



TEXAS A&M UNIVERSITY
SAN ANTONIO

BCOM 3304.600, **Business Communications**, Spring 2021, CRN: 20654

Department of Management and Marketing, College of Business

Course Syllabus

Class Meeting Time and Place: Tuesday 2:00 – 3:15 PM, Online and ZOOM
Class Duration: 1/19 – 5/04, 2021
Instructor: Marolyn W. Stubblefield, MA, MBA
Office: CAB 439C
Tel: 713-494-1978 (Please Text)
E-Mail: mwstubbl@tamusa.edu
Student emails will receive a reply within two business days.

Course Website: <https://tamusa.blackboard.com/>

Office Hours: By appointment.

Catalog Course Description: Principles of business communication through letters and reports. Clear, accurate and forceful writing; practical psychology; and business reports with implications for international business.

Course Objectives: The students in this course will be able to construct multiple types of resumes, learn techniques of effective job application approaches, write effective reports, investigate communication dynamics within the corporate structure and its public presence and mission, and demonstrate public speech and presentation competency. This is a Writing Intentional Course (WI).

Prerequisites: ENGL 1301 and ENGL 1302. Students who do not meet the pre-requisites must contact the instructor immediately.

Student Learning Outcomes:

After successful completion of this course, students will be able to:

1. Communicate through good standard English, both written and verbal, by writing effective business letters, emails, and reports and by delivering oral presentations.
2. Demonstrate proficiency in the business writing process by analyzing the audience and planning, organizing, composing, formatting, and revising common types of business messages. This is a Writing Intensive Course (WI), and students will polish their writing skills by submitting drafts for review, editing, and correction before turning in the final draft.
3. Analyze the ethical and intercultural implications of your communication choices and demonstrate respectful and appropriate business vocabulary and messages appropriate for situations and audiences and by appropriately providing and receiving written and verbal feedback.
4. Conduct research on the principles of searching for employment by researching organizations,

writing employment documents, and preparing for interviews.

5. Work effectively on assigned team projects ending in a collaborative written and oral report.

AACSB Assessment:

The College of Business is in the process of applying for AACSB accreditation. As part of that process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery of the above course outcomes.

Required Materials:

- **Textbook:** Jenkins, R (2015). *Business Communication Dynamics*. Cengage etext based on three Cengage Publisher texts. This book is a custom ebook available as an e-book and the cost of the e-book is included in tuition and fees. The e-book is available in Blackboard.
- **Blackboard:** Connect to <http://tamusa.blackboard.com>. You will have materials and other supplementary information in Blackboard.
- **Time** You are expected to spend 4-8 hours per week for the course. Based on the background, some student may require more time. Time spent may be longer when assignments are due.

Other Recommended Reading Materials:

American Psychological association. Publication Manual of the American Psychological Association. 6th ed. Washington: Author, 2010.

Christian, D., Jacobson, S., & Minthorn, D., *The Associated Press stylebook and briefing on media law*. 47th ed. New York, NY; Basic Books.(2012).

Cappon, R. *The Associated Press guide to punctuation*. New York, NY; Basic Books.

Course Requirements every student must fulfill in order to succeed in course:

1. Students should check the Course Calendar and Announcements in Blackboard on a regular basis.
2. Students should keep current with all course assignments and assessments, quizzes and examinations.
3. Students should ask questions and communicate with the instructor either in class, online or off-line during office hours.
4. For all classwork, exams or quizzes, if a student completes it off-campus, then they are responsible for availability of internet connectivity. Extensions will not be granted for lack of availability of internet connections.
5. Students should remember that hybrid and hyflex courses assume greater responsibility and independent learning skills by the students for their own learning outcomes.

Grading Policy: The final course grade will be based on your performance on the assessments, assignments and class participation using the following weights:

Attendance and Participation	20%
Major Reports (4)	80%
Total	100%

The final letter grades will be assigned as follows: Above 90% ⇒ A; 80 – 89% ⇒ B; 70 – 79% ⇒ C; 60 – 69% ⇒ D; Below 60% ⇒ F.

Assignments/ Research Papers: The Major Reports (four) are the Resume-Job Application Letter, Journal, Job Analysis Report, and the Research Paper. The Research Paper is an individual Project, with oral reports and visual submittals such as PowerPoints. For each Chapter we have an assignment to Ask the Right Questions. Individual assignment statements and due dates will be posted through Blackboard.

Make up and Late Assignment/Exam/Quiz Policy:

As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments. Late submissions or make-ups may be accepted only in extra-ordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/quiz/exam. Grading for a late assignment has -10 points.

