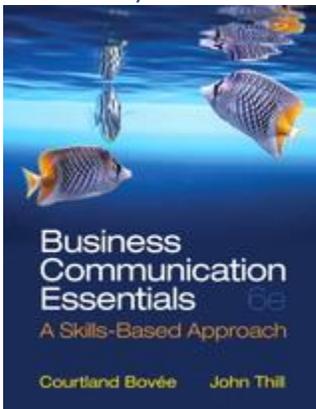
**COURSE INFORMATION**

**Required Textbook**

*Business Communication Essentials: A Skills-Based Approach*

6<sup>th</sup> edition, Bovee & Thill (Access card only, hard copy of text not required)

Access card to MyBCommLab and e-text (required): [9780133784381](https://www.pearson.com/9780133784381) (through A&M-Commerce bookstore)



**Note:** Instant Access to MyBCommLab and e-text may be purchased directly through Pearson Store during registration for MyBCommLab (login to your eCollege course for detailed instructions).

**Course Description**

This course is a study of the effective exchange of information between individuals and organizations including email, reports, memorandums, letters, presentations, web page design, advertising, marketing, and public relations.

Emphasis will be placed on professionalism, etiquette, and awareness of a multi-cultural environment in both internal and external communications. MS Office and E-mail will be reviewed as tools of information exchange.

**Course Objectives**

- Describe rhetorical elements that experienced communicators consider, including context, organization, and purpose through planning, creation, and presentation of written and oral presentation material.

- Identify the synergistic link between understanding reading and writing of technical and business information in multi-cultural environment in corporate communications.
- Study, develop, and practice ethical collaborative skills that enhance enhanced communications using effective timelines and schedules.
- Design and select effective visuals using technology to enhance specific communication functions.
- Understand the relationship of the design of information to the critical goals of accessibility/legibility, comprehensibility/readability, and usability.

## COURSE REQUIREMENTS

**Chapter assignments: 50% of total course grade** – Chapter assignments include, but are not limited to, the following:

- Video Exercises
- Simulation Exercises
- Document Makeovers
- Grammar/syntax refreshers

To help you stay on schedule, **due dates are in BOLD RED on the course calendar.**  
**ALL CHAPTER ASSIGNMENTS ARE TO BE COMPLETED IN MYBCOMMLAB**

**Quizzes: 50% of total course grade** – Each quiz will be open for four days and will cover specified chapters. Quiz question format will be multiple-choice and True/False. You will have only one chance to take each timed quiz, available during the dates shown on the calendar. The date a quiz opens is shown in GREEN and UNDERLINED on the course calendar. **Due dates (quiz close dates) are in BOLD RED on the course calendar.**  
**ALL QUIZZES ARE TO BE COMPLETED IN MYBCOMMLAB**

### Additional Assignment Notes:

- Chapter Warm-Ups and Textbook figure reviews are required to be completed before beginning each chapter. Chapter Warm-Ups are graded, but DO NOT COUNT toward the course grade; therefore, they account for 0% of the total course grade.
- Textbook figure reviews are required to be completed before accessing the chapter quizzes. Textbook figure reviews are graded, but DO NOT COUNT toward the overall course grade; therefore, they account for 0% of the total course grade.

## TECHNOLOGY REQUIREMENTS

### First time eCollege users:

Students taking online courses are required to familiarize themselves with eCollege by going through the eCollege tutorial or orientation process. This will ensure that each student will have sufficient knowledge on how to accomplish the requirements of the course. It is NOT the Instructor's responsibility to teach students how eCollege works. **The Instructor assumes that each student has a working knowledge of eCollege and has a MyLeo e-mail address.** Students can access the online eCollege Orientation by selecting the link to **Online Student Tutorial** before you enter your course.

### Hardware/Software Requirements:

As the course is conducted totally online, students will be expected to have basic computer literacy skills, access to a reliable computer with a reliable Internet connection, and Microsoft Office 2007 or later. Also, back-up access to required electronic resources is necessary for

successfully completing this course. College and public libraries are a great resource for back-up technology and Internet resources. For those students in doubt about the necessary technology, refer to the following website: <http://online.tamuc.org/index.learn?action=technical>

#### **Email:**

As a student enrolled at Texas A&M University-Commerce, you have access to an email account via myLeo. All emails sent by me from eCollege (and all other university emails) will go to this account, so please be sure to check it regularly. Conversely, you are to email me via the eCollege email system or your myLeo email as our spam filters will catch yahoo, hotmail, etc. and I will not check for your email in spam.

