BCOM 3304.902, **Business Communications**, Spring 2020, CRN: 20655
Department of Management and Marketing, College of Business

**Course Syllabus**

**Class Meeting Time and Place:** Thursday 2:00 – 3:15 PM, CAB 219

**Class Duration:** 01-13 to 05/12

**Instructor:** Marolyn W. Stubblefield, MA, MBA
Office: CAB 439C
Tel: 713-494-1978 (Please Text)
E-Mail: mwstubbl@tamusa.edu
Student emails will receive a reply within two business days.

**Course Website:** https://tamusa.blackboard.com/

**Office Hours:**
- Tuesday 1:00 – 3:30 pm
- Wednesday 1:00 – 4:00 pm
- Thursday 1:00 – 2:00 pm
- 3:30 – 5:00 pm
and by appointment.

**Catalog 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.

**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, investigate communication dynamics within the corporate structure and its public presence and mission, and demonstrate public speech and presentation competency. This is a Writing Intentional Course (WI).

**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, 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. This is a Writing Intensive Course (WI), and students will polish their writing skills by submitting drafts for review, editing, and correction 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 and by appropriately providing and receiving written and verbal feedback.

4. Conduct research on the principles of searching for employment by researching organizations, writing employment documents, and preparing for interviews.

5. Work effectively on assigned team projects ending in a collaborative written and oral report.

AACSB Assessment:
The College of Business is in the process of applying for AACSB accreditation. As part of that 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 of the above course outcomes.

Required Materials:
- **Blackboard:** Connect to [http://tamusa.blackboard.com](http://tamusa.blackboard.com). You will have materials and other supplementary information in Blackboard.
- **Time** You are expected to spend 4-8 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:


**Course Requirements every student must fulfill in order to succeed in course:**
1. Students should check the Course Calendar and Announcements in Blackboard on a regular basis.
2. Students should keep current with all course assignments and assessments, quizzes and examinations.
3. Students should ask questions and communicate with the instructor either in class, online or off-line during office hours.
4. For all classwork, exams or quizzes, if a student completes it off-campus, then they are responsible for availability of internet connectivity. Extensions will not be granted for lack of availability of internet connections.
5. Students should remember that hybrid and hyflex courses assume greater responsibility and independent learning skills by the students for their own learning outcomes.

**Grading Policy:** The final course grade will be based on your performance on the assessments, assignments and class participation using the following weights:

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<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Attendance and Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Major Reports (4)</td>
<td>80%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
The final letter grades will be assigned as follows: Above 90% ⇒ A; 80 – 89% ⇒ B; 70 – 79% ⇒ C; 60 – 69% ⇒ D; Below 60% ⇒ F.

**Assignments/ Research Papers:** The Major Reports (four) are the Resume-Job Application Letter, Journal, Job Analysis Report, and the Research Paper. The Research Paper is scheduled as a team Project, with oral reports and visual submittals such as PowerPoints. For each Chapter we have an assignment to Ask the Right Questions. Individual assignment statements and due dates will be posted through Blackboard.

**Make up and Late Assignment/Exam/Quiz Policy:**
As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments. Late submissions or make-ups may be accepted only in extra-ordinary 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/quiz/exam. Grading for a late assignment has -10 points.

**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 and/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 or another class member is talking is extremely disruptive and discourteous to the instructor and other students. The instructor will stop class if/when there is extraneous talking.
5. Using computers or phones during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned off and headphones removed. The instructor will stop class if/when there is extraneous use of technology.
6. For any questions about the 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 and voice messages within 48 hours during week days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date and time.

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 challenging. Class participation is highly encouraged as it makes the class more interesting and enhances the learning
experience of the seminar. 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.

The course is intensive and challenging and you are expected to master the materials presented in class. The structure of the class as a seminar makes your individual study and preparation outside of class extremely important. 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 chapters, posing the “Right Questions” and being prepared to discuss them in class is expected.

