**MISSISSIPPI VALLEY STATE UNIVERSITY**

**Department of Business Administration Program**

**BA 320 – Business Communication and Report Writing**

**Fall 2023**

**Instructor:** J. Bryant, Ph.D.

**Office:** Building Education Building - #206 **Office Phone:** 662.254.3909

**Email:** [jjbryant@mvsu.edu](mailto:jjbryant@mvsu.edu)

**Days, Time and Location of Class Meeting:** Tuesday & Thursday 9:25a.m. – 10:40a.m.; Business Education Building Room 202.

**OFFICE HOURS:**

**Office Hours:** **Tuesday & Thursday:** 11:00p.m. – 1:00p.m.; 4:00p.m. -5:00p.m.

**Monday, Wednesday, & Friday:** 10:00a.m. – Noon. **(Vial Chat or Conference)**

**(By Appointment Only)**

**Required Course Resources:**

**Mary Ellen Guffey, Dana Loewy. Essentials of Business Communication 12th**

**ISBN#: 9780357715055**

**Student Courseware:**

* Internet Access and a jump drive
* Cengage Link: http://www.cengage.com
  + Cengage Course Key:
* Academic Calendar: <https://www.mvsu.edu/sites/default/files/2023_2024_academic_calendar.pdf>

**Software Requirements**

* Microsoft Office Suite

# Catalog Course Description: (3 hrs.)

The course is designed to refine human relations and writing skills through practical written business messages, research proposals and research reports.

**Student Learning Outcomes**

Upon completion of the course, students will be able to:

1. The foundations of business, interpersonal and group communication
2. Planning and preparation of spoken and written messages
3. Communication through voice, electronic and written messages
4. Communication through reports and business presentations; and

communication for employment

**Course Requirements**

Students must have basic computer skills, working within Windows system environment, navigating the Internet, and familiarity with E-mail, Excel, PowerPoint and Word programs. The first week begins the first day of the term. Students should allow at least 6-8 hours a week to complete the course work. All assignments **MUST** be submitted using the appropriate software.

**Points**

**Cengage Writing Assignments 125**

**Cengage Video Presentation 60**

**Cengage Unity Practice 16**

**Cengage Practice Quiz 295**

**Unit Tests 200**

**Mid-term 50**

**Final 100**

**E-portfolio 75**

**Group Project 200**

**Total: 1121**

**Grading Scale**

**A = 1008 – 1121**

**B = 897 – 1007**

**C = 785 – 896**

**D = 673 – 784**

**F = Below 60%**

**Grade Appeals:**

Any student who believes s/he has been graded unfairly during a semester should work actively and positively with me to resolve the matter informally. If the student believes that the grading issue has not been satisfactorily resolved should appeal the grade by following University procedures as outlined in the Student Handbook. When submitting a written complaint regarding grading practices, it is imperative that the student keep copies of supporting documentation (***course syllabus, graded assignments, a portfolio of other graded work from the course, including homework, projects, tests, and other assignments, if available*).**

**Make-up Policy:**

To be determined by the instructor. It is your responsibility to keep up with what you are missing and contact me to discuss if the assignments can be turned in after receiving an excuse approved by Student Affairs. If you are given permission to turn in any missing assignments they will be turned in at the end of the semester and the date will be provided to you. DO NOT send any assignments to my email address.

**Email Communication:**

All online communications should be composed with fairness, honesty, and tact. Students **MUST** use **CANVAS** email to contact me **and I will respond within 24 -48 hours during weekdays with the exceptions of the weekend which will take longer.**

**Attendance and Participation Policy:**

Regular and punctual attendance is required and strongly suggested in all credit generating classes. Students must comply with class attendance policies set by individual faculty members and complete all work required for each course.

**The classroom door will be locked 15 minutes after class starts once registration has ended. If you are late, you will not be allowed to enter class.**

When students must be absent from class, they are required to make arrangements satisfactory to the instructor with regard to work missed. When students know in advance that they will be absent from class, instructors should be notified and arrangements made to secure assignments.