Class Conduct and Civility Code: Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance may be taken at the beginning and/or the end of the class.
2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
3. Student must retain copies of all assignments and graded work for verification purposes. Keep copies of all computer files and e-mails.
4. Talking while the instructor or another class member is talking is extremely disruptive and discourteous to the instructor and other students. The instructor will stop class if/when there is extraneous talking.
5. Using computers or phones during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned off and headphones removed. The instructor will stop class if/when there is extraneous use of technology.
6. For any questions about the assignments, a student should contact the instructor before the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages and voice messages within 48 hours during week days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date and time.

Anyone violating these policies may be subject to disciplinary actions.

Class Attendance and Participation: A vital part of every student's education is regular attendance of class meetings. Any absences tend to lower the quality of a student's work, and frequent or persistent absences may result in a failing grade. Students are responsible for the materials covered in class. The course covers a lot of material and most students find at least some parts of it challenging. Class participation is highly encouraged as it makes the class more interesting and enhances the learning experience of the seminar. Students are strongly encouraged to ask questions and participate in class

discussions and problem solving. Good attendance and participation will be rewarded when final grades are assigned.

The course is intensive and challenging and you are expected to master the materials presented in class. The structure of the class as a seminar makes your individual study and preparation outside of class extremely important. However, a **minimum** of two hours of work outside the class is expected for every one hour of class period per week. Reading the assigned chapters, posing the “Right Questions” and being prepared to discuss them in class is expected.

Spring 2021 BCOM 3304.600 Class Schedule

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

<i>Week</i>	<i>Dates</i>	<i>Chapter and Topic</i>	<i>Assignments</i>
1	January 19	Introductions & Course Overview Introduction to the Library	Access eText and Blackboard Marina Narvaez
2	January 26	Chapter 1: Business Communication in the Digital Age: Succeeding in the Social and Mobile Workplace Chapter 2: The Writing Process in the Digital Age: Planning Business Messages	Asking the Right Questions Asking the Right Questions
3	February 02	Introduction to Career Services	Clarissa Tejada
4	February 09	Chapter 13: The Job Search, Resumes, and Cover Messages Chapter 14: Interviewing and Following up	Asking the Right Questions Asking the Right Questions
5	February 16	Chapter 3: Organizing and Drafting Business Messages Chapter 4: Revising Business Messages	Asking the Right Questions Asking the Right Questions Resume, Cover Letter and Job Application Due
6	February 23	Chapter 5: Short Workplace Messages and Digital Media	Asking the Right Questions Draft of Job Analysis Due

7	March 02	Chapter 6: Positive and Neutral Messages Chapter 7: Negative Messages	Asking the Right Questions Asking the Right Questions Job Analysis Due
8	March 09	Chapter 8: Persuasive Messages Chapter 9: Informal Reports	Asking the Right Questions Asking the Right Questions
9	March 16	Chapter 10: Proposals and Formal Reports	Asking the Right Questions
10	March 23	Chapter 11: Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings Discussion of Journal Draft	Journal Draft Due Asking the Right Questions
11	March 30	Chapter 12: Business Presentations Textbook Review and Completion	Asking the Right Questions Journal Due
12	April 06	Discussion of Final Research Paper Draft	
13	April 13	Final Research Paper Presentations	
14	April 20	Final Research Paper Presentations	Final Research Paper Draft Due
15	April 27	Final Research Paper Presentations	Final Research Paper Due
16	May 04	Textbook and Course Review	

COVID-19 SYLLABUS ADDENDUM

COVID-19 is a dangerous illness. Above everything else, your health and safety are our concern. The best estimate now is that 20–40% of people infected with the virus have no symptoms. In compliance with safety practices, students are required to complete the COVID-19 student training course. Upon completion, you will receive a certificate with your name and date of completion. If you have yet to complete the course, please do so immediately, as completion is required to return to campus and participate in the Fall 2020 academic semester.

NOTE: *If you do not complete this training, you will have a Dean of Students hold on your records, which will prevent adds, drops, and registration.*

Students are required to conduct a self-assessment each day before coming to campus to determine if they are exhibiting any signs or symptoms of COVID-19 or have been exposed to COVID-19. Your presence on campus means that you certify that you are not exhibiting any signs or symptoms.

CHECKLIST

If any of the following apply to you, stay home!

