



TEXAS A&M UNIVERSITY
SAN ANTONIO

BCOM 3304: 601, **Business Communications**, Fall 2025, CRN: 10841

Department of Management and Marketing, College of Business

Course Syllabus

Class Meeting Time and Place:	Online Asynchronous
Class Duration:	08/25/2025 – 12/12/2025
Instructor:	Dr. S. Michelle Cox, Virtual Office Tel: 210-887-3471 E-Mail: scox1@tamusa.edu Student emails from TAMUSA email will receive a reply within two business days.
Course Website:	https://tamusa.blackboard.com/
Office Hours:	By appointment via phone or zoom.

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.

Prerequisites: Completion of the College of Business 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 use of appropriate 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, planning, organizing, composing, formatting, and revising common types of business messages. This is writing intensive and students will polish their writing skills by drafting, editing, and correcting their submission 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 by appropriately providing and receiving written and verbal feedback.
4. Learn the principles of searching for employment by examining the organizations, writing employment documents, and preparing for interviews.

AACSB Assessment:

The College of Business received AACSB accreditation in Spring 2023. As part of that ongoing 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 and retention of the above course outcomes.

Required Materials:

- **Textbook:** *Business Communication: Process & Product*, 11th Edition, by Guffey and Loewy
- **Blackboard:** Connect to <http://tamusa.blackboard.com>. You will have lecture notes/slides, multimedia materials and other supplementary materials in Blackboard.
- **Time Expectation for coursework:** You are expected to spend 4-8 hours per week for the course. Based on your background, some student may require more time. Time spent may be longer when assignment/exams are due.

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

1. Students should check the Course Calendar, Announcements, and Messages (e-mail) systems in Blackboard on a regular basis.
2. Students should keep current with all course assignments, quizzes, and examinations.
3. Students should ask questions and communicate with the instructor either in class, online, off-line or during office hours.
4. For all classwork, exams, and quizzes, if a student is completing it off-campus, then they are responsible for availability of internet connectivity.
5. Students should remember that online and hybrid courses assume greater responsibility and independent learning skills by the student for their own learning outcomes.

Grading Policy: The final course grade will be based on your performance on the discussion in class, emails, progress report, presentation, and resume:

Attendance and Participation	16%
Discussion	9%
Write a Business Email to transmit resume	15%
Short Informational Progress Report	15%
Business Presentation	15%
Resume	15%
Interview Role Play	15%
Total	100%

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

This course has a requirement of a grade of C as a minimal grade for satisfactory completion of this course.

Discussion: In Chapter 2, the focus is on how you can be professional as a part of a team and in a meeting. The chapter also discusses listening, which includes words, nonverbals and para-verbal. The most important part of the chapter is etiquette. To practice this, we will have a class discussion on zoom that will require everyone to participate. There will be no observers.

Business Email: Chapter 7 focuses on Short Workplace Messages. Most of us are inundated with emails every day in our personal and professional lives. This writing exercise is to create an email to transmit your resume. Many of the students that Drs. Guardia, Wingert, and I get the pleasure of traveling with to SHRM get asked to send a resume with a cover email. We suggest to them that they build that email in advance. In this exercise, please build a subject line reminding a person where you met them, write the email, as appropriate, for where you met and discuss the attached resume, even though you will not attach at this time. Make sure to check the spelling and punctuation to demonstrate your professionalism. You may want to run the email through Chat GPT to check its suggestions.

Short Informational Progress Report: Chapter 12 reviews different types of Informal Business Reports. You will write in an informational way, as described in the chapter, about your progress in completing your bachelor's degree. This must be data based: inclusive of facts and dates.

Business Presentation: Chapter 14 reviews Business Presentations. You will build and present a presentation that will be delivered with slides and verbal accompaniment. You will describe the research that you have completed on the company that you would like to work for, using your degree, when you graduate. This can be done using Prezi or PowerPoint. Many companies require the ability to present facts and data in an engaging way. Try to find pros and cons about the company that you are presenting. It is important to be able to deliver different types of messages, as you learned in Chapters 8 and 9.

Resume: In Chapter 15 you learn about The Job Search, Resumes, and Cover Letters in the Digital Age. For this exercise, please find a real job posting that can be used for this exercise. You will

1. build a resume with your actual experience, education, and other particulars as appropriate for the job that you would like to receive after your graduation
2. use an AI tool to make recommendations about improvements to the resume
3. make appropriate updates to your original resume while being honest about your knowledge, skills, abilities, and competencies
4. submit the draft you built, the AI response, and what you chose to utilize in the final resume. The final resume will be what I use for the Interview Role Play.

Rubric: (The entire assignment is 15% of your grade. Below is the amount of % for each item)

Format (Chronological or Functional based on if you have experience)	5%
Editing made between initial and final resume	5%
Length of resume based on experience discussion in the chapter	5%

Interview Role Play: Chapter 16 reviews Interviewing and Follow Up. In the final class, I will ask you questions from your Resume exercise so that you can practice expanding on it in the interview environment. Dress for the role that you want to get with this resume and interview. This is like how companies will send you a link to answer questions in a virtual environment. It is then up to you to create the video and submit as your interview.

Make up and Late Assignment/exam policy: As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes. Late submissions or make-ups may be accepted/administered 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 /exam.

