



BCOM 3304-602 (WI), **Business Communication**
Spring 2025, CRN: 24408
Department of Marketing and Management, College of Business

Course Syllabus

Modality:	Online-Asynchronous (OLC-A)
Class Meeting Time and Place:	N/A
Class Duration:	01/21 – 05/13/2025
Instructor:	Dr. Jennifer Lloyd, EdD, MBA E-Mail: jlloyd@tamusa.edu Student emails will receive a reply within two business days.
Course Website:	https://tamusa.blackboard.com/
Office Hours:	N/A. WebEx or Zoom Appointments scheduled “as needed”.

Catalog Course Description: Students investigate best practices in business communication by writing effective letters, memos, emails, and reports. They learn the importance of oral communication and practice delivering presentations. During the course, students explore how to use artificial intelligence (AI) responsibly to improve their research and writing skills.

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 an understanding of public speech and presentation competency. They will also explore how AI tools can be used to improve their writing and research skills.

Prerequisites: Prerequisites: ENGL 1301 and ENGL 1302.

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

- Integrate proper writing mechanics and syntax in business communication.
- Demonstrate effective oral skills in business presentations.
- Apply the business writing process to common professional communication.
- Use artificial intelligence (AI) tools to improve business communication.
- Describe the importance of ethical business communication.
- Create a research report about a current business communication topic.

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.

Writing Across the Curriculum: This Writing Intensive (WI) course is an outreach of a writing program activated in universities throughout the world. This course and its training aim to seriously engage students in the development of rhetoric and meaning in their writing. The focus of this course

will be a Research Paper for 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. (2022). *Essentials of Business Communication*. 12th ed. Cengage Learning text. The e-book is available on Blackboard. The purchase should be made at the time of registration.
- **Blackboard:** Connect to <http://tamusa.blackboard.com>. You will have a list of all the readings, videos, assignment descriptions, grading rubrics, PPT lectures, and other supplementary materials in Blackboard. Review all the material before completing your assignments to maximize your scores.
- **Software:** You will be required to use Microsoft to complete various assignments. These products are available in the computer labs on campus. You can also download the installation software from the Microsoft software center. You will receive your login name and password at your Jaguar email address.
- **Computer Hardware:** You will need a computer with an internet connection, a microphone, and speakers/headphones.
- **Time:** You are expected to spend 4-8 hours per week for the course. Based on the background, some students may require more time. Time spent may be longer when assignments/exams 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.

Cappon2003). *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 with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exam early in the semester.
4. Students should ask questions and communicate with the instructor either in class, online, off-line or during office hours.
5. For all classwork, exams, quizzes etc., if a student is completing it off-campus, then they are responsible for availability of internet connectivity. Extensions will **not** be granted for lack of availability of internet connections.

6. Students should remember that hybrid and online courses assume greater responsibility and independent learning skills by the student for their own learning outcomes.
7. For online-asynchronous courses (OLC-A), students should keep current on class recordings. For online-synchronous (OLC-S) courses, students are expected to attend virtually during the class meeting time.
 - a. For OLC-A courses, students are not required to come to class. Students are expected to read the announcements and view the assignment recordings for understanding.
 - b. For OLC-S courses, there will be online class sessions as indicated. Students are expected to attend the online session at the given time. If a student is unable to attend a session, the instructor will make the recording of the session available for the student to view. All materials will be made available through Blackboard or through online links.

Grading Policy: The final course grade will be based on your participation (online discussions), AI-generated output, oral presentation, writing assignments, and research paper using the following weights:

Assignments	Points	%
Participation (Online Discussion Forums)	380	28
AI-Generated Output	500	25
Oral Presentation (Virtual Video)	120	7
Writing Assignments (Essay & Rough Draft)	200	10
Research Paper (Final)	150	30
TOTAL POINTS	1350	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. This course requires a grade of C as a minimal grade for satisfactory completion of this course.

Online Discussion Forums: Your course grade will include participation (online discussions). Participation is mandatory; there will be seven discussion prompts. Failure to complete discussion forum activities by the due dates will result in a grade of zero and may result in a failing grade in the course.

Discussions are considered minor writing assignments—Class Participation Assignment: 28%.

Assignments / Research Paper: Individual assignment descriptions and due dates will be posted through Blackboard. Students are expected to read all assignment instructions carefully before attempting the assignment. Considerable points will be taken off for not following the requirements for each assignment. There will be a mandatory final (per the university schedule) - Research Paper.