**Students may obtain an official excuse from class from the Office of the Vice President for Student Affairs, due to an emergency (illness, accidents, jury duty, or death in the immediate family) or for attendance at officially-authorized functions and authorized field trips sponsored by the University. Official excuses must be presented to the instructor within seven days from the date of the absence in order for students to make up any work missed.**

**Disruptive Behavior:**

According to the student handbook page 60, academic excellence demands that appropriate behavior and decorum be maintained by students at all times in the classroom. MVSU will not tolerate disruptive behavior by students.

**Submission of Work:**

Scheduled assignments MUST be completed and successfully submitted by due dates and time. **Assignments automatically become unavailable after the due date/time expires**. Late submission of assignment will NOT be accepted, no exceptions will be made.

**\*\*\*\* PLEASE DO NOT EMAIL ME ANY MISSED ASSIGNMENTS IF I DID NOT REQUEST IT BECAUSE IT WILL NOT BE GRADED.**

**Special Needs and Accommodations:**

Mississippi Valley State University is committed to providing reasonable accommodations for students with a documented disability. If a student has a disability that qualifies under the Americans with Disability Act (ADA) and requires accommodations, he/she should contact the Services for Students with Disability Office to obtain this service. Disabilities covered by the ADA may include learning, physical, psychiatric, vision, hearing, or chronic health disorders. Students who are uncertain if their condition/disability is qualified should contact the SSD Office.

**Mrs. Kathy Brownlow/ ADA Coordinator  
Social Science Building Office 105   
Phone/e-mail: 662-254-3443, kbrownlow@mvsu.edu.**

**Academic Integrity:**

All acts of academic dishonesty, including, but not limited to, cheating on exams, plagiarism, internet papers, paraphrasing internet papers, presenting someone else’s work as your own, failing to meet academic and professional requirements, will result in an automatic “F ”. The University’s academic honesty and plagiarism are enforced in this course.

**NOTE:** I will be happy to assist you with any course-related issues during my office hours, and if you are not free during that time, we can arrange an appointment for another time. **To be successful in this class you will have to spend time outside of the classroom on the computer and READ, READ, and READ some more. This class is not about memorizing it is about application practices.**

**CANVAS INFORMATION:**

*Canvas Instructure products support the current and previous major releases of the following browsers:*

* ***Chrome****102 and 103*
* ***Firefox****101 and 102 (*[*Extended Releases*](https://www.mozilla.org/en-US/firefox/organizations/all/)*are not supported\*)*
* ***Edge****102 and 103*
* ***Respondus Lockdown Browser****(supporting the latest*[*system requirements*](https://www.respondus.com/products/lockdown-browser/requirements.shtml)*)*
* ***Safari****14 and 15 (Macintosh only)   
    
  You can verify that the browser you are currently using is up to date by using the browser checker tool in the link below.*[*https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Canvas/ta-p/66*](https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Canvas/ta-p/66)

*Important note: If you need help downloading one of these browsers, The Online and Distance Education Staff will be happy to help you. Submit a helpdesk ticket by emailing*[*DistanceEd@mvsu.edu*](mailto:DistanceEd@mvsu.edu)*. Please use your MVSU email address to submit your helpdesk ticket.  You can also receive assistance by calling 662-254-3913 or 662-254-3624.*

**CENGAGE STUDENT SUPPORT:**

**Support for Students**

* **Student Office Hours -** Starting August 15th and running through September 7th students will have the ability to get their questions answered regarding registration, pricing, and learn best practices to ensure a successful semester. See below for times offered and the link to join.   The attached flyer contains this same information and can be posted as well.
  + Students will join using the following link at the times listed below: <https://info.cengage.com/OfficeHours_Pro-Owens>
  + Tuesday        1pm – 3pm CST
  + Wednesday   9am – 11am CST & 5pm – 7pm CST
  + Thursday      1pm – 3pm CST
* **We also offer live zoom presentations to show the students how to register and access your course** to have a strong start to the semester. We’d love to provide this service to you! Please reply back to us when a good day/time for us to zoom into your classroom and we’ll do our best to accommodate!