1. Have a diagnosis or suspected case of coronavirus;
 2. Are currently exhibiting any of the symptoms associated with COVID-19 as listed on the CDC “Symptoms of Coronavirus” web page <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>—**even one symptom** (e.g., cough or headache);
 3. In the past 14 days have had close (less than six feet) contact with a person who has a lab-confirmed case of COVID-19;
 4. In the past 14 days have had close (less than six feet) contact with a person who is awaiting results of a COVID-19 test because of symptoms or exposure;
 5. In the past 14 days have returned from travel or have traveled through an area with state or local travel restrictions that mandate quarantine upon arrival home.
- Fever or chills (feeling feverish or a measured temperature greater than or equal to 100.0 degrees Fahrenheit)
 - Cough
 - Shortness of breath or difficulty breathing
 - Fatigue
 - Muscle or body aches
 - Headache
 - Loss of taste or smell
 - Sore throat
 - Congestion or runny nose
 - Nausea or vomiting
 - Diarrhea

When in doubt, stay home!

If any of the above apply to you, **do NOT come to campus. Instead, contact your professor and the Dean of Students Office dos@tamusa.edu**, office phone: (210) 784-1354.

All components of this class, including assessments, can be completed virtually, through Blackboard or other platform used in this class. Office hours will be held via Webex or other platform provided by the instructor.

For lecture classes that include a face-to-face component:

Accommodation for missing class if you meet one of the criteria on the checklist or do not feel comfortable physically attending will be made without penalty. Visitors are not allowed, and students can attend class only on their designated day for in-person attendance. All students have a responsibility to ensure they are always contributing to a safe learning environment by following all health and safety protocols.

For laboratory classes that include a face-to-face, hands-on component:

Unlike lecture classes with face-to-face components, laboratories are designed to provide hands-on experience and training in particular skills that are difficult to attain online. Thus, if students are registered for a laboratory course with a face-to-face component, it is expected that they physically attend on their scheduled day. However, if students have a documented health issue, are in another high-risk category, or feel uncomfortable attending in person, they may be able to enroll in a section of the course that is designated OLC (on-line class). If no such section exists, which may occur in upper-division courses, it is imperative that students contact their instructors immediately, and accommodations will be handled on a case-by-case basis. Note: You and your instructor may decide that it's in your best interest to finish the course at a later date.

Once enrolled in either a hybrid or a fully on-line section, students may not switch between in-person and on-line learning without instructor approval due to the unique nature of preparing for hands-on activities in a laboratory environment as well as tight regulations on the number of students physically allowed in the laboratory. Accommodation for missing class if you meet one of the criteria on the checklist or do not feel comfortable attending will be made without penalty.

While in the classroom:

1. Sanitize your hands upon entering.
2. Always maintain at least six feet from others, including your instructor and other students.
3. Front-row seating will not be used.
4. Sit in designated seats.
5. Always wear a cloth face covering or surgical mask fully covering your mouth and nose at all times while in the classroom, even if alone.
6. Observe and conform to any markings on the floor indicating appropriate spacing and don't sit in a location that has been marked as being off limits.
7. You may ask questions by raising your hand during class or by emailing the instructor outside of class. Do not approach your instructor before or after class to ask a question or attempt to hand your instructor any document or item, as this does not facilitate social distancing.

While in the laboratory: Special laboratory safety instructions will be provided on the course-specific syllabus, and appropriate training will be provided.

Students who do not live up to these responsibilities will not be permitted to physically attend class. Failure to comply with these health and safety protocols is a violation of the Student Code of

Conduct. A student who is not in compliance with these health and safety protocols will not be allowed to remain in the classroom and will be reported to the student- conduct office, which may result in the student being barred from the classroom for the remainder of the semester and may also lead to expulsion from the university.

Certain classes may transition to fully online when necessary for health and safety.

Drop Policy:

You may drop the course with an automatic grade of W on or before the date listed in the academic calendar at www.tamusa.edu. The last date to drop a course, or withdraw from the University is also indicated in the academic calendar on the university website (www.tamusa.edu). If you wish to drop the class, you must submit the necessary paperwork to the proper authority. Students dropping a course are subject to all conditions listed in the university catalog.

Financial Aid and Verification of Attendance

According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which includes class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving Federal financial aid who does not attend the first week of class will have his/her aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of his/her federal aid.

Jaguar Writing Center

The Jaguar Writing Center provides writing assistance to graduate and undergraduate students in all three colleges. Writing tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Students can make individual or group appointments with a writing tutor. The Writing Center can be contacted by email at:

Student.Success@tamusa.edu or by phone at (210) 784-1307, or by visiting its web page from www.tamusa.edu.

