Course Information
- BA 303.04W: Business Communication
- 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 (talk/text): (903) 456-2093
- Email-to-Text: 9034562093@txt.att.net
- Email: Kristi.Robertson@tamuc.edu, Kristi.Robertson@3com.com or Kristi.Robertson@att.net
  (Email is the best method of contact)
- Work Landline: (972) 284-3800
- 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 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.

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.

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

<table>
<thead>
<tr>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>A90 – 100%</td>
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<tr>
<td>B80 – 89%</td>
</tr>
<tr>
<td>C70 – 79%</td>
</tr>
<tr>
<td>D60 – 69%</td>
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<tr>
<td>F59% or less</td>
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</tbody>
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The process for appealing a course grade may be found at: [http://www.tamu-commerce.edu/administration/Rules%26Procedures/](http://www.tamu-commerce.edu/administration/Rules%26Procedures/). Procedure number: 13.99.99.80.05, Student’s Appeal of Instructor's Evaluation.
## Course Schedule

<table>
<thead>
<tr>
<th>Week:</th>
<th>Chapter / Reading Assignment:</th>
<th>Assignments Due:</th>
<th>Due Dates:</th>
</tr>
</thead>
</table>
| **Week 1:** January 20 – 25 | 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, 01/25/15, 11:59pm |
| **Week 2:** January 26 – February 1 | 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, 02/01/15, 11:59pm |
| **Week 3:** February 2 – 8 | 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, 02/08/15, 11:59pm |
| **Week 4:** February 9 – 15 | 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, 02/15/15, 11:59pm |
| **Week 5:** February 16 – 22 | 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, 02/22/15, 11:59pm |
| **Week 6:** February 23 – March 1 | 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, 03/01/15, 11:59pm |
| **Week 7:** March 2 – 8 | 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, 03/08/15, 11:59pm |
| **Week 8:** March 9 – 15 | 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, 03/15/15, 11:59pm |
| **Week 9:** March 16 – 22 | Spring Break | None | None |
| **Week 10:** March 23 – 29 | 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, 03/29/15, 11:59pm |
| **Week 11:** March 30 – April 5 | 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, 04/05/15, 11:59pm |
| **Week 12:** April 6 – 12 | 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, 04/12/15, 11:59pm |
| **Week 13:** April 13 – 19 | 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, 04/19/15, 11:59pm |
| **Week 14:** April 20 – 26 | Chapter 13: Completing Reports and Proposals | Highlights Discussion: Solving Communication Dilemmas  
Quiz: Chapter 13 | No later than Sunday, 04/26/15, 11:59pm |
| **Week 15:** April 27 – May 3 | 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, 05/03/15, 11:59pm |
| **Week 16:** May 4 – 10 | 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, 05/10/15, 11:59pm |
| **Week 17:** May 11 – 15 | 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, 05/13/15, 11:59pm |