**COURSE SCHEDULE**

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| --- | --- | --- |
| **Weeks** | **Chapters/Topics** | **Activities and Assignments (All Assignments are to be turned in on time.)**  **CPQ = Cengage Practice Quiz**  **CWA = Cengage Writing Assignment**  **CP = Cengage Practice**  **E = Exams**  **CVP = Cengage Video Presentation** |
| **Dates** | **COMMUNICATION FOUNDATION** | **Activities and Assignments** |
| **8/21– 9/8** | **Chapter 1: Thriving in a Digital, Social, and Mobile Workplace** | **CA: Cengage Assignment**  **CVP: Video Presentation**  **CWA: Writing Assignment: Performance Evaluation** |
| **Chapter 2: Planning Business Messages** | **CA: Cengage Assignment**  **CUP: Cengage Unit Practice**  **CPQ: Cengage Practice Quiz** |
| **9/11 – 9/22** | **Chapter 3: Organizing and Drafting Business Messages** | **CPQ: Cengage Practice Quiz**  **E: Chapters 1-3 (9/14)** |
| **Chapter 4: Revising Business Messages** | **CPQ: Cengage Practice Quiz**  **CWA: Writing Assignment: Rewriting and Ineffective Email** |
| **9/25 – 10/13** | **Chapter 5: Short Workplace Messages and Digital Media** | **CA: Class Assignment CUP: Cengage Unit Practice**  **CPQ: Cengage Practice Quiz** |
| **Chapter 6: Positive and Neutral Messages** | **CPQ: Cengage Practice Quiz**  **E:Chapters 4-5 (10/19)** |
| **MIDTERM 10/2 – 10/6** | | |
| **10/9-10/20** | **Chapter 7: Bad News Messages** | **CPQ: Cengage Practice Quiz** |
| **Chapter 8: Persuasive Messages** | **CPQ: Cengage Practice Quiz**  **CWA: Writing Assignment: Writing a Customer Complaint**  **E:Chapters 6-8 (10/26)** |
| **10/23- 11/3** | **Chapter 9: Informal Reports** | **CA: Cengage Assignment**  **CUP: Cengage Unit Practice**  **CPQ: Cengage Practice Quiz** |
| **Chapter 10: Proposals and Formal Reports** | **CVP: Cengage Video Presentation**  **CPQ: Cengage Practice Quiz** |
| **GROUP PRESENTATIONS 11/14- 11/18** | | |
| **11/6 – 11/17** | **Chapter 11: Professionalism at Work: Business Etiquette, Teamwork, and Meetings** | **CA: Cengage Assignment**  **CUP: Cengage Unit Practice**  **CVP: Cengage Video Presentation**  **CPQ: Cengage Practice Quiz** |
| **Chapter 12: Business Presentations** | **CWA: Writing Assignment: Memo Recommendation Report E: Chapters 9-12 (11/30)** |
| **FALL BREAK & THANKSGIVING BREAK 11/20-11/24** | | |
| **11/27 – 12/1** | **Chapter 13: The Job Search, Resume, and Cover Messages** | **CA: Cengage Assignment**  **CUP: Cengage Unit Practice**  **CPQ: Cengage Practice Quiz** |
| **Chapter 14: Interviewing and Follow Up** | **CVP: Cengage Video Presentation**  **CPQ: Cengage Practice Quiz**  **CWA: Writing Assignment: Writing a Cover Letter**  **E-Portfolio Due**  **E: Chapters 13-14 (12/7)** |
| **SENIOR FINAL EXAM 12/4 - 12/6** | | |
| **COMPREHENSIVE FINAL** **EXAM 12/11 – 12/15** | | |

***NOTE: This document does not constitute a contract with the University. It contains guidelines. The instructor reserves the right to make changes as necessary in the syllabus.***