Jaguar Tutoring Center

The Tutoring Center at Texas A&M University–San Antonio provides academic assistance to students in TAMU-SA’s schools of Business, Education, and Arts and Sciences. Literacy tutors help students develop reading skills, prepare oral presentations, and plan, draft, and revise their papers. Business tutors provide individual assistance in statistics, accounting, and math. The goal of TAMU-SA tutors is to empower students to succeed academically. The tutoring center can be contacted by email at:

Tutoring@tamusa.edu or by phone at: (210) 784-1332, or by visiting its web page from www.tamusa.edu.

University Email Policy and Course Communications

All correspondence between professors and students must occur via University email accounts. You must have Jaguar email account ready and working. If it is not working, contact the help desk at 210-784-4357.

The Six-Drop Rule

Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

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 disability. If you believe you have a disability that may require accommodations, please contact Disability Support Services (DSS) for the coordination of services. The phone number for DSS is (210) 784-1335 and email is dsupport@tamusa.edu.

Academic Misconduct Policy

Students at Texas A&M University-San Antonio are expected to adhere to the highest standards of academic honesty and integrity. Academic misconduct for which a student is subject to penalty includes cheating, plagiarism, fabrication, multiple submissions, misrepresentation of academic records, facilitating academic dishonesty, unfair advantage, violating known safety requirements and ethical misconduct. Students are expected to do their own course work. Simple cases of first offense cheating or plagiarism by an individual student may be handled by the instructor after consultation with the department chair. The student is usually confronted with the evidence in private and advised of the penalty to be assessed. The evidence will be retained for at least one full year. For more serious cases, such as those involving repeated offenses, conspiracy with other students or the theft and selling of examination questions, a report should be made by the instructor via the department chair and college dean to the Office of Student Rights and Responsibilities. Academic dishonesty is a violation of the Student Code of Conduct; therefore, the instructor **SHALL** report any form of academic dishonesty to the Office of Student Rights and Responsibilities. Both parties (provider and copier) will be held responsible for the misconduct. Please review the Student Handbook for a complete description of the process. Penalties for academic dishonesty may range from a grade of F on the particular paper or in the course to expulsion from the University.

Considering the potential consequences of academic misconduct, it is obviously in students' best interests to avoid even the appearance of such behavior. If a student is unclear whether a specific act might constitute academic misconduct, please she/he should contact the instructor for an assessment of the situation.

All student term papers and other written assignments are subject to analysis by anti-plagiarism software. Posting of any class work or discussion on publicly accessible forums or on social media is not permissible.

Key Dates

Key Dates for Spring 2021 Semester. University policies compiled by Academic Affairs Office. The complete academic calendar is available online:

Spring Semester (16-Week) 2021	
Jan. 4	A&M-SA Opens
Jan. 4	Tuition & Fee payment deadline. A \$35 fee will be assessed for paying after this date.
Jan. 11-15	Winter Break
Jan. 14	Drop for Non-Payment
Jan. 14	Convocation
Jan. 16	Weekend Classes Begin
Jan. 18	Last Day of students withdrawing to receive 100% refund and responsible for 0% of tuition
Jan. 18	Martin Luther King Day - A&M-SA Closed
Jan. 19	Classes begin
Jan. 25	Last day to register for Spring 16-week Session
Jan. 27	Census Date
Jan. 27	Students dropped for Non-Payment will be assessed a \$363 Reinstatement Fee if reinstating on or after this date
Jan. 27	Deadline for students who have applied for Spring 2021 graduation to complete Change of Name and/or Change of Major form(s) at the Welcome Center
Jan. 27	Last day for students to apply for Spring 2021 graduation

Jan. 27	Last day for students to apply for Summer 2021 graduation and participate in Spring 2020 Commencement ceremony
Feb. 1	First Installment Due on Deferred Payment Plan
Feb. 17	Spring 2021 Graduation Application Fee Payment Deadline
Mar. 1	Second Installment Due on Deferred Payment Plan
Mar. 2	Application for Fall 2021 Graduation can be submitted
	Spring Break is Canceled
Mar. 26	Last day to drop with an automatic "W"
Mar. 29	Title IV 60% of the semester (Financial Aid)
Apr. 1	Third Installment Due on Deferred Payment Plan
Apr 30	Last day to drop a course or withdraw from the University
May 1	Last day of Scheduled Classes
May 3-4	Reading Days
May 5-11	Final Examinations - See your A&M-SA catalog for schedule
May 11	End of Spring Semester
May 14	All grades for Spring 16-week session due by Noon via JagWire
May 14	Spring Commencement