
Syllabus

BCOM 3304: Business Communication

Course Description:

Principles of business communication through letters and reports. Clear, accurate, and forceful writing; practical psychology; and business reports with implications for international business.

Prerequisites: Completion of the College of Business prerequisites, ENGL 1301 and ENGL 1302.

Students who do not meet the pre-requisites must contact the instructor immediately.

Learning Outcomes:

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

1. Communicate through use of appropriate English, both written and verbal, by writing effective business letters, emails, and reports, and by delivering oral presentations.
2. Demonstrate proficiency in the business writing process by analyzing the audience, planning, organizing, composing, formatting, and revising common types of business messages. This is WI and students will polish their writing skills by drafting, editing, and correcting their submission before turning in the final draft.
3. Analyze the ethical and intercultural implications of your communication choices and demonstrate respectful and appropriate business vocabulary and messages appropriate for situations and audiences by appropriately providing and receiving written and verbal feedback.
4. Learn the principles of searching for employment by examining the organizations, writing employment documents, and preparing for interviews.

Required Materials:

Students are encouraged to choose the format that best suits their learning preferences and needs (eBook, Kindle, hardcover, paperback, or rental). In addition to the required readings, consider utilizing supplemental tools like flashcards, integrated learning software, and other preparational resources to enhance your understanding. Acquiring diverse skills through these materials will help you excel both in this course and in your professional journey.

Text:

Business Communication: Process and Product, 11th Edition, by Guffey and Loewy
ISBN 978-0-357-98410-9

This course is designed to help you become a leader in your learning journey. You will have access to optional reading materials and resources from various publications and books. I encourage you to explore these, as they can enhance your skillset and broaden your horizons, both personally and professionally.

Investing in your own growth beyond the classroom is key to standing out to recruiters and thriving in your career. Acquiring additional skills will give you a competitive edge, helping you succeed as both a leader and an individual.

I encourage you to embrace challenges, step out of your comfort zone, and build strong connections with your peers. If you ever need guidance, feel free to reach out—I am here to support your success!

Time Commitment:

To succeed in this course, plan to dedicate 4-9 hours per week to your studies. Developing your skills through consistent effort will set you apart and help you excel.

Methods of Instruction:

This course incorporates a range of engaging materials including required readings, multimedia, handouts, field-based examples, and interactive activities. Assignments are designed to bridge theory and real-world practice, encouraging active student participation. You will reflect on your learning, apply feedback, and engage in activities to enhance key skills. Assessments focus on understanding concepts and developing competencies that will help you stand out in your career and become more marketable in today's job market.

Course design:

This course fosters independent, active learning through a blend of experiential, self-reflective, and adult learning techniques using both asynchronous and synchronous styles. It is structured as a community of learners, where each student contributes to the shared knowledge base. You are expected to come prepared, ask questions, and collaborate with peers in group settings.

My role is to guide discussions, pose questions, and help you develop a deeper understanding of the material in relation to your interests and career goals. This course emphasizes real-world application, soft skills, and lifelong learning strategies to equip you for success beyond the classroom, including standing out in job interviews and professional interactions.

Due to the rigorous nature of the course, thorough preparation and active participation are essential. You are expected to complete all assigned readings and materials before class to fully engage in discussions and activities.

Course Evaluation:

Assignment	%
Midterm Exam	15
Final Exam	30
Semester Project	20
Final Project	20
Protocol Project	5
Quizzes, Participation, Professional Conduct & Assignments ****	10
Total	100

****** Attendance, active participation, professionalism, and respect for colleagues are expected at all times. Failure to meet these expectations may result in point deductions if necessary.**

Make-up and Late Policy

Late submissions or make-ups are generally not permitted. Exceptions may be made in extraordinary circumstances, such as official university activities, severe illness, family emergencies, or other unforeseen situations that significantly impact your ability to meet deadlines. In such cases, you must provide thorough documentation before or shortly after the missed deadline. Extensions for religious observances or pre-approved academic commitments may also be granted. **No late assignments will be accepted after the last official day of classes (per the academic calendar).**

Grade Distribution

A	90-100%
B	80-89%
C	70-79%
D	65-69%
F	0-64%

Grade Disputes

Students are responsible for regularly checking their grades. If you believe there is an error, you

must dispute the grade within one week of its posting.

