

# BA 3301 - Professional Written Comm: Professional Written Comm-WIN (SSI - June 03 to July 05)

Summer 2024 Syllabus, Section 380, CRN 51226

---

## Instructor Information

**Daniel Gonzalez**

Lecturer

Email: daniel.gonzalez@tamui.edu

Office: 213B WHTC

Office Hours:

By appointment

---

## Times and Location

Does Not Meet Face-to-Face

---

## Course Description

An interdisciplinary study of traditional and online communication formats utilizing business and management principles to achieve qualified writing in business. Emphasis is placed on clear, accurate, and concise writing in various business and professional settings. Prerequisites: For business majors only and ENGL 1302

Intl Business&Tech Studies Department, Sanchez School of Business

---

## WIN-Designation

This course is designated as a writing-intensive (WIN) course. In this course, writing will not only be the subject of study, but it will also serve as a method of learning. Students will learn how communication in written, oral, and visual forms change according to purpose and genre. Brainstorming, drafting, revising, and peer-workshopping are integrated into the course curriculum and are the required components of this writing-intensive course. The final Research Paper is the designated assignment for WIN assessment.

## Additional Course Information

1. The use of any AI tools, such as OpenAI/ChatGPT, for any and all graded materials in this course is **strictly prohibited**.
2. **The final writing assignment will be done in APA.**
3. All communication in the course will appear in Blackboard Announcements/TAMUI email. **There will be no communication through Blackboard Messages.** I will not check said inbox.
4. All feedback will be done during multiple active learning exercises entitled: Feedback Day. **In terms of online, feedback will also be given during "feedback days" through video recordings of peers' papers.** Students may ask for specific feedback on their papers through email or an office hour session, which may be reserved in thirty-minute increments.
5. All major and minor assignments will be due by 11:59pm on the due dates of the assignments.
6. All late work will be docked a letter grade for each twenty-four-hour period an assignment is late. An assignment is considered late if submitted after 11:59pm on the due date.

7. All assignments **must** be submitted in pdf form.

## Student Learning Outcomes

1. Develop Written Communication Skills: By the end of the course, students should be able to compose clear, concise, and professionally structured written communications, such as emails, memos, and reports, that effectively convey the intended message to various stakeholders.

2. Adapt Communication for Different Audiences: By the conclusion of the course, students should be capable of tailoring their communication style, tone, and content to suit the needs and expectations of different audiences, including colleagues, clients, and supervisors.

3. Ethical and Professional Communication: After completing the course, students should be able to demonstrate ethical communication practices, including maintaining confidentiality, respecting privacy, and adhering to professional standards of communication conduct.

4. Apply Persuasive Communication Techniques: At the end of the course, students should be able to identify and utilize persuasive communication strategies, including rhetorical techniques and evidence-based arguments, to influence and persuade others in a business context.

## Important Dates

Visit the Academic Calendar ([tamtu.edu](https://www.tamtu.edu)) (<https://www.tamtu.edu/academiccalendar/>) page to view the term's important dates.

## Textbooks

Group	Title	Author	ISBN
Required	Inclusive Communication for Business and the Professions + TH Classroom	Top Hat Monocle	9781774949931

## Grading Criteria

GRADE	PERCENTAGE
A	90-100
B	80-89.9
C	70-79.9
D	60-69.9
F	Below 60

## Grade Values

ASSIGNMENT	VALUE
Major WIN	25%
Minor Win(s)	25%
Exams	30%
Quizzes	10%
Assignments	10%

## Weekly Schedule

Week of	Agenda/Topic	Reading(s)	Due
6/3	Intro Week Assignments due by June 9th (11:59pm)	Chapters: 1-5	Chapters: 1-5 Quizzes: 1-5 Exams 1-2
6/10	Resume Week Assignments due by June 16th (11:59pm)	Chapters: 6-10	Chapters: 6-10 Quizzes: 6-10 Resume (Template Required) Exams 3-5
6/17	Elevator Pitch and Interview Week Assignments due by June 23rd (11:59pm)	Chapters: 11-15	Chapters: 11-15 Quizzes: 11-15 Elevator Pitch AI Interview Exams 6-7
6/24	Cover Letter Week Assignments due by June 30th (11:59pm)	Chapters: 16-20	Chapters: 16-20 Quizzes: 16-20 Cover Letter (Template Required) Exams 8-10
7/1	Final WIN Week WIN Final due by July 3rd (11:59pm)		WIN FINAL

## Distance Education Courses

[The *ITALICIZED INFORMATION BELOW* is where you are to ADD your course information. **Please don't forget to remove these instructions and all ITALICIZED content.**]

### **Regular and Substantive Interaction (Note to Instructors):**

The U.S. Department of Education (ED) has issued Regular and Substantive Interaction: Background, Concerns, and Guiding Principles which went into effect on July 1, 2021. Under the new regulations, the U.S. Department of Education requires that all online courses and programs for which students may use Title IV funds (federal financial aid) include regular and substantive interaction between students and their instructors. This ruling applies to both synchronous and asynchronous courses, with the primary focus being asynchronous courses. The Department of Education has the authority to audit courses and programs at institutions, like Texas A&M International University, with online offerings.