### **ACCESS AND NAVIGATION**

#### **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. The Help Desk can be reached by sending an email to [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or by calling 1-866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

#### **Course Concerns:**

If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact your instructor via email or through the "Virtual Office".

### **COMMUNICATION AND SUPPORT**

The **first** way to contact me is by email. This is an online course; therefore, expect most communication to be online as well. **All emails must include BAAS 305 in the subject line, student name and CWID, and use proper email etiquette.** The instructor will make every effort to respond to emails within 24 to 48 hours Monday-Friday, provided the correspondence follows the requirements listed above. **NOTE: Leo-Mail will be used for all communication for this course! You must check your Leo email on a regular basis!**

In order to avoid duplication of questions and answers, I prefer that you post all class related questions in Virtual Office. It is likely that your peers will have the same question. Questions or concerns of a personal nature should be sent to my email address via eCollege.

### **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

#### **Student Responsibilities:**

- Stay active in the course by logging into the course on a regular daily basis. Any student who will not be able to log into the class web site for more than **five (5) days** (i.e., because of an extended business trip) should contact the instructor in advance
- Complete assignments as specified
- Always read every course **announcement** at the top of the course. Feedback for assignments, university announcements, and major department announcements will be posted to this forum. These announcements are placed in your course to help you so please take the time to read and understand each announcement. Announcements are time sensitive so they will only be available for a limited period of time.
- Learn to **proficiently** use the eCollege system

Every student has the right to drop the course without penalty until the drop-date listed in the university academic calendar. Students dropping the course during this period will be given a 'Q'. If a student stops attending class, or is not satisfied with his/her grade in the course and wishes to drop, it is the student's responsibility to drop the course. A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page

**Academic Integrity:**

If you are to excel in this course, the need for collaboration is undeniable, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you **must** do your own work. My policy, which will guide this course, is this: **I trust you to behave honestly and ethically in all circumstances.** Please ask me if you have questions about what is proper and what is not.

**Academic Honesty:** Plagiarism and other forms of academic dishonesty will not be tolerated. All students must complete, submit, and adhere to the Academic Honesty Policy of the College of Business and Entrepreneurship. No assignments will be graded until the completed honesty policy has been submitted.

**UNIVERSITY SPECIFIC PROCEDURES**

**ADA Statement:**

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 132**  
**Phone (903) 886-5150 or (903) 886-5835**  
**Fax (903) 468-8148**  
[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)  
[Student Disability Resources & Services](#)

**Student Conduct:**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (see *Code of Student Conduct from Student Guide Handbook*).

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. Students must contribute appropriately to the class, and must maintain a professional level of respect when interacting with other students and the

instructor. In extreme cases where professional conduct is not observed, the instructor reserves the right to **administratively drop** a student from the class with a final grade of 'F'.

**Course Calendar:**

Expected course calendar shown below (the instructor reserves the right to make changes to the course calendar and related due dates as necessary during the course of the semester).

**Key:** GREEN (underlined) = dates MyBCommLab assignments and quizzes open  
**RED (bold)** = dates MyBCommLab assignments and quizzes close & are due

# January, 2015

(BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
<b>18</b>	<b>19</b> University Closed – MLK Day	<b>20</b> First day of class – Spring, 2015	<b>21</b> Login to MyBCommLab <u>Begin reading Chapter 1 (My BCommLab)</u>	<b>22</b>	<b>23</b> <b>Academic Honesty Policy Due (eCollege Dropbox-one of only two assignments to be turned into eCollege directly)</b>	<b>24</b> <b>Post intro in the Student Lounge (eCollege - second of two assignments to be turned into eCollege directly)</b>
<b>25</b> <u>Chapter 1 quiz opens (My BCommLab)</u>	<b>26</b>	<b>27</b> <b>Chapter 1 assignments due (My BCommLab)</b>	<b>28</b> <b>Chapter 1 quiz closes (My BCommLab)</b>	<b>29</b> <u>Begin reading Chapter 2</u>	<b>30</b>	<b>31</b>

