



**Fire and Emergency Services Administration Program**  
**FESA 3101-600 - Applied Writing**  
Spring 2025, CRN: 24824  
Department of Management and Marketing, College of Business

**Course Syllabus**

<b>Class Modality:</b>	Online Asynchronous (OLC-A)
<b>Class Meeting Time and Place:</b>	N/A
<b>Class Duration:</b>	03/18 – 05/13/2025
<b>Instructor:</b>	Dr. Jennifer Lloyd, EdD, MBA E-Mail: <a href="mailto:jlloyd@tamusa.edu">jlloyd@tamusa.edu</a> 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. WebEx or Zoom Appointments scheduled “as needed”.

**Catalog Course Description:** The focus of this course is discovering students' place in a disciplinary discussion where students will demonstrate knowledge of discipline specific academic resources, develop major issues within the discipline, and become active members of the community within the discipline. This course will focus on specific writing topics such as preparing an executive summary, preparing a budget proposal and bid process, preparation of grant proposals and other management level writing topics.

**Course Objectives:** Essentially, this course is designed to prepare you to write in your professional career by exposing you to the different genres and mediums of communication utilized by technical professionals in an increasingly tech-savvy world. Furthermore, we will also examine how technological innovations are marketed to their respective publics, so that you might become a more effective advocate of your own technical work. To that end, this course will require you to produce documents that address a wide range of target audiences and understand the process of rhetorical decision making that allows a writer to perform successfully in a given writing situation.

**Prerequisite:** Junior or senior standing; UNIV 2101 or Junior standing, Enrollment in FADM, FESA, or HSEC concentration. 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 effectively in various genres for different audiences, purposes and situations.
2. Integrate knowledge and ideas in a coherent and meaningful manner.
3. Manage sophisticated writing and research projects, planning, documenting, completing, and assessing work on time and within the constraints of the project.

**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:

- **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:** In order 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 1-3 hours per week for 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>

## 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 online.
3. Students should keep current with all course assignments and discussions.
4. Students should ask questions and communicate with the instructor online.
5. Students should remember that online courses assume greater responsibility by the student for their own learning outcomes.

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

Assignments	Points	%
Participation (Online Discussions) (6)	300	30
Written Assignments (5)	500	70
<b>TOTAL POINTS</b>	<b>800</b>	<b>100</b>

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

**Participation (Online Discussions):** Participation is mandatory; there will be six discussion prompts. Failure to complete discussion 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.

**Assignments:** The course has five 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 (as per university schedule), written paper. Handouts will be posted and will provide the guidance needed to accomplish each assignment and the final paper.

Writing Assignments (5): (1) Professional Emails: 12%; (2) Business Blog: 12%; (3) Personnel Report: 12%; (4) Progress Report: 12%; (5) Standard Operation Procedures – Communication Tools: 22%. Total = 70%

## **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 Assignment/Discussion policy:** 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. Responses to peers are a part of participation; however, please note that responses to peers are not accepted once the discussion week ends on Sunday.

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 and discussion posting. Make-up work must be coordinated with the instructor prior to accomplishing it. Any missing 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 Participation:** A vital part of online courses is regular participation. Non-participation or inactivity during the week tends 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 presented on

Blackboard. 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 and participate in class discussions and problem-solving. Good attendance and participation will be rewarded when final grades are assigned (see note below).

As a part of the online modality, the course is intensive and challenging, and you are expected to master the materials presented online. The structure of the class makes your individual study and preparation extremely important. Reading the assigned materials and having some familiarity with the information before the assignment due dates will be very useful for understanding the course material. Additionally, adhering to the due dates is important so that you do not become overwhelmed during the 8-week session.

### ***Spring 2025 FESA 3101-600 Class Schedule***

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete, or modify the provisions of the schedule. ***NOTE: All assignments and discussions are due by 11:59 p.m. on the scheduled due date.***

<b>Week</b>	<b>Dates</b>	<b>Activity</b>	<b>Due</b>	<b>Points</b>
<b>1</b>	Mar 18 – 23	Discussion #1: Post Your Introduction	<b>Mar 19</b>	50
<b>2</b>	Mar 24 – 30	Discussion #2: Analyzing Your Audience	<b>Mar 25</b>	50
		Assignment – Professional E-Mail	<b>Mar 30</b>	100
<b>3</b>	Mar 31 – Apr 6	Discussion #3: How Effective is Your Blog	<b>Apr 1</b>	50
		Assignment – Business Blog	<b>Apr 6</b>	100
<b>4</b>	Apr 7 – 13	Discussion #4: Responding to an Online Post	<b>Apr 8</b>	50
		Assignment – Personnel Report	<b>Apr 13</b>	100
<b>5</b>	Apr 14 – 20	<i>Easter Weekend</i>		
		Discussion #5: Delivering a Presentation	<b>Apr 15</b>	50
<b>6</b>	Apr 21 – 27	Assignment – Progress Report	<b>Apr 27</b>	100
<b>7</b>	Apr 28 – May 4	Discussion #6: Growth Mindset	<b>May 4</b>	50
<b>8</b>	May 5 - 13	Final Assignment – Standard Operation Procedures: Communication Tools <i>Last day of scheduled classes for weekdays: May 5</i> <i>Study Day: May 6</i> <b><i>Final Exam Schedule: May 7-13</i></b>	<b>May 7</b>	100
<b>Total Points:</b>			<b>800</b>	

## **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](mailto: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.

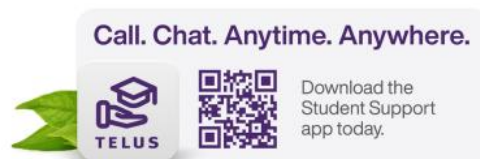
Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto: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](http://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](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 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](mailto: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](mailto: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>).

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

March 18	Tuesday	First class day
March 21	Friday	Last day to register
March 25	Tuesday	Census Date
March 26	Wednesday	Drop for non-payment
April 10-April 17	Thursday-Thursday	Midterm grading period
April 18	Friday	Study day - No classes
April 18	Friday	Last day to drop with an automatic grade of "W"
April 25	Friday	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