Welcome to MGT 303 – Business Communication!

The best way to contact me outside of class is through email. All emails must include MGT 303 and a brief subject line and use proper email etiquette. I will reply to emails that include the appropriate subject line within 24 hours Monday-Friday.

COURSE INFORMATION

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.

Required Textbook:

Course Objectives:

• Students will understand how businesses communicate through formal and informal communication networks.
• Students will be able to recognize communication meanings that are rooted in cultural experience.
• Students will demonstrate techniques to graphically communicate information for written and oral communication.
• Students will understand the ethical goals of business communication and tools for communicating ethically in business.

Course Grading: A unique consideration in this course is a requirement for students to demonstrate a satisfactory level of competency or knowledge on several specific elements of the course. For these topics or problems a variety of approaches may be used including: timed quizzes and exams, discussion boards, and other approaches. Scoring of the course grade in the grading process is shown below.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>In-Class Participation/Attendance</td>
<td>20%</td>
</tr>
<tr>
<td>Memos, Letters, &amp; Email Assignments</td>
<td>15%</td>
</tr>
<tr>
<td>Written Report (15%) &amp; In-Class Presentation (5%)</td>
<td>20%</td>
</tr>
<tr>
<td>Employment Communication Assignments</td>
<td>15%</td>
</tr>
<tr>
<td>Exams (2 @15%)</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Percentages for course grade level are as follows:

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = 00-59%

Students are held individually responsible for the information contained in the University catalog. Failure to read and comply with University regulations will not exempt students from whatever penalties they may incur.
COURSE PARTICULARS

ACCESS AND NAVIGATION OF eCollege

FIRST TIME eCOLLEGE USERS: The Instructor urges registered online students to familiarize themselves with eCollege by going thru the eCollege tutorial. 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 on how eCollege works. The Instructor assumes that each student has a working knowledge of eCollege and has a myLeo email address.

PASSWORD PROTECTION: Only students with assigned passwords may access this course. Giving your campus wide identification number and pin number to others may result in class or university dismissal.

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 or by calling 1-866-656-5511. You can also click on the "Help" button located at the top of each page for more information.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

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.

PROFESSIONAL CONDUCT: The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. If I feel that you have not contributed appropriately in class, or that you have complained about assignments and grading policies, your final course grade may be reduced accordingly. Additionally, I expect every student to maintain a professional level with respecting opinions of the instructor, students, and guest speakers. Please note: It is the student's responsibility to ask the instructor for additional information if the student does not understand the assignments required in this course. In addition, sending emails to other students complaining or inquiring about grades is not appropriate behavior. In extreme cases, the instructor reserves the right to drop students from the class.

All students enrolled at the University will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student’s Guide Handbook, Rules and Procedures, Code of Student Conduct at http://www.tamuc.edu/studentLife/documents/studentGuidebook.pdf

Academic Integrity: In this course the need for collaboration is undeniable if you are to excel, 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 personal 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. Instructors "are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on quizzes and exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material." See 13.99.99.R0.10 Academic Honesty at http://www.tamu-commerce.edu/administration/Rules%26Procedures/rules_procedures.asp?RId=97

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. In accordance with the
Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include disciplinary probation, suspension, and expulsion. If you have any questions, please let me know.

**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

**Explanation of Assignments**

**Memos –**

- A memo is internal communication (within a company).
- You will need to write three memos total: horizontal, upward, and downward. The direction refers to the intended audience, or the direction in which the memo flows. For instance, a horizontal memo is between two co-workers on the same level, upward is from a subordinate to a supervisor, and downward is from supervisor down to subordinate.
- Use the proper memo headings and set up.
- You can make up the subject, titles, names, company, etc. as long as your subject is related to business interactions.
- Please put your name somewhere on the memo.

**Letters –**

- A letter is external communication (outside of a company, for instance, to vendors or customers).
- Make sure you use proper headings, salutations, and closings!!
- Direct is use to deliver news up front. For instance, if I know the audience, I know how they will react, the news is neutral or good, I would use direct. Use indirect for bad news, if I don’t know the audience. Most likely, you will use the indirect patter for the bad news letter, and you can choose either for the persuasive/sales letter. In a sales letter, the entire point is to sell something – an idea, a product, a person for a job, acceptance, etc. Remember that positive letters extend good will and state the great news up front (direct).
- Use the proper letter headings and set up.
- Be aware of the details on writing persuasive (aka Sales) letters, including direct and indirect patterns.
- You can make up the subject, titles, names, company, etc. As long as your subject is related to business interactions.
- Please leave a place to sign the letters, although you will not sign them.
- For both Letters and Memos, Please put your name somewhere on the letter.

