

**BCOM 3303 Business Communication  
Spring 2019**

**Instructor:** Marianna Sviland  
**Section # and CRN:** P02 26241  
**Office Location:** Agriculture/Business Bldg #341  
**Instructor Phone & Hours:** 281-845-4211 Call/text between 10 AM and 9 PM  
**Email Address:** [masviland@pvamu.edu](mailto:masviland@pvamu.edu)  
**Office Hours:** MW: 9:30-10, 11-12, 2-3:30; F: 10-1 (virtual)  
**Mode of Instruction:** Face to Face

**Course Location:** Agriculture/Business Bldg #115  
**Class Days & Times:** MW 3:30-4:50 PM

**Catalog Description:** 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:** Junior standing, ENGL 1133, MISY 1013

**Required Texts:** Business and Professional Communication: KEYS for Workplace Excellence, 2<sup>nd</sup> Edition by Kelly M. Quintanilla and Shawn T. Wahl.  
 ISBN: 9781452217628

**Student Website:** <http://studysites.sagepub.com/keys2e/study/default.htm> \*required for homework

**Student Learning Outcomes:**

	<b>Upon successful completion of this course, students will be able to:</b>	<b>Program Learning Outcome # Alignment</b>	<b>Core Curriculum Outcome Alignment</b>
<b>1</b>	Explain the importance of communication to individuals and to business.	BBA 1&4	N/A
<b>2</b>	Use business English clearly, concisely, and correctly.	BBA 1&4	N/A
<b>3</b>	Write professional and effective business documents, including memos, email, letters, and reports.	BBA 1&4	N/A
<b>4</b>	Deliver effective business presentations.	BBA 1&4	N/A
<b>5</b>	Write effective cover letters and resumes.	BBA 1&4	N/A
<b>6</b>	Understand and apply effective employment interviewing strategies.	BBA 1&4	N/A

7	Use business communication technologies	BBA 1&4	N/A
8	Understand business communication issues.	BBA 1&4	N/A
9	Understand and apply effective small group behavior strategies	BBA 1&4	N/A

## Method of Determining Final Course Grade

Course Grade Requirement	Value
Exam 1	100 points = 10% of grade
Exam 2	100 points = 10% of grade
Informative presentation w/outline	100 points = 10% of grade
Interview project	200 points = 20% of grade
Group presentation w/report	200 points = 20% of grade
Homework	100 points = 10% of grade
Class grades	50 points = 5% of grade
Professional participation	50 points = 5% of grade
Final Exam	100 points = 10% of grade
<b>Total Points:</b>	<b>1000 points = 100% of grade</b>

### Grading Criteria and Conversion:

A = 900 – 1000pts = 90-100%

B = 800 – 899pts = 80-89%

C = 700 – 799pts = 70-79%

D = 600 – 699pts = 60-69%

F = 599pts or below = 59% and below

### Detailed Description of Major Assignments:

#### Assignment Title or Grade Requirement

#### Requirement

#### Description

Exam 1	Multiple choice exam designed to measure knowledge of assigned course material
Exam 2	Multiple choice exam designed to measure knowledge of assigned course material
Informative presentation	Oral presentation designed to measure ability to apply course material
Interview project	Mock interview with class mates; typed cover letter and resume
Group presentation w/report	Group persuasive oral presentation designed to measure ability to apply course material; written group report
Final exam	Exam designed to measure knowledge of presented course material
Homework	Online chapter quizzes at <a href="https://studysites.sagepub.com/keys2e/study/default.htm">https://studysites.sagepub.com/keys2e/study/default.htm</a>
Class grades	Various assignments in class to reinforce course material
Professional participation	Attendance and conduct in class

## Ms. Sviland's Course Procedures

### Syllabus schedule: I stick to the daily schedule exactly as listed!

**Attendance:** You are expected to come to class having completed all reading assignments for that day. 3 absences or less (excused or unexcused) = ALTERNATIVE FINAL EXAM. School mandatory activities do not count as absences (note required).

Attendance categories:

*Present* – Present for roll call, stayed for whole class.

*Tardy* – Arrived after roll call, but before 15 minutes into class. Student **MUST** ask for tardy after class. 3 tardies = 1 absence.

*Absent* – Arrived after 15 minutes into class/left room before class was dismissed without clearance from me.

Feel free to talk to me about any attendance issues. Missing class may cause you to miss required assignments or important instructions. You will not be permitted to make up any assignments completed in a class for which you are absent. If you are absent, have one of your classmates bring you up to speed, do NOT ask me what we covered. Get a class mate's number.

**No late work** is accepted. Make sure that you know the due date AND time for assignments. Any scheduling conflicts that result in missing exams or assignment deadlines must be discussed with me beforehand or the resulting grade is zero. Save my number on your phone for the duration of the semester.

