



Course Syllabus Fall 2025

Course Name: Business Communication (WI)

Course #: BUAD3304.612

CRN: 13471

Instructor: Professor Matthew A. Briseno, Ed.D. Candidate, MACM, MBA

Email: mbriseno@tamusa.edu (will reply within two (2) business days)

Office: Online – appointment only, “as needed”

Phone: 210.846.8927 (texting is encouraged – will reply within two (2) business days)

Class Days/Hours: Fully Online (Asynchronous)

Class Location: N/A

Class Modality: Online/Distance Education Instructional

Catalog Course Description:

The course includes learning how to create application approaches, write effective reports, and investigate communication dynamics within the corporate structure and its public presence and mission. Students will gain a great understanding of public speech and presentation competency.

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. Integrate proper writing mechanics and syntax in business communication.
2. Demonstrate effective oral skills in business presentations.
3. Apply the business writing process to common professional communications.
4. Describe the importance of ethical business communication.
5. Create a research report about a current business communication topic.

AACSB Accreditation:

The College of Business has received AACSB accreditation, a prestigious award.

Writing Across the Curriculum:

This Writing Intensive (WI) course is an outreach of a writing program activated in universities throughout the world. The intent of this course and its training is to seriously engage students in the development of rhetoric and meaning in their writing. The focus in this course will be a Research Paper, worth forty percent of the final grade that proceeds through the following stages: thesis production, rough draft, and final paper. The topic and thesis approach are submitted for review and critique, as well as a rough draft of the paper. The intent of the review is to ensure that critical writing techniques govern the formation of ideas appearing in linking paragraphs that support and promote the guiding thesis. The student is responsible for the final paper.

- Written assignments must be edited and proofread for error-free grammar, punctuation, and mechanics. Seek the Writing Center for help with this issue.
- Outside sources used in compiling information sought in the assignments must follow APA in-text and reference sheet citation formats.
- The student is the author, and the writing is original. Undisclosed partial or total plagiarizing of an outside source is prohibited under university policy.

Required Materials:

- *Textbook:* Guffey, M. & Loewy, D. (2025). *Business Communication: Process & Product*. 11th ed. Cengage Learning text. The e-book is available on Blackboard. Purchase should be made at the time of registration.
- *Blackboard:* Connect to <http://tamusa.blackboard.com>. Blackboard provides the course e-text, assignment handouts, content materials, announcements, and it is used differently in online, hybrid, and face-to-face sections. You will have lecture notes, multimedia materials and other supplementary materials on Blackboard. All class communications will be through Blackboard and students should monitor this several times a day.
- *Computer Hardware:* To participate in online sessions, you will need a computer with an internet connection, a microphone and speakers/headphones. To complete the class work, you will need appropriate software installed on the computer.
- *Time:* You are expected to spend 3-6 hours per week on the course. Based on the background, some students may require more time. Time spent may be longer when assignments are due.

Other Recommended / Reading Materials:

American Psychological Association. (2020). *Publication manual of the American Psychological Association*. (7th ed). <https://doi.org/10.1037/0000165-000>.

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

Cappon, R. (2003). *The Associated Press guide to punctuation*. New York, NY: Basic Books.

Course Requirements every student must fulfill to succeed in course:

- Students should check the Course Calendar, Announcements, and Messages (e-mail) systems on Blackboard on a regular basis.
- Students should keep current on announcements and lectures, if not attending the live class (either in person or online).
- Students should keep current with all course assignments and discussions.

- Students should ask questions and communicate with the instructor either in class, online, or off-line.
- For all classwork, written assignments, discussions, etc., which is completed off-campus, students are responsible for availability of internet connectivity. Extensions will **not** be granted for the lack of availability of internet connections.

Grading Policy:

The final course grade will be based on your participation (online discussions), and written assignments using the following weights:

Discussion Boards = 15%

Written Assignments = 50%

Final Research Paper = 35%

Total = 100%

Discussion Boards:

There are 16 discussion topics assigned on Blackboard that are available on Monday, midnight through Sunday, end of day (11:59pm). You must submit your main response of 150 words by Sunday. Your responses must be substantial contributions to the assignment, supported by at least two (2) sources (statutes, cases, articles). There will be no need to respond to anyone else, as this WI course focus primarily on your writing skills. Use the university online library system to locate scholarly sources.