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 will be taken by reviewing the participant list in Blackboard.
2. Student must retain copies of all assignments and graded work for verification purposes and provide it to the instructor, if necessary. Keep own copies of all computer files and e-mails till final grade is received.
3. For any questions about the exams and assignments, a student should contact the instructor, well in advance of the day they are due, so the instructor may have enough time to provide feedback.
4. 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 2 business days (Monday-Friday).
5. All assignment submissions must be uploaded as instructed by the due date and time. Submission window may close or marked late.

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 difficult. Class participation is highly encouraged as it makes the class more interesting and enhances the learning experience. Students are strongly encouraged to ask questions, participate in class discussions and problem solving, and visit/contact the instructor during office hours in case of questions or concerns. 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 makes your individual study and preparation outside of class extremely important, and may vary considerably based on student background. 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 chapter(s) and having some familiarity with them before class will be very useful for understanding lectures, discussions, and exercises.

Fall 2025 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.

Week	Date		Chapters
Week 1	Aug. 25	Aug. 31	Review of Syllabus, Chapter 1 Business Communication in the Digital Age, Participation in Class
Week 2	Sep. 1	Sep. 7	Chapter 2 Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills Required Discussion in Class
Week 3	Sep. 8	Sep. 14	Chapter 3 Intercultural Communication Participation in Class
Week 4	Sep. 15	Sep. 21	Chapter 4 Planning Business Messages Participation in Class
Week 5	Sep. 22	Sep. 28	Chapter 5 Organization and Drafting Business Messages Participation in Class
Week 6	Sep. 29	Oct. 5	Chapter 6 Revising Business Messages Participation in Class
Week 7	Oct. 6	Oct. 12	Chapter 7 Short Workplace Messages and Digital Media Email Assignment
Week 8	Oct. 13	Oct. 19	Chapter 8 Positive and Neutral Messages Participation in Class
Week 9	Oct. 20	Oct. 26	Chapter 9 Negative Messages Participation in Class
Week 10	Oct. 27	Nov. 2	Chapter 10 Persuasive and Sales Messages Participation in Class
Week 11	Nov. 3	Nov. 9	Chapter 11 Report Writing Basics Participation in Class
Week 12	Nov. 10	Nov. 16	Chapter 12 Informal Business Reports Informational progress report
Week 13	Nov. 17	Nov. 23	Chapter 13 Proposals, Business Plans, and Formal Business Reports Participation in Class
Week 14	Nov. 24	Nov. 30	Chapter 14 Business Presentations Business Presentation (Thanksgiving Holiday 27-29)
Week 15	Dec. 1	Dec. 7	Chapter 15 The Job Search, Resumes, and Cover Letters in the Digital Age Resume
Week 16	Dec. 8	Dec. 12	Chapter 16 Interviewing and Following Up Interview Role Play

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 include 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. Any student receiving federal financial aid who does not attend by the census date will have their financial aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester, a Care report will be submitted, and you will possibly be dropped from the class. Your financial aid may have to be recalculated and a portion of your federal aid may have to be returned to the DoE.

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and/or negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, call 210-784-1331 or visit Madla 120.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information and self-help resources, please visit www.tamusa.edu/studentcounseling

Crisis support is available 24/7 by calling the CSS at 210-784-1331 (after-hours select option ‘2’). Additionally, the TELUS Student Support App provides a variety of mental health resources to include support for in the moment distress, an anonymous peer to peer support network, mental health screenings, podcasts, and article to improve your mental wellbeing.



Writing, Language, and Digital Composing Center: The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on “Writing, Language, and Digital Composing Center” to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://www.tamusa.edu/academics>.

Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202.

Email Policy and Course Communications: All student specific correspondence between the professor 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.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a CARE referral (<https://www.tamusa.edu/university-policies/Student-Rights-and-Responsibilities/file-a-report.html>) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397.

Religious Observances: Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

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.

Academic Accommodations for Persons with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/index.html> or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff, and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/emergency-management/>.

Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual on our campus and within our state, nation, and world. All decisions and actions involving students and employees are to be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the University's Civil Rights Officer at 210-784-2061 or titleix@tamusa.edu

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide reasonable accommodations to pregnant students that would be provided to a student with a temporary medical condition and that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

Young Jaguars: can support parenting students with daycare who meet this criteria: Must be enrolled in classes at TAMUSA in the current semester. Must be Pell eligible or a single parent. They serve children ages 3 to 12-years-old. Children must be enrolled in Pre-K-3 through 6th grade.
youngjaguars@tamusa.edu (210) 784-2636

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, and University Catalog, and to comply with them, as well as federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide an environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notification.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the [Student Code of Conduct](#), (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academic-integrity.html>).

Use of Generative AI Permitted Under Some Circumstances or With Explicit Permission: There are situations and contexts within this course where you may be asked to use artificial intelligence (AI) tools to explore how they can be used. Outside of those circumstances, you should not use AI tools to generate content (text, video, audio, images) that will end up in any student work (assignments, activities, discussion responses, etc.) that is part of your evaluation in this course. Any student work submitted using AI tools should clearly indicate with attribution what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, students should reach out to their instructor for clarification before submitting work for grading. Use of AI-generated content without the instructor's permission and/or proper attribution in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.