Online Individual / Group Activities: None.

Broader Use of Generative AI Permitted Within Guidelines: Use of artificial intelligence (AI) tools, including ChatGPT, is permitted in this course for students who choose to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed 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.

Make-up and Late Assignments/Discussions: 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, regardless of the reason. 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. Responses to peers are a part of participation; however, please note that responses to peers are **not** accepted once the discussion week ends.

If you missed the cut-off date for class work, **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 before or within a few days of the missed assignment and discussion posting. Make-up work must be coordinated with the instructor before accomplishing it. Any missed classwork 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 and provide it to the instructor, if necessary. Keep own copies of all computer files and e-mails till final grade is received.
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 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.
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 2 business days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date and time. Submission window may close or marked late, even if late by one second.

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.

Spring 2025 BCOM 3304-602 Class Schedule

The provisions and information outlined 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	Dates	Topic and Chapters	Assignments
			(See Blackboard for due dates) *
1	Jan 21 – 26	Getting Started, View Blackboard Content, Syllabus Review, Class Introductions	Discussion Forum – Class Introductions
			Discussion Forum – Growth Mindset
2	Jan 27 – Feb 2	Professional Email – Chapters 2 & 5	Discussion Forum
		AI Writing Exercise	Use AI to brainstorm research paper topic ideas
3	Feb 3 – 9	Asking the Right Questions, Chapters 3 & 4	Discussion Forum
		AI Writing Exercise	Use an AI Writing Assistant
4	Feb 10 – 16	Asking the Right Questions, Chapters 9 & 10	Discussion Forum
5	Feb 17 – 23	<i>President's Day, Feb 17</i>	
		AI Writing Exercise	Use AI to improve the fluency of your writing
6	Feb 24 – Mar 2	AI Writing Exercise	Use AI to format APA References
7	Mar 3 – 9	AI Writing Exercise	Use In-text Citations for AI-generated information
8	Mar 10 – 16	<i>Spring Break</i>	
9	Mar 17 – 23	Asking the Right Questions, Chapters 11 & 12	Discussion Forum
10	Mar 24 – 30	AI Writing Exercise	Use AI to overcome writer's block
11	Mar 31 – Apr 6	Asking the Right Questions, Chapter 13	Discussion Forum
		Thesis Statement – Research Paper	Use AI to formulate a thesis statement
12	Apr 7 – 13	Oral Presentation	Virtual Video
13	Apr 14 – 20	Essay – Ethical Business Communication	Writing Assignment
		<i>Easter Weekend</i>	
14 - 15	Apr 21 – May 5	Rough Draft of Research Paper	Use AI to generate feedback about your writing
Weeks 14 & 15		<i>Work on Final Paper (Research Paper) Last day of scheduled classes for weekdays: May 5 Study Day: May 6</i>	
16	May 7 - 13	Final Exam – The due date for your Research Paper will be indicated on Blackboard.	

Key Dates For Spring 2025 Semester - The complete academic calendar is available online:
[AY2025-Academic-Calendar](#)

January 21	Tuesday	First class day
January 28	Tuesday	Last day to register
February 5	Wednesday	Census Date
February 6	Thursday	Drop for non-payment
February 24-March 7	Monday-Friday	Midterm grading period
March 10-March 15	Monday-Saturday	Spring Break
April 18	Friday	Study day - No classes
April 21	Monday	Last day to drop with an automatic grade of "W"
April 28	Monday	Last day to withdraw from the university
May 5	Monday	Last day of scheduled classes for weekday classes
May 6	Tuesday	Study day - No classes
May 7-May 13	Wednesday-Tuesday	Final examinations
May 13	Tuesday	End of term
May 16	Friday	All grades due by noon

IMPORTANT POLICIES AND RESOURCES

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 and their instructors as soon as possible.

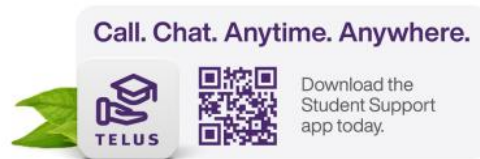
Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the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

Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2').

Additionally, the TELUS Student Support App provides a variety of mental health resources to including 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. 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.

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.

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.

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.

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 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, gender expression, or pregnancy/parenting status. 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 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, 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 such reasonable accommodations to pregnant students as would be provided to a student with a 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.

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 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 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>).