



TEXAS A&M UNIVERSITY  
**SAN ANTONIO**

BCOM 3304-604 (WI), **Business Communication**

Spring 2024, CRN: 23482

Department of Marketing and Management, College of Business

### Course Syllabus

<b>Class Modality:</b>	OLC – S (Synchronous)
<b>Class Meeting Time and Place:</b>	<b>ZOOM 3:30 – 4:45 pm Thursday</b>
<b>Class Duration:</b>	01/16/2024 – 05/07/2024
<b>Instructor:</b>	Marolyn W. Stubblefield, MA, MBA E-Mail: <a href="mailto:mwstubl@tamusa.edu">mwstubl@tamusa.edu</a> 713-494-1978 (Please text) Student emails will receive a reply within two business days.
<b>Course Website:</b>	<a href="https://tamusa.blackboard.com/">https://tamusa.blackboard.com/</a>
<b>Office Hours:</b>	N/A. ZOOM Appointments scheduled “as needed”.

**Catalog Course Description:** Principles of business communication through letters and reports. Clear, accurate and forceful writing; practical psychology; and business reports with implication for international business. Prerequisites: ENGL 1301 and ENGL 1302.

**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, 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. Communicate through good **standard English**, both written and verbal, by writing effective business letters, memos, 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.
3. Demonstrate understanding of the process of human communication in general and how that process operates in the business world, by assessing and addressing common business **communication problems**.
4. Analyze the **ethical** and **intercultural** implications of your communication choices and demonstrate respectful and appropriate business communication and effective **listening** behaviors by choosing tone, vocabulary, and messages appropriate for situations and audiences and by appropriately providing and receiving written and verbal **feedback**.
5. Conduct research on the principles of searching for **employment** by researching organizations, writing employment documents, and preparing for interviews.

**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 assure 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. (2022). *Essentials of Business Communication*. 12th ed. Cengage Learning text. The e-book is available in 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 in 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 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. (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 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 on announcements and lectures, if not attending the live class (either in person or online).
3. Students should keep current with all course assignments and discussions.
4. Students should ask questions and communicate with the instructor either in class online, or off-line.

5. 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 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:

Participation (Zoom Classes & Discussion Forums)	20%
Written Assignments (4)	80%
Total.	100%

**Assignments / Research Paper:** The course has four major writing assignments. Individual 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.

Each of the four major assignments have a specific handout found in COURSE CONTENT in the Blackboard Menu.

Major assignments (4): (1) Cover Letter / Résumé: 20%; (2) Standard Operation Procedures – Communication Tools: 10%; (3) Professional Emails: 10%; (4) Research Paper: 40%. Total = 80%

**Online Individual / Group Activities:** None.

### **No Use of Generative AI Permitted**

BCOM 3304 assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

**Make-up and Late Assignment/Discussion policy:** After the due date, you will be allowed up to three days to make up an assignment. Please note that you will incur a **10% penalty** for late class work. Additionally, if the class work is not submitted after three days, it will not be accepted and a 0 will be assigned. Initial discussion responses will follow the same late guidelines as written assignments; however, a penalty is not assessed as long as the initial response is posted during the discussion week. Note: Responses to peers are a part of participation; please note that responses to peers are **not** accepted once the discussion week ends.

If you missed the cut-off date for class work as noted above, **make-ups** may be accepted/administered only in extraordinary 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/discussion posting. Make-up work must be coordinated with the instructor prior to accomplishing it. Any missing 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. 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 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 a 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.

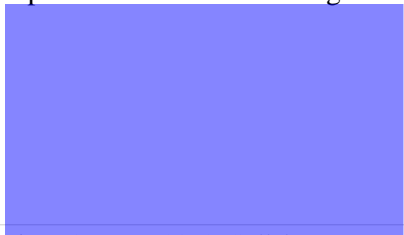
**Class attendance:** Students are responsible for the materials covered in class. The course is intensive and challenging, and you are expected to master the materials presented in class. Additionally, adhering to the due dates is important so that you do not become overwhelmed during the 15-week session. Class attendance is highly encouraged as it makes the class more interesting and enhances the learning experience.

**Zoom Class attendance also accounts for 10% of the final grade.**

Students are strongly encouraged to ask questions and participate in class discussions and problem solving.

