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

COURSE NUMBER: MANA 3370.061
COURSE TITLE: Business Writing and Oral Presentations
INSTRUCTOR: Jennifer Hicks Martinez, MA
(ISBN: 978-1-11-82122-7)

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: none (online)
TEACHING METHOD:
This is a web-based course.

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. 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. Gain awareness of the ethical implications of business decisions in international and
domestic settings
8. 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. **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. **Nonverbal Communication:** Students will learn to recognize and use effective nonverbal cues when speaking and listening.

3. 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.

4. 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:** All assignments and exams must be completed on the assigned dates. 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. Missing an exam results in a zero. **No late work will be accepted.**
   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.**

**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 800 points. There will be no further rounding or curving of grades. No extra credit will be offered.

<table>
<thead>
<tr>
<th>Writing Assignments:</th>
<th>Your Score</th>
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<tbody>
<tr>
<td>Discussion Board #1</td>
<td>20 pts</td>
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<tr>
<td>Discussion Board #2</td>
<td>30 pts</td>
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<tr>
<td>Discussion Board #3</td>
<td>30 pts</td>
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<tr>
<td>Writing Improvement Exercise #1</td>
<td>40 pts</td>
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<tr>
<td>Writing Improvement Exercise #2</td>
<td>40 pts</td>
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<tr>
<td>Writing Improvement Exercise #3</td>
<td>40 pts</td>
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<tr>
<td>Writing Assignment #1</td>
<td>25 pts</td>
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<tr>
<td>Writing Assignment #2 (Ch. 5: informational)</td>
<td>50 pts</td>
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<td>Writing Assignment #3 (Ch. 6: procedural)</td>
<td>75 pts</td>
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<tr>
<td>Writing Assignment #4 (Ch. 7: negative)</td>
<td>100 pts</td>
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<tr>
<td>Total points for Writing</td>
<td>450 pts</td>
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<tr>
<th>Knowledge Assessment Assignments:</th>
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<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>25 pts</td>
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<tr>
<td>Grammar Quizzes (4 worth 25 pts each)</td>
<td>100 pts</td>
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<tr>
<td>Revising &amp; Proofreading</td>
<td>50 pts</td>
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<tr>
<td>Chapter Tests (5)</td>
<td>75 pts</td>
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<tr>
<td>Final Exam</td>
<td>100 pts</td>
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<tr>
<td>Total points for Knowledge Assessment</td>
<td>350 pts</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
If you are repeating this course for a grade replacement, you must file an intent to receive grade forgiveness with the registrar by the 12th day of class. Failure to do so will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates will receive grade forgiveness (grade replacement) for only three course repeats; graduates, for two course repeats during his/her career at UT Tyler.
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
If you have a disability, including a learning disability, for which you request disability support services/accommodation(s), please contact the Disability Services office so that the appropriate arrangements may be made. In accordance with federal law, a student requesting disability services/accommodation(s) must provide appropriate documentation of his/her disability to the Disability Services counselor. In order to assure approved services the first week of class, diagnostic, prognostic, and prescriptive information should be received 30 days prior to the beginning of the semester services are requested. For more information, call or visit Disability Services located in the University Center, Room 3150. The telephone number is (903) 566-7079. Additional information may also be obtained at the following UT Tyler Web address: http://www.uttyler.edu/disabilityservices.

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.