Drop Policy

Students may withdraw from the course with an automatic grade of W on or before the date specified in the academic calendar. Please note that the instructor will not initiate drops; it is the student's responsibility to manage their enrollment status.

Communication:

Email Guidelines

Please use your official university email address for all course-related communications.

Questions and Resourcefulness

This course is designed to foster a dynamic and collaborative learning environment, where we can all learn from and support each other. I am genuinely excited about the opportunity to work with you and am fully committed to your success.

Your understanding and progress are incredibly important to me. If you face any difficulties with the course material or have concerns about meeting expectations, please do not hesitate to reach out. I am here to support you every step of the way. You can talk to me during consultation sessions or contact me via email—I am always eager to assist and ensure that you have the resources and guidance you need to thrive.

Remember, your success is not just about grades but also about truly grasping and applying the concepts we cover. I am here to help you achieve both, and I care deeply about each student's growth and achievements. Let's work together to make this a rewarding and successful experience for you!

Class Participation

Class participation is a crucial component of your success in this course. To actively engage, you can elect to:

- Contribute to class discussions.
- Comment on interactive activities, articles, case studies, or other resources.
- Support fellow students and share additional resources.
- Offer personal experiences and insights.

I encourage you to share your insights and experiences, as every student brings valuable skills and perspectives to this platform. Your active participation each week will not only enhance your learning and skill development but also enrich the classroom experience, highlighting your unique contributions and fostering a collaborative and resourceful environment.

University, Department and Course Policies:

Respectful Learning Environment & Professionalism

Maintaining a respectful learning environment is essential in all educational settings. As you prepare for your professional career, it's important to develop effective communication strategies

to articulate your ideas and engage in respectful conversations with colleagues, supervisors, clients, and executives.

In our class, we may encounter a variety of perspectives and complex issues. It is crucial to show respect for your colleagues and their individual experiences. Approach discussions with an open mind and consider differing viewpoints, even when there are no clear-cut answers. Ensure that all interactions adhere to the university's code of conduct and the behavioral standards we established together.

Class Conduct and Civility Code

All students are expected to adhere to the rules outlined in the student handbook and practice common courtesy during all classroom interactions, both in-person and online. This includes:

- **Academic Integrity:** Cheating and academic misconduct will not be tolerated. Violations will result in a failing grade for the course and may lead to further disciplinary action. Please review the university's Academic Integrity policies on the university website.
- **Respectful Behavior:** Treat fellow students and the professor with respect at all times. Disruptive or disrespectful behavior may result in dismissal from the class.

Following these guidelines will help maintain a positive and professional learning environment for everyone.

Research and Program Improvements

Data collected during this course may be used for program improvements and potential future publications. This information will help enhance the course and contribute to ongoing academic research.

Syllabus Addendum

IMPORTANT POLICIES AND RESOURCES

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

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/or negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment call 210-784-1331 or visit Madla 120.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services.

Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2'). For more information and self-help resources, please visit 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 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/campus-information/safety/university-police-department/documents/emergency-operations-plan.pdf> and <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-action-plan.pdf>

Download the SafeZone App 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://bit.ly/WLDCCenter>.

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 contact the Dean of Students (DOS@tamusa.edu) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources they may possess.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to communicate, in advance if possible, and 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 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.

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 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 or sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide reasonable accommodations to pregnant students that would be provided to a student with a temporary medical condition and that are related to the health and safety of the

student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

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

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

Students' Rights

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

Students' Responsibilities

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

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe 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](#).

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 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.

Important Dates:

The complete academic calendar is available online: <https://www.tamusa.edu/academics/academic-calendar/index.html>