**Questionnaire Requirements:**

- See Chapter 11, pp. 339-341
- Create a short questionnaire to be used in business
- Your questionnaire should have at least 10 questions
- Have at least one open-ended type question
• You will not be doing a study with this questionnaire or even answering the question you are asking

***Submit to me the questionnaire and a one-page (2-3 paragraphs) on:

• Purpose of the survey/what you hope to find out
• Audience
• How it would be administered (advantages and disadvantages of various methods)

Report Requirements:

• Just as with the letters and memos, you may pick any topic to write about. You can write a supervisor on the status of a project, write your employees (from HR) about new time clock procedures, write a new vendor on procedures, write the company on the reorganization of a department - whatever you choose. You can persuade, inform, analyze - whatever!
• I am looking that you are using the correct technique (direct or indirect) depending on the news you are delivering, the style, format, and the function.
• Keep in mind the steps to the writing process.
• Make sure that you use the appropriate heading (letter or memo) depending on your audience.
• Analyze the purpose of the report (what you want to achieve), the scope of the information (you can't talk about everything), and the audience who will be reading the report (not me, but the person you would really send this report to).
• Visually, make sure to keep in mind the following: paragraphs are single spaced and double spaced between paragraphs, use between 10 and 12 pt print, and make the report easy to read and visually appealing.
• You MUST have one graphic in your report (must make sense to the information, but you can make up the data (when I say graphic, I mean a table, graph, or chart, not a company logo).
• Your report must be at least 2 FULL pages, no more than 4 pages, and your graphic cannot take up 1/2 a page (for example)!! Ideal length is 3-4 pages.
• Your graphic should summarize information NOT presented in your report. For instance, if I am doing a paper on smoking on campus, I SHOULD NOT write a paragraph summarizing the results of what the student's think about smoking then present a graph - one or the other. Graphics are used to present information that is not easily presented in paragraph form.
• This report is an Informal report, but I want an executive summary (in a paragraph form). Remember the Memo or Letter heading (depending on who it is addressed to).
• If you do gather information from a secondary source, reference it in APA format.
• Review the power points for Chapter 10 for the parts of the report (eg: Introduction, Problem, Reasons/Support, Conclusion/Good Will Statement). As long as you get your point across and the report is organized, you should not have a problem.
• This is NOT a research report. I do not want a double-spaced paper submitted. I want a report that looks like the examples in the book!!!

Resume and Cover Letter Requirements:

• Keep your resume to 2 pages or less.
• Choose a style - remember, the point is to accentuate your qualities, not point out your faults. For instance, if you do not have a degree, you don't want to start with your education, because that is the first thing someone will read. If you don't have the experience in the field (starting a new career), you might use a functional or combination.
• You may use your own information or make it up.
• Do not include references.
• Use action verbs to strengthen your resume.
• Remember, the cover letter is just a sales letter (selling yourself to the prospective employer). You can make up the job you are applying for or it can be a general application letter.
• Do not write a scannable resume.
### TENTATIVE SCHEDULE OF ACTIVITIES
**MGT 303 Fall 2015**

*Please Note:* The instructor reserves the right to change this schedule as circumstances may dictate. All changes to this schedule will be announced in class.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics and Assigned Readings</th>
<th>Activities Due</th>
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</thead>
</table>
| Week 1 8/31-9/5 | Course syllabus  
Schedule of activities  
Ch 1: Achieving Success Through Effective Business Communication | In-Class Participation/Attendance                  |
| Week 2 9/6-9/12 | Ch 2: Mastering Team Skills and Interpersonal Communication | In-Class Participation/Attendance                  |
| Week 3 9/13-9/19 | Ch 3: Communicating in a World of Diversity | In-Class Participation/Attendance                  |
| Week 4 9/20-9/26 | Ch 4: Planning Business Messages  
Ch 5: Writing Business Messages | In-Class Participation/Attendance                  |
| Week 5 9/26-10/3 | Ch 6: Completing Business Messages | In-Class Participation/Attendance  
**Memos Due on Tuesday in Class**                  |
| Week 6 10/4-10/10 | Ch 7: Crafting Messages for Electronic Media | In-Class Participation/Attendance                  |
| Week 7 10/11-10/17 | Ch 8: Writing Routine and Positive Messages | **MIDTERM EXAM (Chapters 1-7)**  
In-Class Participation/Attendance                  |
| Week 8 10/18-10/24 | Ch 9: Writing Negative Messages  
Ch10: Writing Persuasive Messages | In-Class Participation/Attendance  
**Letters Due on Tuesday in Class**                  |
| Week 9 10/25-10/31 | Ch11: Planning Reports and Proposals  
Ch 12: Writing Reports and Proposals | In-Class Participation/Attendance                  |
| Week 10 11/1-11/7 | Ch 13: Completing Reports and Proposals  
Ch14: Designing and Delivering Oral and Online | In-Class Participation/Attendance                  |
| Week 11 11/8-11/14 | Ch 15: Building Careers and Writing Resumes  
Ch 16: Applying and Interviewing for Employment | In-Class Participation/Attendance  
**Employment Communication Assignment Due by Thursday**                  |
| Week 12 11/15-11/21 | Questionnaire/Report/PowerPoint | Due in eCollege dropbox no later than 11/23 at Midnight |
| Week 13 11/22-11/28 | Presentations on Tuesday  
***Happy Thanksgiving! on Thursday*** | Presentations |
| Week 14 11/29-12/5 | Presentations | Presentations |
| Week 15 12/6-12/12 | Presentations | Presentations |
| Week 16 12/13-12/18 | Presentations  
Final Exam (Chapters 8-16) | Presentations |