**Spring 2019 BCOM 3304.901 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.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Chapter and Topic</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>1</td>
<td>January 16</td>
<td>Introductions &amp; Course Overview</td>
<td>Access eText and Blackboard Marina Narvaez</td>
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<td></td>
<td></td>
<td>Introduction to the Library</td>
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| 2    | January 23  | Chapter 1: Business Communication in the Digital Age: Succeeding in the Social and Mobile Workplace  
Chapter 2: The Writing Process in the Digital Age: Planning Business Messages | Asking the Right Questions                        |
| 3    | January 30  | Introduction to Career Services                                                   | Clarissa Tejeda                                  |
| 4    | February 6  | Chapter 13: The Job Search, Resumes, and Cover Messages                           | Asking the Right Questions                        |
|      |             | Chapter 14: Interviewing and Following up                                         | Asking the Right Questions                        |
| 5    | February 13 | Chapter 3: Organizing and Drafting Business Messages                               | Asking the Right Questions                        |
|      |             | Chapter 4: Revising Business Messages                                             | Asking the Right Questions                        |
|      |             | Resume, Cover Letter and Job Application Due                                      |                                                 |
| 6    | February 20 | Chapter 5: Short Workplace Messages and Digital Media                             | Asking the Right Questions                        |
|      |             |                                                                                    | Draft of Job Analysis Due (Hard Copy)            |
|------|------------|-----------------------------------------|------------------------------|--------------------------------|----------------------------|--------------------------------------|-------------------------|-----------------------------------------------|----------------------------|----------------------------------------|-----------------------------|----------------------------------|-------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 8    | March 5    | Chapter 8: Persuasive Messages          | Chapter 9: Informal Reports  | Chapter 10: Proposals and Formal Reports | Spring Break….No Class |                                      |                         |                                |                             | Asking the Right Questions        | Asking the Right Questions      | Asking the Right Questions      |                               |                             |                             |                             |                              |
| 9    | March 12   | Chapter 11: Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings | Discussion of Journal Draft |                                |                           |                                      |                         |                                |                             | Journal Draft Due (Hard Copy)     | Asking the Right Questions      |                                 |                               |                             |                             |                              |
| 10   | March 19   | Chapter 11: Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings | Discussion of Journal Draft |                                |                           |                                      |                         |                                |                             | Journal Draft Due (Hard Copy)     | Asking the Right Questions      |                                 |                               |                             |                             |                              |
| 11   | March 26   | Chapter 12: Business Presentations      |                              | Chapter 12: Business Presentations | Textbook Review and Completion |                                      |                         |                                |                             | Asking the Right Questions        |                                 |                                 | Journal Due                  |                               |                             |                              |
University Email Policy and Course Communications: All correspondence between professors and students must occur via tamusa email accounts. You must have your Jaguar email account ready and working. If it is not working, contact the help desk at 210-784-4357.

Academic Accommodations for Persons with Disabilities: The Americans with Disabilities Act Amendments Act (ADAAA) of 2008 and the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights protection for persons with disabilities. Title II of the ADAAA 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 diagnosed disability that may require an accommodation, please contact Disability Support Services (DSS) for the coordination of services. DSS is located at the Main Campus on the 2nd floor of the Central Academic Building in suite 210. The phone number for DSS is (210) 784-1335 and email is dsupport@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.tamus.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 a time when personal stressors interfere with your academic performance and/or negatively impact your daily functioning. If you or someone you know is experiencing life stressors, emotional difficulties, or mental health concerns at A&M-SA, please contact the Office of Student Counseling & Wellness Services (SC & WS) located in Modular C Room 166 (Rear entrance) or call 210-784-1331 between the hours of 8:00 AM and 5:00 PM. All mental health services provided by SC & WS are free, confidential (as the law allows), and are not part of a student’s academic or university record. SC&WS provides brief individual, couples, and group therapy, crisis intervention, consultation, case management, and prevention services. For more information, please visit www.tamusa.edu/studentcounseling.

In a crisis, please walk-in to the SC & WS services between 8:00 AM and 5:00 PM to be seen by a licensed clinician. After hours, please contact UPD at 911 or text “HOME” to 741-741 24/7/365 to connect with a trained crisis counselor. The National Suicide Prevention hotline also offers a 24/7/365 hotline at 1-800-273-8255.

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/.

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.

**Jaguar Writing Center:** The Jaguar Writing Center provides writing assistance to graduate and undergraduate students in all three colleges. Writing tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Students can make individual or group appointments with a writing tutor. The Writing Center is located in the Central Academic Building, Suite 208. Appointments can also be made through JagWire under the services tab.