## Spring 2024 BCOM 3304-604 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. ***NOTE: All written assignments and discussions are due by 11:59 p.m. on the scheduled due date.***

<b>Week</b>	<b>Dates</b>	<b>Chapter and Topic</b>
1	01/18	View Module found in Blackboard's Course Content Course introduction, etextbook and syllabus review  <b>Librarian: Introduction to the TAMUSA Library</b>
2	01/25	<b>Asking the Right Questions:</b> Chapter 1 Business Communication in the Digital Age Chapter 2 The Writing Process in the Digital Age
3	02/01	<b>Employment Communication</b> <b>Asking the Right Questions:</b> Chapter 13 <i>The Job Search, Resumes, and Cover Messages</i> Chapter 14 <i>Interviewing and Following Up</i>
4	02/08	<i>Career Center Guest Speaker: Victor Gomez</i>
5	02/15	<b>Workplace Communication</b> <b>Asking the Right Questions</b> Chapter 5: Short Workplace Messages and Digital Media
6	02/22	<i>Assignment Due: Resume and Cover Letter</i>  <b>Asking the Right Questions</b> Chapter 6. Positive and Neutral Messages Chapter 7. Negative Messages
7	02/29	Chapter 8: Persuasive Messages 

8	03/07	<i>Asking the Right Questions</i> Chapter 9. Informal Reports  <b>Assignment Due:</b> <b>Professional Memo</b>
9	03/14	<b>SPRING BREAK: NO CLASSES</b>
10	03/21	<i>Asking the Right Questions</i> Chapter 10 Proposals and Formal Reports
11	03/28	<b>Professionalism, Teamwork, Meetings, and Speaking Skills</b> <b>Asking the Right Questions</b> Chapter 11 <i>Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings</i>
12	04/04	<b>More on Professionalism</b> Chapter 11  <b>Assignment Due:</b> <b>Standard Operating Procedures/Communication Tools</b>  <b>More on Chapter 11 Professionalism</b>
13	04/11	Chapter 12: Business Presentations
14	04//18	Guest Speaker  <b>Rough Draft – Due.</b> (This is not a graded assignment; it is optional)
15	04/25	<b>Course Wrap-up</b> <b>Dedicated Time to Work on Research Paper -</b>
		<b>Research Paper Final - Due 04/29</b> (not accepted after this date)

**Key Dates For Spring 2024 Semester:** The complete academic calendar is available online: Academic Calendar

### **COVID-19 protocol**

Knowing your COVID-19 status can prevent you from spreading the virus to those around you by taking the necessary precaution of isolating or quarantining when appropriate.

- Please refrain from coming to campus if you are confirmed to have COVID-19 (by using a Rapid COVID-19 Test or completing a laboratory test) and ensure to self-report using the online COVID-19 Reporting Portal found at: [https://redcap.link/TAMUS\\_COVID\\_PORTAL](https://redcap.link/TAMUS_COVID_PORTAL). Guidance will be provided on when to return to campus.
- Please refrain from coming to campus if you had an exposure to COVID-19 that resulted in close contact (you were within 6 feet of an individual positive for COVID-19 for an accumulated time of 15 minutes or greater over a 24-hour period) until you meet the return to campus criteria. Ensure to self-report using the online COVID-19 Reporting Portal found at: [https://redcap.link/TAMUS\\_COVID\\_PORTAL](https://redcap.link/TAMUS_COVID_PORTAL) and please complete the RETURN TO CAMPUS FORM found at: [https://banner.tamusa.edu/ssomanager/c/SSB?pkg=zwtkjotf\\_jira.p\\_redirect?JotFormPage=220213195570044](https://banner.tamusa.edu/ssomanager/c/SSB?pkg=zwtkjotf_jira.p_redirect?JotFormPage=220213195570044)
- Please refrain from coming to campus if you have [COVID-19 symptoms](#) and consider testing immediately.

For additional guidance, please reference the Community.Safety.TOGETHER webpage at: <https://www.tamusa.edu/community-safety-together/>

### **Academic Accommodations for Persons with Disabilities**

The Americans with Disabilities Act of 1990, as amended, and the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights protection for individuals with disabilities. Title II of the ADA and Section 504 of the Rehabilitation Act require that students with disabilities be guaranteed equal access to the learning environment through the provision of reasonable and appropriate accommodation of their disability. If you have a disability that may require accommodation, please contact Disability Support Services (DSS) for the coordination of services. The

phone number for DSS is (210) 784-1335 and email is [dss@tamusa.edu](mailto:dss@tamusa.edu).