# February, 2015

(BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
<b>1</b> <a href="#">Chapter 2 Quiz opens</a>	<b>2</b>	<b>3</b> <b>Chapter 2 assignments due</b>	<b>4</b> <b>12<sup>th</sup> class day</b> <b>Chapter 2 quiz closes</b>	<b>5</b> <a href="#">Begin reading Chapter 3</a>	<b>6</b>	<b>7</b>
<b>8</b> <a href="#">Chapter 3 Quiz opens</a>	<b>9</b>	<b>10</b> <b>Chapter 3 assignments due</b>	<b>11</b> <b>Chapter 3 quiz closes</b>	<b>12</b> <a href="#">Begin reading Chapter 4</a>	<b>13</b>	<b>14</b>
<b>15</b> <a href="#">Chapter 4 Quiz opens</a>	<b>16</b>	<b>17</b> <b>Chapter 4 assignments due</b>	<b>18</b> <b>Chapter 4 quiz closes</b>	<b>19</b> <a href="#">Begin reading Chapter 5</a>	<b>20</b>	<b>21</b>
<b>22</b> <a href="#">Chapter 5 Quiz opens</a>	<b>23</b>	<b>24</b> <b>Chapter 5 assignments due</b>	<b>25</b> <b>Chapter 5 quiz closes</b>	<b>26</b> <a href="#">Begin reading Chapter 6</a>	<b>27</b>	<b>28</b>

# March, 2015

(BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
1 <a href="#">Chapter 6 Quiz opens</a>	2	3 <b>Chapter 6 assignments due</b>	4 <b>Chapter 6 quiz closes</b>	5 <a href="#">Begin reading Chapter 7</a>	6	7
8 <a href="#">Chapter 7 Quiz opens</a>	9	10 <b>Chapter 7 assignments due</b>	11 <b>Chapter 7 quiz closes</b>	12 <a href="#">Begin reading Chapter 8</a>	13	14
15	16	17	18	19	20	21
SPRING BREAK						
22 <a href="#">Chapter 8 Quiz opens</a>	23	24 <b>Chapter 8 assignments due</b>	25 <b>Chapter 8 quiz closes</b>	26	27 <a href="#">Begin reading Chapter 9</a>	28
29 <a href="#">Chapter 9 Quiz opens</a>	30	31 <b>Chapter 9 assignments due</b>				

# April, 2015

# (BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
			<b>1</b> <b>Chapter 9</b> <b>quiz closes</b>	<b>2</b>	<b>3</b> <a href="#">Begin reading Chapter 10</a>	<b>4</b>
<b>5</b> <a href="#">Chapter 10 Quiz opens</a>  Last Day to <b>Drop</b> a class with a Q grade	<b>6</b>	<b>7</b> <b>Chapter 10 assignments due</b>	<b>8</b> <b>Chapter 10 quiz closes</b>	<b>9</b> <a href="#">Begin reading Chapter 11</a>	<b>10</b>	<b>11</b>
<b>12</b> <a href="#">Chapter 11 Quiz opens</a>	<b>13</b>	<b>14</b> <b>Chapter 11 assignments due</b>	<b>15</b> <b>Chapter 11 quiz closes</b>	<b>16</b> <a href="#">Begin reading Chapter 12</a>	<b>17</b>	<b>18</b>
<b>19</b> <a href="#">Chapter 12 Quiz opens</a>	<b>20</b>	<b>21</b> <b>Chapter 12 assignments due</b>	<b>22</b> <b>Chapter 12 quiz closes</b>	<b>23</b> <a href="#">Begin reading Chapter 13</a>	<b>24</b>	<b>25</b>
<b>26</b> <a href="#">Chapter 13 Quiz opens</a>	<b>27</b>	<b>28</b> <b>Chapter 13 assignments due</b>	<b>29</b> <b>Chapter 13 quiz closes</b>	<b>30</b> <a href="#">Begin reading Chapter 14</a>		

# May, 2015

## (BAAS 305)

SUN	MON	TUE	WED	THU	FRI	SAT
					<b>1</b> <a href="#">Begin Chapter 14</a>	<b>2</b>
<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b> <a href="#">Chapter 14 Quiz opens</a>	<b>7</b> <b>Chapter 14 assignments due</b>	<b>8</b>	<b>9</b> <b>Chapter 14 Quiz closes</b>
<b>10</b>	<b>11</b> <b>Finals Week Begins</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b> <b>Finals Week Ends</b>	<b>16</b> <b>Spring Graduation</b>