**MISSISSIPPI VALLEY STATE UNIVERSITY**

**Department of Business Administration Program**

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

**Fall 2022**

**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#: 9780357714997**

**Student Courseware:**

* Internet Access and a jump drive
* Cengage Link: http://www.cengage.com
  + Cengage Course Key: MTPN444Z9174
* Academic Calendar: <https://www.mvsu.edu/sites/default/files/mvsu_updated_2022_2023_academic_calendar_v2.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 (5 @ 25) 125**

**Cengage Video Presentation (2 @30) 60**

**Discussion Questions (12 @ 20) 240**

**Unit Tests (4@ 40) 160**

**Mid-term (1@ 50) 50**

**Final (1 @ 100) 100**

**E-portfolio (1 @ 75) 75**

**Group Project (1 @ 200) 200**

**Total: 1010**

**Grading Scale**

**A = 909 – 1010**

**B = 808 – 908**

**C = 708 – 807**

**D = 608 – 707**

**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.**

**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.**

**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)

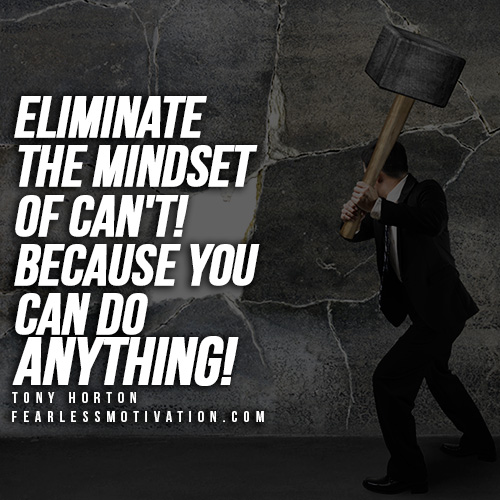
*Important note: If you need help downloading one of these browsers, The Online and Distance Education Staff will be happy to help you. Submit a helpdesk ticket by emailing*[*DistanceEd@mvsu.edu*](mailto:DistanceEd@mvsu.edu)*. Please use your MVSU email address to submit your helpdesk ticket.  You can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

**COURSE SCHEDULE**

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| **Weeks** | **Chapters/Topics** | **Activities and Assignments (All Assignments are to be turned in on time.)**  **CA = Cengage Assignment**  **E = Exams**  **WA = Writing Assignment**  **VP = Video Presentation** |
| **Dates** | **COMMUNICATION FOUNDATION** | **Activities and Assignments** |
| **8/22– 9/9** | **Chapter 1: Thriving in a Digital, Social, and Mobile Workplace** | **CA: Cengage Assignment**  **VP: Video Presentation**  **WA: Writing Assignment: Performance Evaluation** |
| **Chapter 2: Planning Business Messages** | **CA: Cengage Assignment**  **VP: Video Presentation** |
| **9/12 – 9/23** | **Chapter 3: Organizing and Drafting Business Messages** | **CA: Cengage Assignment**  **E: Chapters 1-3 (9/15)** |
| **Chapter 4: Revising Business Messages** | **CA: Cengage Assignment**  **WA: Writing Assignment: Rewriting and Ineffective Email** |
| **9/30 – 10/14** | **Chapter 5: Short Workplace Messages and Digital Media** | **CA: Cengage Assignment** |
| **Chapter 6: Positive and Neutral Messages** | **CA: Cengage Assignment**  **E:Chapters 4-6 (10/20)** |
| **MIDTERM 10/3 – 10/7** | | |
| **10/10-10/21** | **Chapter 7: Bad News Messages** | **CA: Cengage Assignment** |
| **Chapter 8: Persuasive Messages** | **CA: Cengage Assignment**  **WA: Writing Assignment: Writing a Customer Complaint** |
| **10/24 – 11/4** | **Chapter 11: Professionalism at Work: Business Etiquette, Teamwork, and Meetings** | **CA: Cengage Assignment**  **E: Chapters 7,8, 11 (11/10)** |
| **Chapter 12: Business Presentations** | **CA: Cengage Assignment**  **WA: Writing Assignment: Memo Recommendation Report** |
| **11/7 – 11/11** | **Chapter 13: The Job Search, Resume, and Cover Messages** | **CA: Cengage Assignment** |
| **Chapter 14: Interviewing and Follow Up** | **CA: Cengage Assignment**  **WA: Writing Assignment: Writing a Cover Letter**  **E: Chapters 12-14 (12/1)** |
| **PRESENTATIONS 11/14- 11/18** | | |
| **FALL BREAK & THANKSGIVING BREAK 11/21-11/25** | | |
| **SENIOR FINAL EXAM 11/28 - 11/30** | | |
| **COMPREHENSIVE FINAL** **EXAM 12/5 – 12/9** | | |

**THIS IS JUST SOMETHING TO THINK ABOUT**

**\*\*THIS IS NOT MY IMAGE\*\*\***

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***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.***