



**Texas A&M University–Texarkana**  
**GBUS 310 Business Communications**  
**Course Syllabus**  
**Summer 2020**

**Instructor:** James Bynum, MBA

**Office:** SCIT 311 E

**Office Hours:**

M-F	By virtual appointment only
-----	-----------------------------

Please contact me prior to ensure my availability

**Email:** [jbynum@tamut.edu](mailto:jbynum@tamut.edu)

**Phone:** (903) 223-3191

**Course Number:** GBUS 310

**Course Title:** Business Communications

**Course Times:** Online

**Semester Credit Hours:** 3

**Course Delivery Method:** Online

**Course Description:**

This course presents communication as a critical component for success in the workplace. In this class, students will develop a foundation for designing effective messages, both written and oral, from concept to delivery. Students will use a strategic communication model to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way. Students will practice drafting and editing clear, precise, and readable written business documents. Students will develop and deliver an individual presentation, using appropriate and effective visual support, in which they present a persuasive argument that demonstrates relevance and benefits to an audience at different levels of expertise. Students will also learn and practice skills in low structure presentations, managing meetings, dealing with conflict, and leveraging the power of diversity, at both the individual and cultural level.

**Text and Materials:**

**Required:**

Business Communications Today 14<sup>th</sup> Edition

By: Courtland L. Bovee & John V. Thill

© 2018

Publisher: Pearson

**Student Learner Outcomes:**

Upon successful completion of this class, the student will be able to:

- ✓ Use a strategic communication model and critical thinking to identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages.
- ✓ Practice principles of effective business writing and document design in all written documents.
- ✓ Design and deliver a persuasive presentation that convinces the audience of the topic's relevance and overcomes resistance, using appropriate visual support and adhering to a specified time limit.
- ✓ Employ principles of effective group communication to cultivate trust and understanding, increase open participation, and strengthen decision making in work groups and teams.
- ✓ Build an understanding of different organizational cultures, business practices, and social norms to communicate more effectively in domestic and cross-cultural business contexts.
- ✓ Analyze a company's communication processes or key messages and recommend changes that can help advance communication as an integral part of that organization's management strategy.

**A&M-Texarkana Email Address:**

Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M- Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework. This course will not use messaging or email contained in Blackboard, but will use the "ACE" student email system for electronic messages.

**Course Etiquette:**

All interactions with the instructor and other students is expected to be courteous and respectful.

**Library/Media Resources Assessment:**

None specified.

**Disability Accommodations:**

Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062.

**Tentative Course Schedule:**

Week 1	Professional Communication in a Digital, Social, Mobile World
Week 2	Planning Business Messages, Writing Business Messages, Completing Business Messages
Week 3	Developing Presentations in a Social Media Environment
Week 4	Enhancing Presentations with Slides and Other Visuals
Week 5	Collaboration, Interpersonal Communication, and Etiquette
Week 6	Communication Challenges in a Diverse, Global Marketplace
Week 7	Writing Routine and Positive Messages/Writing Negative Messages
Week 8	Writing Persuasive Messages
Week 9	Building Careers and Writing Resumes & Applying and Interviewing for
Week 10	Final Presentations Due

**Means of Evaluation:**

Grades will be based on the timely completion of the assignments, in-class activities, and exams. The semester grade will be based on the following:

10 Assignments @ 30 points each = 300 points possible

Final Presentation @ 300 points = 300 points possible

4 Exams @ 100 points each= 400 points possible

**Grading Scale:**

A => 900-1000 total  
points

B => 800-899 total  
points C => 700-799

total points D =>  
600-699 total points

F => 0-599 total  
points

**Class Policies:**

- ✓ Late work will not be accepted.
- ✓ All written assignments should contain the student's name, class title, and the title of the assignment on each document submitted unless a specific structure or template is required in the assignment.
- ✓ There is no "extra credit" work available in this class.
- ✓ Students must be present during all individual presentations to receive full credit for their own presentation unless prior arrangements have been made with the instructor.
- ✓ All exams must be taken on the scheduled test dates. Prior approval for a makeup test may be granted for extenuating circumstances.

**Academic Integrity:**

Academic honesty is expected of students enrolled in this course. Unauthorized collaboration, falsification of research data, plagiarism, and copying or undocumented use of materials from any source, constitute academic dishonesty, and may be grounds for a grade of “F” in the course and/or disciplinary action. The student is responsible for reading and understanding the University Policy on Academic Integrity.

### **CBET Program Learning Goals – BBA**

- ✓ Learning Goal 1: Our graduates will be competent in the broad business disciplines that underlie the BBA degree.
- ✓ Learning Goal 2: Critical Thinking/Problem Solving: Upon completion of their degree program, students will be able to demonstrate critical thinking.
- ✓ Learning Goal 3: Communication Upon completion of their degree program, students will be able to express ideas clearly and coherently.
- ✓ Learning Goal 4: Ethical Dilemmas in a Global Environment: Upon completion of their degree program, students will be able to identify and assess ethical issues in a global environment.

### **Drop Policy**

To drop this course after the census date, a student must complete a Drop/Withdrawal Request Form, located on the University Registrar’s webpage or obtained in the Registrar’s Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature.

The signature is not an “approval” to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar’s office for processing in person, email Registrar@tamut.edu, mail (7101 University Ave., Texarkana, TX 75503) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar’s Office for processing. It is the student’s responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.

### **Class Participation**

Students are responsible for beginning their participation on the FIRST CLASS DAY by attending class and completing assignments. Failure to submit assignments or attend class between the first day of classes and the “university census date” (according to the university schedule) will result in an ADMINISTRATIVE DROP from the course.

### **A&M-Texarkana Email Address:**

Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework.

### **Students with federal loans and/or grants:**

Students who have federal loans and grants must be aware that participation is monitored in online courses. In the event a student withdraws from a course the student will be required to refund all federal funds prorated from the last date of participation. A student's last access to Blackboard would not suffice as participation.