

THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
Spring 2026

COURSE NUMBER: MANA 3370.002
COURSE TITLE: Business Writing and Oral Presentations
INSTRUCTOR: Jennifer Hicks Martinez, MA
REQUIRED MATERIALS: Mary E. Guffey. Essentials of Business Communication 12th, 2022.
(ISBN-13: 978-0-357-71497-3) (the access code **IS NOT** required)
A Zoom account and video capability

COURSE DESCRIPTION:

This course is an opportunity for development of clear and persuasive business communication skills, study of interpersonal communication channels in internal and external environments, and experience in writing business letters, reports, and other written communications.

PREREQUISITES: None
CLASS MEETING: M/W 4:05 – 5:30
TEACHING METHOD:

This is a limited lecture course, and students are expected to come to class prepared to discuss assigned readings and participate in experiential activities.

CONTACT: Office: COB 350.50
Email: jmartinez@uttyler.edu
PLEASE CONTACT ME THROUGH CANVAS INBOX ONLY.
I will answer any correspondence within 48 hours, M-F.

All correspondence in this course should have a subject line, salutation, and complimentary close. The message should be written professionally, with proper capitalization and grammar, no slang, and few to no misspellings.

OFFICE HOURS: Mondays and Wednesdays: 12:15 – 2:15, 5:30 – 6:30
Fridays 11:00 – 3:00
By appointment (Zoom or face-to-face)

CORE SKILLS

- PROFESSIONAL PROFICIENCY AND COMMUNICATION
- TECHNOLOGICAL COMPETENCE
- GLOBAL AWARENESS
- LEADERSHIP AND TEAMWORK
- SOCIAL RESPONSIBILITY
- CRITICAL THINKING

COURSE OBJECTIVES:

1. Prepare business documents that are focused, well-organized and mechanically correct.
2. Create accurate, clear, concise audience-centered messages – verbally and in writing.
3. Use informal and formal research techniques to gather information.
4. Effectively incorporate feedback to improve business communication skills.
5. Understand the importance of making ethical communication decisions and the need for personal accountability in all aspects of business communication.

6. Understand contemporary business culture in order to adapt communication messages.
7. Learn about plagiarism and how to use APA citation formatting.

Competencies to be demonstrated in this course include:

1. Communication Skills
 - a. Written Communication: Students are required to complete various writing assignments, including e-mail messages, memos, informal reports, and formal reports. All written work should be referenced in APA citation style when required by the instructor.
 - b. Oral Communication: Students are required to complete speaking assignments.
 - c. Nonverbal Communication: Students will learn to recognize and use effective nonverbal cues when speaking and listening.
2. 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 regarding personal integrity, intellectual honesty, and ethical behavior. University standards regulating academic integrity are strictly enforced. More information on academic integrity can be found on p. 4 of this syllabus and in the UT Tyler Syllabus module on Canvas. **THE USE OF AI IS NOT PERMITTED IN THIS COURSE.**
3. Personal Accountability for Achievement
 - a. Learning Climate: The classroom will be a positive and productive learning environment for all students based upon open communication, respect for diverse backgrounds, ideas and opinions, as well as non-discrimination.
 - b. Deadlines/Late Policy: All assignments and exams must be completed by the assigned due dates, but late work is accepted **up to 24 hours after the original due date with a 10% penalty**. After the 24 hours' grace period, the student will receive a zero. No make-ups or extensions will be permitted unless the student obtains permission from the instructor **prior** to the due date and has a **verifiable** excuse.
 - c. Discussion of Graded Assignments: Success in this course requires thoughtful self-evaluation of performance. When students discuss grades with the instructor, they must be prepared to make a thoughtful case regarding the evaluation. Arguments must be related to the assignment as presented and based on how it compares with the evaluation criteria (not on how it compares to assignments in another course or a fellow classmate's grade). **Discussions about assignments should occur within one week of receiving evaluation.**
 - d. Classroom Courtesies:
 - i. Electronic Devices: No electronic devices of any kind are allowed in class (including earbuds, cell phones, tablets, laptops, etc.). After one warning, the student will be asked to leave class for the day. In an emergency, please leave the classroom to use your cell phone.
 - ii. Eating and drinking: You may eat during class if you bring enough for everyone, especially your instructor. You may drink nonalcoholic beverages during class if the container has a lid.
 - iii. Tobacco: Tobacco consumption of any kind is not permitted during class (please see University guidelines below).
 - e. Attendance: **Attendance is mandatory in this course.** Because this is a skills-based course, attending every class session is critical. Being absent will deprive students of valuable class discussions. Students are allowed two "free" days to miss class; each missed class after those will result in point deductions from the attendance grade.
 - f. Tardiness: Students are expected to arrive to class on time every day. As soon as the lecture begins for the day, the student will be considered late and **won't receive attendance points for that day.**
 - g. Participation: The quality of a student's participation in this course will greatly influence the quality of his or her learning. Students should attend class, read the assigned materials, complete assignments, ask questions, and participate during class.

