

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

COURSE NUMBER: MANA 3370 (in-person)
COURSE TITLE: Business Writing and Oral Presentations
INSTRUCTOR: Michael Tidwell, PhD
REQUIRED MATERIALS: Mary Ellen Guffey, & Loewy, D. (2023). Essentials of business communication. (**12th EDITION** ebook or printed copy) Cengage Learning, Inc. (ISBN-13: 978-1337386494) (the access code **IS NOT** required). A Zoom account, video capability, and a YouTube account are also required.

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: In-person
TEACHING METHOD: Lecture
ASSIGNMENTS: Online and/or in-person (see specific assignment for directions)
CONTACT: Email: mtidwell@uttyler.edu
Canvas Inbox messaging is preferred over email.
I will answer any correspondence within 48 hours, M-F.

OFFICE LOCATION: COB 350.21

OFFICE HOURS: Tuesday: 12 pm-6 pm
Wednesday: 8 am-12 pm

CORE VALUES

- PROFESSIONAL PROFICIENCY
- TECHNOLOGICAL COMPETENCE
- GLOBAL AWARENESS
- SOCIAL RESPONSIBILITY
- ETHICAL COURAGE

COURSE OBJECTIVES:

Knowledge objectives of this course include:

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, such as email 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.
3. Personal Accountability for Achievement
 - a. Learning Climate: The virtual 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 quizzes must be completed by the assigned due dates, but I will accept late work up to 24 hours after the original due date with a **30% penalty**. After the 24 hours expires, 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 employment, healthcare, family care, or university-sponsored event 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 must occur within one week of receiving evaluation.**

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.

FREE SPEECH:

The content of this course will cover how we communicate in business and business-related contexts. As such, you may find some of your fellow classmates' opinions offensive or objectionable. It is important to remember that college is a 'marketplace of ideas' and the best way to eradicate a bad idea is to present a good one. *All students will be allowed to speak freely during this course.* We will practice good manners and respect during our discussions, but everyone will be allowed to voice their personal and professional opinions about the business topics under consideration.

EVALUATION:

Grades are determined on a straight percentage scale based on the number of points earned out of a maximum of 1000 points. **There will be no further rounding or curving of grades.**

IMPORTANT NOTE: All assignments are required. Attendance is taken at the beginning of each class and students are expected to participate by asking thoughtful questions and discussing the topics under consideration.

Writing Assignments:

Informative Writing	100 pts
Persuasive Writing	150 pts
<u>Resume and Cover Letter Writing (50 pts each)</u>	<u>100 pts</u>
<i>Total points for Writing</i>	<i>350 pts</i>

Speaking Assignments:

Informative Speech	100 pts
Persuasive Speech	150 pts
<u>Group Case Presentation (SUBMITTED VIA CANVAS)</u>	<u>150 pts</u>
<i>Total points for Speaking</i>	<i>400 pts</i>

Attendance and Mini-Speeches:

<u>Attendance and Mini-Speeches (approx. 20 pts/week)</u>	<u>250 pts</u>
<i>Total points for Attendance and Mini-Speeches</i>	<i>250 pts</i>

Total: **1000 pts**

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

Final grades are calculated as follows:

A = 1000-900 pts B = 899.99-800 pts C = 799.99-700 pts D = 699.99-600 pts F = 599.99 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.

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: <https://www.uttyler.edu/offices/student-conduct-and-intervention/student-conduct/policies/>

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 fall 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 (**January 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 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/s-UTTyler/ApplicationStudent.aspx> 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 <https://www.uttyler.edu/academics/success-services/disability-services/>, 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 email) 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 <https://www.uttyler.edu/offices/human-resources/wellness/tobacco-cessation/>.

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 <https://www.uttyler.edu/about/campus-carry/>.”

HELPFUL RESOURCES FOR STUDENTS

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu and 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 courserelated 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.