**Textbook:** The textbook is mandatory for this course. I expect every student to have access to a copy of the required text(s) for this course no later than the end of the second week of instruction. I recommend bringing the book to class. Read the assigned material from the text(s) before coming to class.

**eCourses:** ALL assignments, homework, special notices, and grades will be in eCourses. Please check your PV email and eCourses regularly. Assignments and exams have a due date AND time. Only Word and Rich Text files are accepted for uploads.

**Cell phones/ Laptops:** All phones must be turned off and put away out of sight. Laptops must be used for class purposes only.

**Academic Misconduct/Cheating:** Expect severe penalties for academic misconduct. The minimum penalty is a grade of zero on the assignment. You are responsible for knowing and adhering to PVAMU policies on plagiarizing and academic misconduct. Some examples of cheating are:

- Cooperating with other students on individual assignments;
- Using outside sources without proper acknowledgment (even if you change the words);
- Falsely turning in an assignment as your own;
- Making minor changes to another student's work and turning it in as your own;
- Letting someone else take your exam;
- Looking at your phone, notes, or textbook during in-class, closed book exams.

*See Student Handbook for further explanations and examples. You are responsible for anything submitted from your eCourses account. Do not allow others to use your account!*

**Exams:** Exams will cover ALL the material in the assigned chapters from the textbook. Class lectures and discussions will be highlights, applications, and expansion of text material. If you want to do well in the class, you **MUST** study all the assigned chapters. If you miss an exam, your grade is zero.

**Written Assignments:** In this class you will write reports, not essays. These require different approaches in content and formatting. In general: Use standard document formatting (Word defaults) for all written assignments (1 in margins, 1.15 line spacing). Use block style paragraphs. Use titles and headers in your reports. No cover page necessary. Write your name, date, and class information on the top left on the first page. Left-justify all reports, please (ragged right edge).

Required content for assignments will be thoroughly explained in eCourses and in class. If you have any questions regarding assignments, please check instructions in eCourses before contacting me for assistance.

Assignments submitted in class are due at the beginning of class. In the rare case where you might have an issue printing a paper to be submitted in class, you can email the paper to me before start of class and it will be considered on-time. Text me before class to let me know.

Assignments submitted in eCourses will have a deadline noted – make sure you know the day AND time. I will not reopen closed assignments or exams. Documents uploaded to eCourses must be in Word or Rich Text only. Mac users are responsible for making the documents compatible with a PC.

**Presentations:** You will have an assigned presentation day and this is your only chance to give your presentation. Presenters are required to wear business casual dress. This demonstrates a level of preparedness and professionalism. Some presentations require business professional dress and this will be announced in the assignment directions. Use standard note cards for presentations, not your phone/tablet. NO make-ups for missed presentations. See me if you have issues with your assigned presentation day.

No entry into or exit from classroom during a presentation/interview!

**Professional participation:** Part of your grade depends on your professional conduct in class. I encourage your respectful comments and questions, and will expect everyone to speak up at some point during the semester. Yes, I will call on you! Be prepared to discuss the day's topic and offer real life examples or thoughts you have about the readings, etc. Be polite, raise your hand, and wait for your turn to speak. So, please participate actively, but be professional!

**Professional participation grade:** Everyone starts with 50 points in this category. Students who follow all the rules can expect the full 50 points. Points will be deducted for the following etiquette breeches (at my discretion depending on the severity and/or frequency of breach):

- Having a cell phone visible or using a cell phone in class (visible or not)
- Cheating/plagiarizing
- Noticeable entrance when tardy
- Having excessive tardies
- Having excessive absences
- Walking in front of a speaker (including me)
- Entering the room when a student is presenting
- Disruptive behavior while waiting to enter the class room
- Inappropriate side conversations
- Inappropriate outbursts in class
- Sleeping in class
- Leaving the class in the middle or early
- Working on non-class items on laptop
- Inappropriate dress unsuitable for the professional environment of PVAMU College of Business.

*Expect to be asked to leave if the class room rules are ignored.*

**Student grades and responsibilities:** All grades will be posted in eCourses, including a running average/total of your grades. Please keep up with your grades! Be aware of the weights of different assignment. A 90 on a 200 point assignment is not a good grade! You should keep all your graded assignments until final grades are posted. Any problems with assignment grades must be discussed with me within two weeks of the assignment deadline or your grade will be final. If you need advice on how to improve your grade, please come talk to me. It is your responsibility to know the content of this syllabus so please check it often. I follow the daily schedule very closely and expect you to know what we are doing in class each day.

To determine your grade, I count POINTS, not percentages. The course has a maximum of 1000 possible points. ECourses will show your percent overall grade simply as a courtesy to you so you can have a general idea of your grade in the class. All individual grades are listed as points in the eCourses gradebook.

Your exact grade can be determined this way: *Your points earned so far/Total points possible so far*  
Example: you earned 377 points out of 500 possible so far (377/500). This will show up in eCourses as a 75%. Be aware that the points you did not earn (in this example: 123 points) are points you have lost, so in this case, the highest grade you technically can earn in the class is a B (1000-123 = 877).