Assignments / Final Research Paper:

The course has major writing assignments. Assignments and due dates will be listed in the course syllabus and posted through Blackboard. Considerable points will be taken off for not following the requirements for each assignment. There will be a mandatory final research paper. Handouts will be posted and will provide the guidance needed to accomplish each assignment and the research paper.

Six (6) individual assignments:

- (1) Resume / Cover Letter
- (1) Professional Emails
- (1) Final Paper Topic and Thesis Statement
- (4) Artificial Intelligence Tools
- (1) Research Paper

Use of Generative AI Permitted:

Broader Use of Generative AI Permitted Within Guidelines: Use of artificial intelligence (AI) tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed them of their work (this includes in-text citations and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Class Attendance:

This course is a hybrid course – attendance is required, either in F2F or online. Students are responsible for the materials covered in class. The course is intensive and challenging, and you are expected to master the materials presented in class. Additionally, adhering to the due dates is important so that you do not become overwhelmed during the term. Students are strongly encouraged to ask questions and participate in class discussions and problem solving.

Extra Credit:

There will be **no** extra credit given on this course.

Discussion & Make-up and Late Assignments Policy:

There will be **no** make-up on discussion boards (DB's). However, you can be exempt from a weekly DB (must be approved prior to the due date). Depending on circumstances, writing assignments may be extended or made-up – must be approved by instructor before the due date – it must be accepted/administered only in extraordinary circumstances, such as, an excused official university activity, a severe illness, or a dire emergency. You must provide comprehensive documentation either before or within a few days of the missed assignment/discussion posting. Make-up work must be coordinated with the instructor prior to accomplishing it. Any missed class work will not be accepted after the class ends.

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 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. Students 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 is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned off and headphones removed.
6. For any questions about the discussions and 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 student e-mail messages within 24 hours during weekdays (Monday-Friday) and Saturdays until 9:00 p.m.
8. All assignment submissions must be uploaded to Blackboard by the due date.

Academic Dishonesty:

Any assignment found to contain plagiarized material or be the result of any academic dishonesty will receive a grade of zero (0). In addition, two instances of academic dishonesty will result in the grade of F being assigned for the course. In all academic work, the ideas and contributions of

others must be appropriately acknowledged and work that is presented as original must be, in fact, original. Using an AI-content generator (such as ChatGPT) to complete coursework without proper attribution or authorization is a form of academic dishonesty. If you are unsure about whether something may be plagiarism or academic dishonesty, please contact your instructor to discuss the issue.

Definition of a Credit Hour:

A credit hour is an amount of work that reasonably approximates: not less than one hour of classroom or direct faculty instruction and a minimum of two hours out of class student work each week for approximately 15 weeks for one semester, or the equivalent amount of work over a different amount of time; at least an equivalent amount of work as outlined in the item above for other academic activities as established by the institution including laboratory work, internships, practicum, studio work, and other academic work leading to the award of credit hours. (This information is in accord with federal regulations regarding the definition and assignment of credit hours under section 600.0 and 600.24(f) of the Higher Education Opportunity Act. A credit hour represents a unit of measures of instruction consisting of 60 minutes, of which 50 minutes must be direct instruction over a 15-week period in a semester system. Academic administrative units are responsible for ensuring that credit hours are awarded only for work that meets this requirement. (This is in accord with The Texas Higher Education Coordinating Board definition.) Transfer credits will be evaluated for equivalency to this requirement. Students should expect to invest a minimum of two hours of additional work for each hour of classroom or faculty instruction per week.