### **Academic Learning Center**

All currently enrolled students at Texas A&M University-San Antonio can utilize the Academic Learning Center for subject-area tutoring. The Academic Learning Center is an appointment-based center where appointments are made through the Navigate platform. Students access Navigate through Jagwire in the Student Services tab. The Center is active on campus outreaching to students to highlight services offered. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto:tutoring@tamusa.edu) or calling (210)-784-1332. Appointments can also be made through JagWire under the services tab.

### **Counseling Resources**

As a college student, there may be times when personal stress interferes with your academic performance and/or negatively impacts your daily functioning. If you or someone you know is experiencing life stressors, emotional difficulties, or mental health concerns at Texas A&M University – San Antonio, please contact the Student Counseling Center (SCC) located in Modular C, Room 166 (rear entrance) or call 210-784-1331 between the hours of 8:00AM and 5:00PM, Monday – Friday. After-hours crisis support is available by calling 210-784-1331 (select option “2”). Please contact UPD at 911 if harm to self or harm to others is imminent.

All mental health services provided by the SCC are free, confidential (as the law allows), and are not part of a student’s academic or university record. SCC provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information, please visit [www.tamusa.edu/studentcounseling](http://www.tamusa.edu/studentcounseling)

### **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 and/or phone call with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>

More information about Emergency Preparedness and the Emergency Response Guide can be found here: <https://www.tamusa.edu/upd/index.html>

### **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 the first week of class. Any student receiving federal financial aid who does not attend 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.

### **Meeting Basic Needs**

If you face challenges securing food, housing or other basic needs, you are not alone, and A&M- San Antonio can help during this time of crisis. We invite you to learn about the many resources available to support you by visiting the [Dean of Student’s website](#) or by reaching out via [dos@tamusa.edu](mailto:dos@tamusa.edu). Additionally, it is not unusual for students to encounter temporary illness or injuries that may interfere with your academic success. Students may request temporary illness/disability assistance by reaching



out to the [Dean of Student's Office](#) (210) 784-1354. If you are comfortable doing so, please notify the professor of any issues so that they may provide additional resources.

### **Military Affairs**

Veterans and active-duty military personnel are welcomed and encouraged to communicate, in advance if possible, and in special circumstances (e.g., upcoming deployment, drill requirements, disability accommodations). You are also encouraged to visit the Patriots' Casa in-person room 202, or to contact the Office of Military Affairs with any questions at [military.va@tamusa.edu](mailto: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 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.

### **Respect for Diversity**

We understand that our students represent diverse backgrounds and perspectives. When we are equity-minded, we are aware of differences and inequalities and are willing to discuss them so we can act to resolve them. The University is committed to building cultural competencies, or the attitudes, skills, and knowledge that enable individuals and organizations to acknowledge cultural differences and

Incorporate these differences in working with people from diverse cultures. Respecting and accepting people different than you is vital to your success in the class, on campus, and as a future professional in the global community. While working together to build this community we ask all members to:

- Share their unique experiences, values, and beliefs.
- Be open to the views of others.
- Honor the uniqueness of their colleagues.
- Value each other's opinions and communicate respectfully.
- Keep confidential discussions that the community has of a personal (or professional) nature.
- Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the A&M-San Antonio community.

### **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, equality of 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, diversity, pluralism, and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should 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, gender identity, or gender expression. Individuals who believe they have experienced harassment or discrimination prohibited by this

statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to helping create 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 has staff members trained to support survivors 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 university. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and other healthcare providers) 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 misconduct, the faculty member must share that information with the university's Title IX Coordinator. If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact the Student Counseling Center at (210) 784-1331, Modular C.

### **Students' Rights and Responsibilities**

The purpose of the following statement is to enumerate the essential provisions for the student freedom and responsibility to learn at Texas A&M University-San Antonio. All students are required to follow all policies and regulations as set forth by The Texas A&M University System. This includes the [A&M-San Antonio Student Code of Conduct](#).

#### *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 procedure 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, genetic information, veteran status, gender identity, or gender expression 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 the 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, University Catalog and students must comply with them and the laws of the land.
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.
6. 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. Behaviors that infringe on the rights of another individual will not be tolerated.

### **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://bit.ly/WLDCCenter>.