MGT 303-Business Communication - ONLINE
Texas A&M University-Commerce
Spring 2018
Tentative Course Syllabus

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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, Student Value Edition Plus MyBCommLab with Pearson eText—Access Card Package, 12th Edition, **ISBN 9780134421810**

MGT 303 – Business Communications – Fall 2017 Tentative Schedule

	I. Self-Awareness Component (Becoming Self-Aware: Strengths/Weaknesses/Career Paths)
Week 1:	• Course Introduction ~ Video introduction of yourself to your peers • Complete career assessment (https://www.careerwise.mnscu.edu/careers/clusterSurvey) • Read Chapter 1 *oral
Week 2:	• Interview family members, significant others, friends, co-workers, etc., to see what they think your strengths/weaknesses may be • Write 2-3 page paper providing results of Career Clusters and interviews and thoughts on each • Read Chapter 2 *written
Week 3:	• Exploring a Career. Research careers through online job sites to learn more about potential careers. Write a 1-2 page paper. • Read Chapter 3 *oral & written
	II. Brand Portfolio Component (Branding Yourself for Business)
Week 4:	• Three-step writing process • Write your resume & share it with your group members • Review your group members' resumes and provide written feedback on each • Read Chapter 15 *written
Week 5:	• Write a cover letter for one of the jobs listed on your Career Cluster results and share it with your group members Review your group members' cover letters and provide written feedback on each • Read Chapter 16 *written
Week 6:	• Delivering Presentations (verbal/nonverbal communication) • Design your "elevator pitch" in response to the question

	"Tell Me About Yourself". Share a video of your elevator pitch with your classmates • Read Chapter 14 *oral
Week 7:	• LinkedIn and put elevator pitch on LinkedIn • Other online presence/social media (FB, twitter, Instagram, Snapchat, etc.)
Week 8:	• Mock interviews (using Interview Stream) *oral
Week 9:	• Mock interviews (using Interview Stream) • Midterm Exam (Chapters 1, 2, 3, 15, 16, 14, & 7) *oral
	III. Professional Business Communication Component (Written & Oral Communication in a Business Environment)
Week 10-11:	• Directional communication • Chapters 4 & 5 *written
Week 11-12:	• Directional communication (cont.) • Persuasive communication • Chapters 6 & 8 *oral & written
Week 12-13:	• Persuasive communication (cont.) • Negative/Positive communication • Chapters 9 & 10 *written
Week 13-14:	• Negative/Positive communication (cont.) • Designing/Delivering Effective PowerPoints • Refer back to Chapter 14 *oral & written
Week 14-15:	• Designing/Delivering Effective PowerPoints
Week 15-16:	
Week 16:	• Final Exam (Chapters 4, 5, 6, 8, 9, 10)

Attendance

Attendance and participation will have a direct effect on your grade. **Notification should be given via email should the student become aware prolonged inactivity/absence is inevitable.** Excessive inactivity/absences can result in 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 0 minutes of activity will automatically be considered for administrative drop.*** 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 (weighted) earned by completion of the following: Midterm Exam (20%), Final Exam (20%) and Assignments (60%). Your course grade will be based on a ten point scale: ≥90%=A, ≥80%=B, ≥70%=C, ≥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 Plagiarism
http://www.tamuc.edu/aboutus/policiesproceduresstandardsstatements/rulesProcedures/13students/academic/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 assigned activities, assignments and preparedness. Students will be prepared for the class period having read the material for the week/discussion, prepare/discuss current events, and be ready to participate activities and discussions.
Occasional quizzes may be given to verify preparedness.

Student Conduct

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.

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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 162
Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu

TOPICS AND OVERVIEW

August 28th

Ch. #	Title
1	Professional Communication in a Digital, Social, Mobile World
2	Collaboration, Interpersonal Communication, and Business Etiquette
3	Communication Challenges in a Diverse, Global Marketplace
15	Building Careers and Writing Resumes
16	Applying and Interviewing for Employment
14	Developing and Delivering Business Presentations
7	Crafting Messages for Digital Channels
Midterm Exam II (01E week of Oct. 17th)	
4	Planning Business Messages
5	Writing Business Messages
6	Completing Business Messages
8	Writing Routine and Positive Messages
9	Writing Negative Messages
10	Writing Persuasive Messages

Rubrics will be provided in-class/online as assignment is given in class.

COMMUNICATION ASSIGNMENTS

The communication assignments directed upward, downward and horizontally will prepare you to interact in written form with your colleagues, superiors and employees. Great care should be taken when planning, writing and completing communication assignments as they become a record of your interactions at all levels. The assumption in communication assignments is they will be your first communications in your first few months in your first professional position. This will be your “introduction” of your writing skills to your colleagues, superiors and employees. They will learn your writing style, your professionalism, your tone, etc.