Course 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. **NOTE: All written assignments and discussions are due by 11:59 p.m. on the scheduled due date.***

WEEK	DATES	TASKS	ASSIGNMENTS
1	8/25 - 8/31	Introductions Business Librarian (available online as well)	Post Intro DB in BB (not a grade)
2	9/1 - 9/7	Read Chapter 1 Read Chapter 2 How to Use an AI Writing Assistant	Post Chapter 1 DB in BB Post Chapter 2 DB in BB Post Assignment in BB
3	9/8 - 9/14	Read Chapter 3 Read Chapter 4 How to Use AI to Summarize Main Ideas	Post Chapter 3 DB in BB Post Chapter 4 DB in BB Post Assignment in BB
4	9/15 - 9/21	Read Chapter 5 Read Chapter 6 How to Use AI to Format APA References	Post Chapter 5 DB in BB Post Chapter 6 DB in BB Post Assignment in BB
5	9/22 - 9/28	Read Chapter 7 Read Chapter 8 How to Use AI to Overcome Writer's Block	Post Chapter 7 DB in BB Post Chapter 8 DB in BB Post Assignment in BB
6	9/29 - 10/5	Read Chapter 9 Read Chapter 10 How to Use AI to Formulate a Thesis Statement	Post Chapter 9 DB in BB Post Chapter 10 DB in BB Post Assignment in BB
7	10/6 - 10/12	Read Chapter 11 Read Chapter 12 How to Use AI to Brainstorm Topic Ideas	Post Chapter 11 DB in BB Post Chapter 12 DB in BB Post Assignment in BB
8	10/13 - 10/19	Read Chapter 13 Read Chapter 14 How to Use AI to Choose a Topic	Post Chapter 13 DB in BB Post Chapter 14 DB in BB Post Assignment in BB
9	10/20 - 10/26	Read Chapter 15 Read Chapter 16 ChatGPT Reflection	Post Chapter 15 DB in BB Post Chapter 16 DB in BB Post ChatGPT Reflection DB in BB
10	10/27 - 11/2	Final Paper Topic and Thesis Statement	Post Assignment in BB
11	11/3 - 11/9	Career Center Guest Speaker	Post Librarian Speaker DB in BB
12	11/10 - 11/16	Cover Letter and Resume Professional Emails	Post Assignment in BB Post Assignment in BB
13	11/17 - 11/23	Individual Work on Final Research Paper	No Assignment Due
14	11/24 - 11/30	Thanksgiving Week (no class)	No Assignments Due
15	12/1 - 12/7	Individual Work on Final Research Paper	No Assignment Due
16	12/8 - 12/14	Course Wrap-up	Post Final Research Paper in BB - Due on 12/14 at midnight (no extensions).

IMPORTANT POLICIES AND RESOURCES

(down below is information from the university)

Academic Accommodations for Individuals 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/Disability-Support-Services/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 as soon as possible.

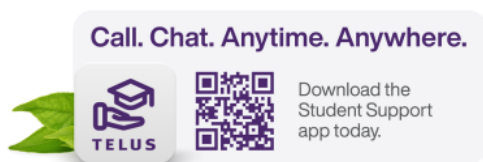
Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *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.

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and 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 on SCC services visit <http://tamusa.edu/studentcounseling>

Crisis support is available 24/7 by calling the SCC at 210-784-1331.

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 articles to improve your mental wellbeing.



Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification system. 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](#).

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

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. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended by the published Census Date (the first week of class). Any student receiving federal financial aid who does not attend prior to the published Census Date (the first week of class) will have their 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 their federal aid.

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>.

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.

Office Hours: All faculty with teaching assignments should include regularly scheduled office hours on each syllabus in addition to "by appointment." Please review your appointment letter for the number of weekly office hours you are expected to set. Regularly scheduled office hours should also be posted outside your office door (where applicable).

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 with 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.

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, based on 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. 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 based on sex, 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, sexual violence, or other related sex-based 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 such reasonable modifications to pregnant students as would be provided to a student with temporary medical condition 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 these 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, gender identity, gender expression, and pregnancy/parenting 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 students' 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 with 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 a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

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>).

August 25	First day of class
September 1	Labor Day Holiday – No classes
September 10	Census Date
November 14	Last day to drop with an automatic “W”
November 25	Last day to withdraw from the University
November 26	Study Day – No classes
November 27-29	Thanksgiving Holiday – No classes
December 4	Last day of classes
December 5	Study Day – No classes
December 6-12	Final Exams
December 16	Commencement