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. Effective incorporation of feedback demonstrated through writing revisions, speech delivery improvement, and assignment self-reflection
4. Development of communication etiquette for use in the workplace
5. Understanding of contemporary business culture demonstrated through research and practical demonstration in writing and speaking assignments.

EVALUATION:

Grades are determined on a straight percentage scale based on the number of points earned out of a maximum of 1600 points. **There will be no further rounding or curving of grades.**

Please note: the last withdraw date for Spring 2026 is March 30.

Writing Assignments:

Discussion Boards	100 pts
Chapter Writing Assignments	600 pts
<i>Total points for Writing</i>	<i>700 pts</i>

Speaking Assignments:

Informative Speech	200 pts
Speech PowerPoint	100 pts
<i>Total points for Speaking</i>	<i>300 pts</i>

Knowledge Assessment Assignments:

Chapter Quizzes	50 pts
Grammar Quizzes	300 pts
<i>Total points for Knowledge Assessment</i>	<i>350 pts</i>

Other:

Citations	50 pts
Attendance	100 pts
Participation	100 pts
<i>Total points for Other</i>	<i>250 pts</i>

Total: 1600 pts

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

Final grades are calculated as follows:

A = 1600-1440 pts B = 1439-1280 pts C = 1279-1120 pts D = 1119-960 pts F = 959 pts or fewer

SOULES COLLEGE OF BUSINESS STATEMENT OF ETHICS

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the Soules College of Business help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the Soules College of Business at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

ACADEMIC DISHONESTY STATEMENT

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

SOME IMPORTANT INFORMATION ABOUT USING AI IN MANA 3370:

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

For this course, AI is not permitted in this course at all.

I expect all work students submit for this course to be their own. I have carefully designed all assignments and class activities to support your learning. Doing your own work, without human or artificial intelligence assistance, is best for your efforts in mastering course learning objectives. For this course, I expressly forbid using ChatGPT or any other artificial intelligence (AI) tools for any stages of the work process, including brainstorming. Deviations from these guidelines will be considered a violation of UT Tyler's Honor Code and academic honesty values. Any instance of the following constitutes a violation of UT Tyler's Honor Code: a student has another person/entity do any portion of a graded assignment, which includes purchasing work from a company, hiring a person or company to complete an assignment or exam, using a previously submitted assignment and/or using AI tools (such as ChatGPT).

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>

GRADE REPLACEMENT/FORGIVENESS AND CENSUS DATE

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 (For spring the Census Date is January 26.). 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 (Jan. 26) 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 12th day of class (See Schedule of Classes for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Registrar's Office and must be accompanied by documentation of the extenuating circumstance. Please contact the Registrar's Office if you have any questions.

DISABILITY SERVICES

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Tyler at Texas offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including non-visible a 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 make an appointment for you with an Accessibility Case Manager. 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

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.

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.

CONCEALED HANDGUN POLICY

“We respect the right and privacy of students 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 RESOURCES FOR STUDENTS

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu or www.uttyler.edu/writingcenter
- Purdue University Online Writing Lab, <https://owl.english.purdue.edu/owl/>
- UT Tyler Tutoring Center (903.565.5964), 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)

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.

- A. "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.
- B. "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.
- C. "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.

Recording of Class Sessions

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.