



SYLLABUS

BCOM 3303, Business Communication Fall 2019

Instructor:	Dr. Reginald L. Bell
Section # and CRN:	BCOM 3303 – P02: CRN 12929 BCOM 3303 – P03: CRN 13822
Office Location:	Agriculture & Business Multipurpose Building, room 454
Office Phone:	936.261.9247
Email Address:	rbell@pvamu.edu
Office Hours:	10:00 am to 11:00 am TR; 1:00 pm to 2:00 pm TR; 3:30 pm to 4:30 pm TR; and by appointment.
Mode of Instruction:	Face-to-Face
Course Locations:	Ag/Bus Multipurpose Building, room 113 for P02 and 115 for section P03
Class Days & Times:	P02 meets at: 11:00 – 12:20 pm TR; P03 meets at: 2:00 – 3:20 pm TR.
Catalog Description:	BCOM 3303 Business Communication: 3 semester hours. Development of best practices in business communication as it relates to the collection, organization, and preparation of business reports. Emphasis will be placed on techniques of collecting, interpreting and presenting information useful in a corporate setting.
Prerequisites:	Prerequisites: ENGL 1133, MISY 1013.
Co-requisites:	N/A

Required Texts:

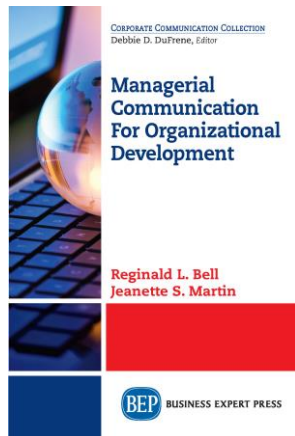
Managerial Communication for Organizational Development

by Reginald L. Bell and Jeannette S. Martin

Year of Copyright: 2019

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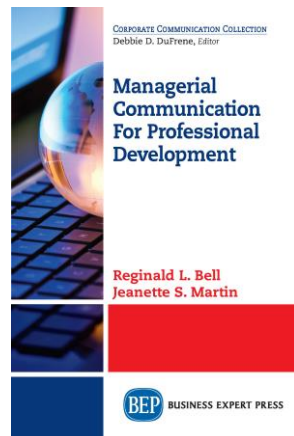
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Supplemental Text: The New International Webster's Pocket Grammar Dictionary of the English Language (2002). USA: Trident Press International. ISBN# 1582794197, [311 pages].

Student Learning Outcomes:

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Perform the Manuscript, Memory, Impromptu, and Extempore presentation methods.	BBA 1 BBA 4	COM; PR
2	Describe how business communication works in the modern political, social, and economic environment.	BBA 1 BBA 4	CT; COM; SR
3	Explain the elements and characteristics of speaking and writing in a business environment.	BBA 1 BBA 4	CT; COM; COM; SR
4	Define the functional areas of business communication (oral and written).	BBA 1 BBA 4	COM
5	Submit a near perfect resume, cover letter, reprimand memo, and a good news memo.	BBA 1 BBA 4	CT; COM; SR; PR
6	Discuss some ethical issues concerning communicating from the historical perspective of rhetoric in crisis situations, politics and big business.	BBA 1 BBA 4	CT; COM; SR; PR

CT = Critical Thinking; COM = Communication; EQS = Empirical and Quantitative; TW = Team Work; SR = Social Responsibility; PR = Personal Responsibility

Major Course Requirements

Method of Determining Final Course Grade

Course Grade Requirements	Values	Totals
1) Resume (1) and Cover Letter (1)	20% of course grade	20 points
2) One (1) Team Presentation	30% of course grade	30 points
3) Three (3) Random Quizzes	30% of course grade	30 points
4) <u>One (1) Final Examination</u>	<u>20% of course grade</u>	<u>20 points</u>
Total: all assignments and final exam	100% of course grade	100 points

Grading Criteria and Conversion:

A = 90 to 100%

B = 80 to 89

C = 70 to 79

D = 60 to 69

F = 50 or below

TEAM PRESENTATION ASSIGNMENT
[Worth 30% of course grade, or 30 points]
BCOM 3303 / Sections P02 and P03

The team president shall assure minimum requirements are met. The requirements are:

- I. A combined one-page outline will be submitted the day of the presentation. The outline will be in Word format, Times New Roman, size twelve font, one-inch margins, and single spaced lines. Include five references to support your team outline.
- II. There will be one grand introduction and one conclusion for the presentation outline. Each member shall take an equal role in the 15 minutes to 18 minutes (max) presentation. One member could serve as master of ceremony, or narrator for the purpose of transitioning from point to point.
- III. There will be a minimum of two handouts, one handout per nine (9) minutes of presentation. Handouts help to alleviate saturation limits in the audience.
- IV. There may be an overall PowerPoint used to accommodate your team's presentation.
- V. Good library research is expected to support your knowledge claims. Preparation (team practices) is essential. Nothing is clearer than when a team has not practiced as a team.
- VI. The team will dress as a team with professional business attire. Bodily delivery is also your most important visual aid. The body communicates mood of the speaker. Dress professionally! Look the part! Be sincere!
- VII. The team shall take full advantage of division of labor to assure a high quality presentation. Compile a *Skills Inventory* of all team members' abilities and assign tasks accordingly. Keep minutes for team meetings.
- VIII. The team will be graded as a whole.***
- IX. Presentation dates are scheduled for week 15 of the fall 2019 semester.**

