

**THE UNIVERSITY OF TEXAS AT TYLER**  
**SOULES COLLEGE OF BUSINESS**  
**Fall 2019**

**COURSE NUMBER:** MANA 3370.004

**COURSE TITLE:** Business Writing and Oral Presentation

**INSTRUCTOR:** Brandy Meadows, MBA

**REQUIRED TEXT:** Mary E. Guffey. Essentials of Business Communication 10<sup>th</sup> edition. Just the book is required, no online access code needed.

**COURSE DESCRIPTION:** This course is an opportunity to develop clear and persuasive business communication skills, study interpersonal communication channels in internal and external environments, and gain experience in writing business letters, reports, and other forms of written communications.

**PREREQUISITES:** None

**CLASS MEETING:** MWF 12:20-1:15 PM

**CONTACT:** **bmeadows@uttyler.edu**  
Office Location: COB 350.44

**OFFICE HOURS:** My office hours are Mondays and Wednesdays from 10:30 AM—12:00 PM. You are welcome to come by during that time or set an appointment for a different time if necessary. Email is the best method of communication. All emails must come from your Patriot email account.

## IMPORTANT INFORMATION FOR SUCCESS IN MANA 3370.004

- a. **Attendance & Participation:** The quality of each student's participation in this course will greatly influence the quality of learning. Since class discussion and participation is a core part of this course, every student is required to be in class, and what we do in our class meetings will determine a portion of your grade. You will earn points for attendance, participation, and in-class activities. If you will be absent from a class for a university-sponsored activity, please let me know prior to the event or activity.
- b. **Format for work submitted:**
  - Name and date at the top of the document
  - 12-point font
  - Double-spaced
  - Citations, when necessary, listed on a separate page at the end of the assignment.
- c. **Deadlines:** I will accept assignments for two days past the due date and assess a seven-point penalty for each day late. After the two-day period, assignments will not be accepted and a zero will be given for the assignment. In-class assignments cannot be completed late or made-up. These assignments are dependent on your class attendance.
- d. **Extra Credit:** There is no extra credit offered for this course.
- e. **Citations:** All citations should be in APA Style. For more information view [www.apastyle.org](http://www.apastyle.org) or <https://owl.perdue.edu>

## COURSE OBJECTIVES:

1. Prepare business documents that are focused, well-organized and mechanically correct.
2. Deliver a presentation that is focused, well-organized and includes appropriate verbal and nonverbal messages.
3. Create accurate, clear, concise audience-centered messages – verbally and in writing.
4. Use informal and formal research techniques to gather information
5. Create and deliver professional, accurate, and interesting PowerPoint presentations
6. Effectively incorporate feedback to improve business communication skills
7. Understand the importance of making ethical communication decisions and the need for personal accountability in all aspects of business communication
8. Understand contemporary business culture in order to adapt communication messages
9. Gain awareness of the ethical implications of business decisions in international and domestic settings
10. Utilize critical thinking and problem-solving skills to create responsible, effective, and sustainable solutions to global business problems

*Competencies to be demonstrated in this course include:*

2. Computer-based Skills

- a. Word Processing: Unless otherwise stated, students are required to compose all written assignments using a standard word processing program.
- b. Presentation Software: Students will prepare and present visual aids for speaking assignments using Microsoft PowerPoint.
- c. Internet Search Skills: Students will utilize online search engines and databases to conduct informal and formal research.

3. Communication Skills

- a. Written Communication: Students are required to complete various writing assignments, including e-mail messages, letters, social media writing, informal reports, and formal reports. All written work should be referenced in APA citation style.
- b. Oral Communication: Students are required to complete speaking assignments, including an informative speech.
- c. Nonverbal Communication: Students will learn to recognize and use effective nonverbal cues when speaking and listening.

4. Problem Solving (Critical Thinking)

- a. Conceptual Thinking: To complete various assignments, students will identify and define current problems in today's international business climate and develop possible solutions to those problems.
- b. Gathering and Analyzing Data: Students will gather and analyze demographic/psychographic data from potential audiences to adapt messages.
- c. Creativity and Innovation: Students will use innovation and creativity to present information in a way that captures and maintains audience interest.

5. Ethical Issues

- a. Ethical Communication: Students will learn ethical communication practices for use in the classroom and in the workforce.
- b. Academic Integrity: Students will be held to a very high standard in regard to personal integrity, intellectual honesty, and ethical behavior. University standards regulating academic integrity are strictly enforced.
- c.

*Outcomes for students to successfully complete this course include:*

- 1. Creation of accurate, concise, and audience-centered messages in the form of written correspondence, written reports, and memos
- 2. Demonstration of informal and formal research techniques through accurately obtained and cited report and presentation material
- 3. Demonstration of superior speaking and professional presentation skills through informative speech and professional presentation assignments
- 4. Effective incorporation of feedback demonstrated through writing revisions, speech delivery improvement, and assignment self-reflection
- 5. Development of communication etiquette for use in the workplace
- 6. Understanding of contemporary business culture demonstrated through research and practical demonstration in writing and speaking assignments

**EVALUATION:**

There are 750 possible points to earn in this course. You start at 0 and earn your points by submitting assignments, completing quizzes, attending and participating in class, and completing your presentation.

In-Class Writing & Speaking	150 points
Grammar & Punctuation Quizzes	150 points
Out-of-class Writing Assignments	150 points
Project Paper	100 points
Project Power Point	50 points
Project Speech	50 points
Final	100 points

**Total: 750 points**

**\*All assignments are subject to change at the discretion of the professor. \***

90-100% of total points = A

80-89 % of total points = B

70-79 % of total points = C

60-69 % of total points = D

0-59 % of total points = F

# University Information & Policies

## UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

**Students Rights and Responsibilities** To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

## Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

## UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit [www.uttyler.edu/tobacco-free](http://www.uttyler.edu/tobacco-free).

## Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

### **State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

### **Disability/Accessibility Services**

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

### **Student Absence due to Religious Observance**

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

### **Student Absence for University-Sponsored Events and Activities**

Revised 01/18 If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

### **Social Security and FERPA**

Statement It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

### **Emergency Exits and Evacuation**

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University

Police, Fire department, or Fire Prevention Services.

### **Student Standards of Academic Conduct**

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

i. "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

ii. "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. iii. "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty. iv. All written work that is submitted will be subject to review by plagiarism software.

#### **UT Tyler Resources for Students**

- UT Tyler Writing Center (903.565.5995), [writingcenter@uttyler.edu](mailto:writingcenter@uttyler.edu)
- UT Tyler Tutoring Center (903.565.5964), [tutoring@uttyler.edu](mailto:tutoring@uttyler.edu)
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- UT Tyler Counseling Center (903.566.7254)