**Contacting your instructor:** Texting me is the quickest way to get a response. Make sure you let me know who you are. If you send me an email or leave a message on my phone, you can expect a response within 24 hours (M-F) or 48 hours (weekend). Please contact me again if you do not receive a response within this time. Make sure you state your name and class so I know who I'm communicating with.

PLEASE CONTACT ME IF YOU ARE HAVING ANY DIFFICULTIES OR ISSUES THAT MAY AFFECT YOUR PERFORMANCE IN THIS CLASS!

**Extra Credit Opportunities:** Throughout the semester there may be opportunities to earn extra credit. You should come and talk to me if this is something you are interested in.

**BCOM 3303 DAILY SCHEDULE**

**MW 3:30-4:50**

**AG/BUS 115**

<b>Week</b>	<b>Dates</b>	<b>Topics</b>	<b>Assignment(s) Read/complete before class</b>
1	1/14	Welcome and introductions	Welcome and introductions
	1/16	Business and Professional Excellence in the Workplace	Chapter 1
2	1/21	<b>Dr. Martin Luther King Day (No classes)</b>	
	1/23	Verbal and Nonverbal Communication <i>*Discuss Homework assignments</i>	Chapter 2
3	1/28	Verbal and Nonverbal Communication <i>*Group assignments for group project</i>	Chapter 2 <b>Homework Ch.1 due before class starts</b>
	1/30	Listening <i>*Discuss Exam 1</i>	Chapter 3 <b>Homework Ch.2 due before class starts</b>
4	2/4	<b>Exam 1 Chapters 1 – 3</b>	Study for exam, bring pencil <b>Homework Ch.3 due before class starts</b>
	2/6	Resumes, Interviews, and Negotiations <i>*Discuss interview project and sign up for presentation days</i>	Chapter 4
5	2/11	Resumes, Interviews, and Negotiations	Chapter 4, cont.
	2/13	<b>Demonstration Interviews</b> ALL students attend	<i>Presenters must have all required documents. See instructions in eCourses.</i> <b>Homework Ch.4 due before class starts</b>
6	2/18	<b>Interviews</b> only job seekers attend	<i>Presenters must have all required documents. See instructions in eCourses.</i>
	2/20	<b>Interviews</b> only job seekers attend	<i>Presenters must have all required documents. See instructions in eCourses.</i>
7	2/25	<b>Interviews</b> only job seekers attend	<i>Presenters must have all required documents. See instructions in eCourses.</i>
	2/27	Informing and Persuading	Chapter 11
8	3/4	Speech Design <i>*Discuss informative speech and presentation days</i>	Chapter 12 <b>Homework Ch.11 due before class starts</b>
	3/6	Delivering a Speech with Professional Excellence	Chapter 13 <b>Homework Ch.12 due before class starts</b>

**BCOM 3303 DAILY SCHEDULE**

**MW 3:30-4:50**

**AG/BUS 115**

<b>Week</b>	<b>Dates</b>	<b>Topics</b>	<b>Assignment(s) Read/complete before class</b>
9	3/11-16	<b>SPRING BREAK</b>	<b>No classes</b>
10	3/18	<b>Informative presentations</b>	<i>Presenters must have all required documents. See instructions in eCourses.</i> <b>Homework Ch.13 due before class starts</b>
	3/20	<b>Informative presentations</b>	<i>Presenters must have all required documents. See instructions in eCourses.</i>
11	3/25	<b>Informative presentations</b>	<i>Presenters must have all required documents. See instructions in eCourses.</i>
	3/27	<b>Informative presentations</b> <i>Discuss Exam 2</i>	<i>Presenters must have all required documents. See instructions in eCourses.</i>
12	4/1	<b>Exam 2 Chapters 4, 11, 12 &amp; 13</b>	Study for exam, bring pencil
	4/3	Strengthening Teams and Conducting Meetings Business and Professional Writing Prepare for presentations; presentation and PowerPoint basics	Chapter 7 Chapter 9
13	4/8	Leadership and Conflict Management	Chapter 10 <b>Homework Ch.7 and 9 due before class starts</b>
	4/10	<b>Group Presentations</b>	<i>Presenters must have all required documents. See instructions in eCourses.</i> <b>Homework Ch.10 due before class starts</b>
14	4/15	<b>Group Presentations</b>	<i>Presenters must have all required documents. See instructions in eCourses.</i>
	4/17	<b>Group Presentations</b>	<i>Presenters must have all required documents. See instructions in eCourses</i>
15	4/22	Presentation feedback and review; Semester wrap-up; Discuss final exam	
	5/1 – 5/7	<b>Final Exam (eCourses; Chapters 7, 9 &amp;10)</b> Exact time to be announced	<i>See instructions in eCourses.</i>

## **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: 936-261-3724.

### **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.