THE UNIVERSITY OF TEXAS AT TYLER  
COLLEGE OF BUSINESS AND TECHNOLOGY  
Spring 2015

COURSE NUMBER: MANA 3370.002  
COURSE TITLE: Business Writing and Oral Presentations  
INSTRUCTOR: Jennifer Hicks Martinez, MA  

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: TTH 3:30-4:50 p.m. in BUS 260  
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: BUS 131A  
Office Phone: 903-566-7352  
Email: jmartinez@uttyler.edu

OFFICE HOURS: TTH 11:00 a.m. – 12:30 p.m. and by appointment

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. 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:**

1. **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.

2. **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 MLA citation style.
   b. **Oral Communication:** Students are required to complete speaking assignments,
      including an informative speech and a group presentation.
   c. **Nonverbal Communication:** Students will learn to recognize and use effective
      nonverbal cues when speaking and listening.
   d. **Listening Skills:** Students will use effective listening techniques to enhance their
      performance as team members and as individual members of the course.

3. **Interpersonal Skills**
   a. **Team-based Abilities:** Students will participate in team activities and assignments.
      Team projects and peer editing will help students develop the tools they need to be
      successful in the business world.
   b. **Conflict Resolution:** Students will learn communication strategies for resolving
      conflict in one-on-one and team settings.

4. **Problem Solving (Critical Thinking)**
   a. **Gathering and Analyzing Data:** Students will gather and analyze
      demographic/psychographic data from potential audiences to adapt messages.
   b. **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.

6. **Personal Accountability for Achievement**
   a. **Learning Climate:** This 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. **Classroom Courtesies:**
      i. **Electronic Devices:** No electronic devices of any kind are allowed in class.
After one warning, the student will be asked to leave class for the day and you will be counted absent. 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. You may drink nonalcoholic beverages during class.

iii. **Tobacco:** Tobacco consumption of any kind is not permitted during class.

c. **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 and will also prevent them from fulfilling certain graded in-class assignments/quizzes. Students will have four “free” days to miss class during the semester. On the fifth absence, 3.33 points will be deducted from an Attendance grade of 100 for every class missed after the fourth absence. Please note: University absences are not excused since you have four absences to be used without penalty. If you know you will be missing more than four classes because of a University-sponsored event, please see me before Jan. 23.

d. **Tardiness:** Students are expected to arrive to class on time every day. If a student is late or leaves early this will count as half an absence. As soon as the lecture begins for the day, you will be considered late.

e. **Participation:** The quality of a student’s participation in this course will greatly influence the quality of his or her learning. Students should:
   
i. Attend class (physical presence is necessary, but not sufficient)
   
ii. Demonstrate that assigned materials have been read
   
iii. Complete all assignments in accordance with deadlines
   
iv. Ask thoughtful questions that extend class discussion
   
v. Contribute “real life” examples to demonstrate theory
   
vi. Express respect for all classmates and the instructor

f. **Deadlines:** All assignments and exams must be completed on the assigned dates. No make-up work or extensions will be permitted unless the student obtains permission from the instructor prior to the due date and has a verifiable excuse. Missing a speech or an exam results in an automatic zero. **No late work will be accepted.**

g. **Presentation Etiquette:** On presentation days, students have dual responsibilities as speakers and audience members. When a student is presenting, s/he will come prepared, meet assignment expectations, and dress professionally. When a student is an audience member, s/he will be attentive, supportive of peers, and will ask challenging but constructive questions when presentations are finished.

h. **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.**

_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 listening techniques in class activities
3. Demonstration of informal and formal research techniques through accurately obtained and
4. Demonstration of superior speaking and professional presentation skills through informative speech and professional presentation assignments
5. Effective incorporation of feedback demonstrated through writing revisions, speech delivery improvement, and assignment self-reflection
6. Development of communication etiquette for use in the workplace
7. Understanding of contemporary business culture demonstrated through research and practical demonstration in writing and speaking assignments
**EVALUATION:**
Grades are determined based on the number of points earned out of a maximum of 800 points. **There will be no further rounding or curving of grades.**

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<tr>
<th>Writing Assignments:</th>
<th>Your Score</th>
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<tbody>
<tr>
<td>Writing Assignment #1</td>
<td>25 pts</td>
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<tr>
<td>Writing Assignment #2</td>
<td>50 pts</td>
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<tr>
<td>Writing Assignment #3</td>
<td>75 pts</td>
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<td>Writing Assignment #4</td>
<td>100 pts</td>
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<tr>
<td><strong>Total points for Writing</strong></td>
<td><strong>250 pts</strong></td>
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<tr>
<th>Knowledge Assessment Assignments:</th>
<th>Your Score</th>
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<tr>
<td>Syllabus Quiz</td>
<td>25 pts</td>
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<tr>
<td>Grammar Quizzes (25 pts each)</td>
<td>100 pts</td>
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<tr>
<td>Revision/Proofreading Case</td>
<td>50 pts</td>
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<tr>
<td>Chapter Tests (5 worth 15 pts each)</td>
<td>75 pts</td>
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<tr>
<td>Final Exam</td>
<td>100 pts</td>
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<tr>
<td><strong>Total points for Knowledge Assessment</strong></td>
<td><strong>350 pts</strong></td>
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<tr>
<th>Participation</th>
<th>Your Score</th>
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<tr>
<td>Attendance</td>
<td>100 pts</td>
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<tr>
<td>Participation</td>
<td>100 pts</td>
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<td><strong>Total points for Participation</strong></td>
<td><strong>200 pts</strong></td>
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**Total:** 800 pts

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

Final grades are calculated as follows:

A = 720-800 pts  B = 640-719 pts  C = 560-639 pts  D = 480-561 pts  F = 479 pts or fewer
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 College of Business and Technology 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 College of Business and Technology 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:

http://www.uttyler.edu/wellness/StudentRightsandResponsibilities.html

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 that students need to be aware of. 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 Services**

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu.
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.