## PVAMU Course Syllabus

### BCOM 3303: Business Communication

<table>
<thead>
<tr>
<th>Department of</th>
<th>Accounting, Finance, &amp; MIS</th>
<th>College of</th>
<th>Business</th>
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<tr>
<th>Instructor Name:</th>
<th>Dr. Reginald L. Bell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Location:</td>
<td>1B120 Hobart Taylor Hall</td>
</tr>
<tr>
<td>Office Phone:</td>
<td>936.261.9247</td>
</tr>
<tr>
<td>Fax:</td>
<td>936.261.9273</td>
</tr>
<tr>
<td>Email Address:</td>
<td><a href="mailto:rlbell@pvamu.edu">rlbell@pvamu.edu</a></td>
</tr>
<tr>
<td>Snail Mail (U.S. Postal Service) Address:</td>
<td>Prairie View A&amp;M University</td>
</tr>
<tr>
<td></td>
<td>P.O. Box 519</td>
</tr>
<tr>
<td></td>
<td>Mail Stop 2310</td>
</tr>
<tr>
<td></td>
<td>Prairie View, TX 77446</td>
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<table>
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<tr>
<th>Office Hours:</th>
<th>To be announced.</th>
</tr>
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<tbody>
<tr>
<td>Virtual Office Hours:</td>
<td>N/A</td>
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| Course Location: | Hobart Taylor Hall, 2B216 |

<table>
<thead>
<tr>
<th>Class Meeting Days &amp; Times:</th>
<th>BCOM 3303-P01 Bus. Communication MWF 10:00-10:50p</th>
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<tbody>
<tr>
<td></td>
<td>BCOM 3303-P02 Bus. Communication MW 2:00-3:20p</td>
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| Course Abbreviation and Number: | BCOM 5203 |

| Catalog Description: | BCOM 3303: (3-0) Credit 3 semester hours. Students develop psychologically sound business communications in correct and forceful English, organization and preparation of reports used in business and techniques of collecting, interpreting, and presenting information useful to management. Prerequisites: ENGL 1123, 1133, MISY 1013 and junior/senior classification. |

<table>
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<tr>
<th>Prerequisites:</th>
<th>Admission to the graduate school and the MBA or MSA program in the College of Business</th>
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<tr>
<td>Co-requisites:</td>
<td>N/A</td>
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| Course Goals or Overview: | All Business Majors will learn to translate business jargon into language appropriate for a specific audience in order to achieve a communicative purpose through speaking and/or writing. As a core requirement, Business Communication, BCOM 3303, provides an assurance that students will speak and write well before being granted a degree in Business Administration from Prairie View A&M University’s College of Business. Therefore, the course is divided into two sections: Speaking and Writing. The first section will focus on speaking and the second will focus on writing. Students will understand the basic principles of effective oral and written communication. |

| Course Objectives/Accrediting Body | (NCATE, ABET, NAAB, etc…) Standards Met: (standards will depend on the course) |
Upon successful completion of this course, the student will:

1. Perform the Manuscript, Memory, Impromptu, and Extempore presentation methods.
2. Describe how business communication works in the modern political, social, and economic environment.
3. Explain the elements and characteristics of speaking and writing in a business environment.
4. Define the functional areas of business communication (oral and written).
5. Submit a near perfect resume, cover letter, reprimand letter, and a good will letter.
6. Discuss some ethical issues concerning communicating from the historical perspective of rhetoric in crisis situations, politics and big business.

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<tr>
<th>Course Evaluation Methods</th>
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<tr>
<td>This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.</td>
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<tr>
<td><strong>Quizzes</strong> – written quizzes designed to measure knowledge of presented course material</td>
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<tr>
<td><strong>Exercises</strong> – written assignments designed to supplement and reinforce course material</td>
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<tr>
<td><strong>Paper</strong> – web development assignments designed to measure ability to apply presented course material</td>
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<tr>
<td><strong>Teamwork</strong> – daily attendance and participation in class discussions</td>
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**Grading Matrix:**

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Value (points or percentages)</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Assignments</td>
<td>Short Documents (4)</td>
<td>20 points</td>
</tr>
<tr>
<td>Exam</td>
<td>Final Examination (1)</td>
<td>20 points</td>
</tr>
<tr>
<td>Teamwork</td>
<td>Group Presentation (1)</td>
<td>30 points</td>
</tr>
<tr>
<td>Quizzes</td>
<td>Quizzes (5)</td>
<td>30 points</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>100 points</strong></td>
</tr>
</tbody>
</table>

**Grade Determination:**

A = 90 – 100pts;  
B = 80 – 89pts;  
C = 70 – 79pts;  
D = 60 – 69pts;  
F = 50pts or below

Course Procedures

Submission of Assignments:
TENTATIVE CLASS SCHEDULE, TOPICS AND ACTIVITIES

UNIT ONE, ORAL COMMUNICATION:

Week 1 Course Introduction and review of the syllabus, vii
Week 1 Chapter one and the process model, group selections, communication defined
Week 2 Chapter fourteen and supplemental readings
Week 3 Chapter fifteen, supplemental readings
Week 4 Supplemental readings and drill and practice
Week 5 Chapter fifteen (continued) plus supplemental readings
Week 6 Supplemental readings
Week 7 Supplemental readings

UNIT TWO, WRITTEN COMMUNICATION:

Week 8 Chapter nine, Class Assignment I (resume)
Week 9 Chapter nine, supplemental readings and Class Assignment II (cover letter)
Week 10 Chapter seven, supplemental readings and Class Assignment III (reprimand)
Week 11 Chapter six, supplemental readings, Class Assignment IV (good news letter)
Week 12 Chapter two
Week 13 Chapter three
Week 14 Supplemental readings
Week 15 Group presentations

December Final Examination (worth 20 classroom points)*

Formatting Documents:
Microsoft Word is the standard word processing tool used at PVAMU. If you’re using other word processors, be sure to use the “save as” tool and save the document in either the Microsoft Word, Rich-Text, or plain text format.

Quiz Policy
Quizzes should be taken as scheduled. No makeup quiz will be allowed except under documented emergencies (See Student Handbook). All assignments are due on the designated dates. All writing assignments are due on the designated dates. There shall be no makeup for learning modules not turned in on the due date. There will be a total of four learning modules that combine to make 40 possible classroom points. The teacher reserves the right to quiz, unannounced, students at any time and on any Wednesday if students appear to not have read the required materials. Quiz points will be part of the course grade. Quiz points will be added to both the numerator and the
denominator when calculating final grades. Any one quiz shall have a point value of 16.

Professional Organizations and Journals
(if applicable to your course or program, they should be listed here)

References

BUSINESS COMMUNICATION 3303 APPROVED PRESENTATION TOPICS

1. Accounting
2. Accounting Standards Board
3. Advertising
4. African American Stock Portfolios
5. Bankruptcy
6. Black Owned Businesses
7. Board of Directors
8. Bond Market
9. Business Ethics
10. CFO’s, CEO’s and COO’s
11. Contracts and Negotiations
12. Corporate Accountability
13. Corporate Finance
14. Customer Relationship Management
15. Distribution Systems
16. Employer-Employee Relationships
17. Financial Accounting
18. Forms of Business (Partnership, Corporation, LLC, etc.)
19. GAAP
20. How to Succeed in Business
21. Incentive Programs
22. International Marketing
23. Management Information Systems
24. Marketing Management
25. Marketing Mix
26. Mergers and Acquisitions
27. Money Management and Investing
28. Motivation for Employees
29. Personal Financial Planning
30. Real Estate
31. Retail Inventory
32. Self-Employment
33. Small Business in Community Investment
34. Sports Management
35. Starting a Business/Entrepreneurship
36. Stock Market
37. Successful Management Styles
38. Tax Accounting
39. The Music Business/RAP
40. Unemployment Rates
University Rules and Procedures

Disability statement (See Student Handbook):
Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

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.

Attendance Policy:
Prairie View A&M University requires regular class attendance. Excessive absences will result in lowered grades. 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.

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 for Online and Web-Assist Courses

Minimum Hardware and Software Requirements:
- Pentium with Windows XP or PowerMac with OS 9
- 56K modem or network access
- Internet provider with SLIP or PPP
- 8X or greater CD-ROM
- 64MB RAM
- Hard drive with 40MB available space
- 15” monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Netscape Communicator ver. 4.61 or Microsoft Internet Explorer ver. 5.0 /plug-ins
- 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
  · 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 when directed to do so. Students are to be respectful and courteous to others in the discussions. Foul or abusive language will not be tolerated. When referring to information from books, websites or articles, please use APA standards to reference sources.

Technical Support: Students should call the Prairie View A&M University Helpdesk at 936-261-2525 for technical issues with accessing your online course. The helpdesk is available 24 hours a day/7 days a week. For other technical questions regarding your online course, call the Office of Distance Learning at 936-261-3290 or 936-261-3282

Communication Expectations and Standards:
All emails or discussion postings will receive a response from the instructor within 48 hours.

You can send email anytime that is convenient to you, but I check my email messages continuously during the day throughout the work-week (Monday through Friday). I will respond to email messages during the work-week by the close of business (5:00 pm) on the day following my receipt of them. Emails that I receive on Friday will be responded to by the close of business on the following Monday.

Submission of Assignments:
Assignments, Papers, Exercises, and Projects will distributed and submitted through your online course. Directions for accessing your online course will be provided. Additional assistance can be obtained from the Office of Distance Learning.

Discussion Requirement:
Because this is an online course, there will be no required face to face meetings on campus. However, we will participate in conversations about the readings, lectures, materials, and other aspects of the course in a true seminar fashion. We will accomplish this by use of the discussion board.

Students are required to log-on to the course website often to participate in discussion. It is strongly advised that you check the discussion area daily to keep abreast of discussions. When a topic is posted, everyone is required to participate. 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 should be copied and pasted to the discussion board.