***Special Note:** Any team may dismiss any team member by unanimous vote. The rationale and reason for the dismissal must be put in writing and must be submitted to the professor immediately following the team's decision. A failure to document and memorialize a member's expurgation from the team in writing will invalidate the team's decision and that member will receive the same grade as his or her respective team, regardless of actually participating in the presentation. An expelled team member shall be given an equivalent assignment to make up for the team participation points missed. It behooves the wise student to participate fully in the team projects. Remember, Mary Parker Follett is credited with having coined the phrase, "Management is the art of getting things done through others". Team work is designed to ready the student for business that relies on teams and teams to get things done. Students must learn the value of developing such skills. Good luck!

Caution: If you miss your day without an excused absence you miss your presentation! Attendance is absolutely mandatory for the Tuesday and Thursday week of presentations in November 2019. Any unexcused absence (not having a university recognized reason for missing class) will result in a deduction of three (3) class points, from your own presentation assignment, for any student missing class on any of the three presentation days. Presentations will start promptly and the door will be locked.

Tentative Presentation Calendar*

November 2019

Tuesday (date TBA)	Thursday (date TBA)
Team 1, Team 2, and Team 3	Team 4, Team 5, and Team 6

Approved Persuasive Team Presentation Topics

Your team should strive to convince your audience why they should do or believe in a particular course of action related to any of the following approved topics. Convince your audience why they should:

- 1) Avoid bankruptcy courts.
- 2) Avoid divorce or marriage.
- 3) Be a certified personal financial planner—CFP.
- 4) Be a certified public accountant—CPA.
- 5) Be a chief executive officer—CEO.
- 6) Be a lawyer.
- 7) Be a mergers and acquisitions specialist.
- 8) Be a money manager and investment adviser.
- 9) Be a nurse.
- 10) Be a plumber.
- 11) Be a tax accountant.
- 12) Be an electrician.
- 13) Become a McDonald's franchisee.
- 14) Earn a doctorate of philosophy in business.
- 15) Motivate employees with incentive programs.
- 16) Own commercial real estate.
- 17) Own residential real estate.
- 18) Own the car you drive—and never lease!
- 19) Serve on a board of directors.
- 20) Work in a call center at least once.

TENTATIVE CLASS SCHEDULE, TOPICS AND ACTIVITIES

UNIT ONE, WRITTEN COMMUNICATION

Week 1: Course Introduction, review of the course syllabus, Basic Grammar

Week 1: Resume: Writing Assignment I distributed (Due date TBA)

Week 2: Cover Letter: Writing Assignment II distributed (Due date TBA)

Week 3: Chapter Readings

UNIT TWO, WRITTEN COMMUNICATION

Week 4: Chapter Readings

Week 5: Chapter Readings, Supplemental Readings

Week 6: Chapter Readings, Supplemental Readings

Week 7: Chapter Readings

UNIT THREE, ORAL COMMUNICATION

Weeks 8-9: Chapter Readings

Week 10: The Process Model, topic selections, Communication Model

Week 11: Chapter Readings (Outlining) class

Week 12: Bodily delivery and class practice

UNIT FOUR, ORAL COMMUNICATION

Week 13: Chapter Reading; Figures of Speech and Oral Communication

Week 14: Vocal Delivery Readings, Tone Code, Pronunciation Skills

Week 15: Team Presentations and Team Outlines due (TBA)

Week 16: Final Examination (Date and Time TBA)

Student Support and Success

John B. Coleman Library

The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty.

<https://www.pvamu.edu/library/> Phone: 936-261-1500

The Learning Curve (Center for Academic Support)

The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

Writing Center

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-2613724.

Student Counseling Services

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and provides assistance to students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

Testing

The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

Office of Diagnostic Testing and Disability Services

As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include: learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, "livescribe," Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

Veteran Affairs

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development and campus governance. Location: Memorial Student Center Rm. 221. Phone: 936-261-1340

Career Services

Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Evans Hall Rm. 217. Phone: 936-261-3570

University Rules and Procedures

Disability Statement (Also See Student Handbook):

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 disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

Academic Misconduct (See Student Handbook):

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

Forms of Academic Dishonesty:

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

Nonacademic Misconduct (See Student Handbook)

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual Misconduct (See Student Handbook):

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Title IX Statement

Prairie View A&M University (PVAMU) is committed to supporting students and complying with the Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience to Ms. Alexia Taylor, PVAMU's Title IX Coordinator. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

Class Attendance Policy (See Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports full academic development of each learner whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or internet.

Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

TECHNICAL CONSIDERATIONS**Minimum Recommended Hardware and Software:**

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

Note: Be sure to enable Java & pop-ups in the Web browser preferences

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

Netiquette (online etiquette):

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

Technical Support:

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

Communication Expectations and Standards:

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement:

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.

It is strongly suggested that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it/they should be copied and pasted to the discussion board.

Note: This syllabus is subject to change if the majority of students require an adjustment of the speed and delivery of course content. All changes will be put in writing and distributed to the class.