**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@tamusa.edu or (210)784-1397.

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**Jaguar Tutoring Center**
The Tutoring Center at Texas A&M University–San Antonio provides academic assistance to students in TAMU-SA’s schools of Business, Education, and Arts and Sciences. Literacy tutors help students develop reading skills, prepare oral presentations, and plan, draft, and revise their papers. Business tutors provide individual assistance in statistics, accounting, and math. The goal of TAMU-SA tutors is to empower students to succeed academically. The tutoring center can be contacted by email at: Tutoring@tamusa.edu or by phone at: (210) 784-1332, or by visiting its web page from www.tamusa.edu.
University Email Policy and Course Communications
All correspondence between professors and students must occur via University email accounts. You must have Jaguar email account ready and working. If it is not working, contact the help desk at 210-784-4357.

Students with Disabilities
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disability. If you believe you have a disability that may require accommodations, please contact Disability Support Services (DSS) for the coordination of services. The phone number for DSS is (210) 784-1335 and email is dsupport@tamusa.edu.

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.

Drop Policy: You may drop the course with an automatic grade of W on or before the date listed in the academic calendar at www.tamusa.edu. The last date to drop a course, or withdraw from the University is also indicated in the academic calendar on the university website (www.tamusa.edu). If you wish to drop the class, you must submit the necessary paperwork to the proper authority. Students dropping a course are subject to all conditions listed in the university catalog.

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, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran 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.

**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 University officials.
2. A student has the responsibility to be fully acquainted with the published University Student Rules 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 maintain a level of behavior that is consistent in supporting the learning environment of the institution and to recognize the University’s obligation to provide an environment for learning.
Violations of Academic Conduct (Section 14.5 Student Handbook): As a member in an academic community, students at Texas A&M University-San Antonio are expected to exhibit a high level of honesty and integrity in their pursuit of higher education, be mature, be self-directed and be able to manage their own affairs. Students who are unwilling to abide by these basic expectations will find themselves facing academic and/or disciplinary sanctions. Students are expected to share in the responsibility and authority with faculty and staff to challenge and make known acts that violate the Texas A&M University-San Antonio Code of Conduct. For more information please visit the Office of Student Rights & Responsibilities website http://bit.ly/TAMUSAStudentRR.

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. Academic misconduct includes, but is not limited to, cheating, plagiarism, multiple submissions, collusion, lying and bribery. For more information, refer to the Student Code of Conduct, Article III: Conduct Rules and Regulations. Texas A&M University-San Antonio faculty has the discretion to impose grade penalties as deemed necessary.

Faculty members are required to report such serious breaches of academic honesty to their chair, their dean and the Office of Student Rights and Responsibilities. In cases of academic misconduct, students may be subject not only to grade sanctions in courses but to disciplinary action. Grade sanctions may be imposed only by faculty members, but suspension or expulsion may be imposed only by the Vice President for Student Affairs. If a student wishes to appeal the decision of suspension or expulsion due to violations of academic misconduct, they must initiate their appeal as outlined within the Student Code of Conduct. Extenuating circumstances may cause the University to deviate from the defined time frames.

All student term papers and other written assignments are subject to analysis by anti-plagiarism software. Posting of any class work given to student, or solutions, or discussion, on publicly accessible forums or on social media is not permissible.

Considering the potential consequences of academic misconduct, it is obviously in students’ best interests to avoid even the appearance of such behavior. If a student is unclear whether a specific act might constitute academic misconduct, please she/he should contact the instructor for an assessment of the situation.
Key Dates

The complete academic calendar is available online:
http://www.tamus.edu/provost/academicresources/FallSpringSummerCalendars/spring1.html

Jan 9   Drop for non-payment
Jan 10  Last Day for students to withdraw to receive 100% tuition
Jan 13  Classes Begin
Jan 20  MLK Day - A&M-SA Closed
Jan 21  Last day to register for Spring 16 week session
Jan 29  Census Date. Also Last date to apply for Spring 2020 graduation
Jan 29  Students dropped for Non-Payment will be assessed a $363 Reinstatement Fee
Mar 27  Last day to drop with an automatic "W"
Mar 30  Title IV 60% of semester (Financial Aid)
May 1   Last day to drop a course or withdraw from the University
May 2   Last day of Scheduled Classes
May 4, 5 Reading Days
May 6-12 Final Examinations - See your college catalog for schedule
May 12  End of Spring 2020 Semester
May 15  All grades for Spring 2020 16-week session due by Noon via JagWire
May 15  Spring 2020 Commencement