Be sure that your course provides for regular and substantive interaction between faculty and students, students and students, and students and content. (C-RAC, OSCQR, QM, SACSCOC, SC)

1. Regular and substantive instructor-to-student expectations and predictable/scheduled interactions and feedback are present, appropriate for the course length and structure, and are easy to find. (OSCQR, SACSCOC, SC)
2. Expectations for all course interactions (instructor to student, student to student, student to instructor) are clearly stated and modeled in all course interactions/communication channels. (OSCQR, SACSCOC, SC)

**Be sure to add clear statements on your syllabi about these instructor-to-student expectations.**

Visit for additional guidance on including Regular and Substantive Interaction: <https://www.tamui.edu/distance/faculty/regular-and-substantive-interaction.shtml>

## Online Courses and On-Campus Meetings

Texas Administrative Code (TAC), Title 19, Part 1, Chapter 2, Subchapter J, Section 2.202 ([https://texreg.sos.state.tx.us/public/readtac\\$ext.TacPage?sl=R&app=9&p\\_dir=&p\\_rloc=&p\\_tloc=&p\\_ploc=&pg=1&p\\_tac=&ti=19&pt=1&ch=2&rl=202](https://texreg.sos.state.tx.us/public/readtac$ext.TacPage?sl=R&app=9&p_dir=&p_rloc=&p_tloc=&p_ploc=&pg=1&p_tac=&ti=19&pt=1&ch=2&rl=202)), defines distance education as the formal educational process that occurs when students and instructors are not in the same physical setting for the majority (more than 50%) of instruction. Distance education includes hybrid and 100% online courses and programs as defined by the Texas Higher Education Coordinating Board (THECB):

- **Hybrid Course** - A distance education course in which more than 50 percent but less than 100 percent of instructional activity takes place when the student(s) and instructor(s) are in separate physical locations.

- **100-Percent Online Course** - A distance education course in which 100 percent of instructional activity takes place when the student(s) and instructor(s) are in separate physical locations. **Requirements for on-campus or in-person orientation, testing, academic support services, internships/fieldwork, or other non-instructional activities do not exclude a course from this category.**

In this online course, be sure to confirm what in-person meetings may be required of you (if applicable).

## Course Structure

*[Description of how students should approach the course regularly. A description of course menu items and their contents may be found here. The description may also describe how students should approach the materials per lesson/module/week. It should include what type of materials students may encounter, the types of activities and assessments they may see, and other expectations from the students in each module. This section should help the student understand how to navigate the course.]*

## Student-Instructor Communication Policy and Response Time

### Announcements/Course Messages/Emails

*[The instructor must provide information on the type of communication that will be provided to students on a regular basis, including the frequency of this communication (such as "Announcements will be posted regularly on Mondays."). Also, information on the turnaround time for communication from course messages or emails sent to the instructor.]*

### Assignments and Assessments

*[The instructor must list the turnaround time for providing feedback to students on their submissions of an assignment or assessment. Expectations on how students will receive feedback should be listed for each type of assignment.]*

## Course Communication Guidelines (Netiquette)

There are course expectations concerning etiquette or how we should treat each other online. We must consider these values as we communicate with one another. Visit **Instructional Technology and Distance Education Services' web page on Netiquette** (<http://www.tamui.edu/distance/students/netiquette.shtml/>) for further instruction.

## Accommodations/Accessibility Policy

Texas A&M International University seeks to provide reasonable accommodation for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with the Director of Student Counseling and to contact the faculty member in a timely fashion to arrange for suitable accommodation. For more information, contact the online at **Office of Disability Services for Students (DSS)**, via phone at 956.326.3086 or by visiting the staff at the Student Center, room 118. A link to the Disabilities Services for Students site has also been included under the "Resources" tab inside the course.

## Student Support Resources

The University wishes to have all students succeed in their courses. To provide support to our students, an array of services in the areas of technology support, academic support, student support, and accessibility support may be found at the University. For more information, visit the Instructional Technology and Distance Education Services page on **University Resources and Support Services**.

## Computer/Technology Requirements

*[Technology requirements must be listed for the course. Information on how to obtain software for purchase or download should be provided. See the following example. Customize technologies to include those that pertain to your course:]*

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Online students will need regular access to a personal computer that runs on a broadband Internet connection.

It is recommended that you meet the technical requirements listed on the Instructional Technology and Distance Education Services' webpage when using the learning management system (LMS) of the University.

**Additional Hardware.** For this class, you will need the following additional hardware: **[list any additional required hardware here. Additionally, and if applicable, you may use the following statement:]** Recently purchased laptops may have these built-in web cameras. If you do not have this equipment, it is recommended to purchase a stand-alone webcam, microphone, or a webcam with a built-in microphone from your local electronic store or any online store.

**NOTE:** Instructional Technology and Distance Education Services may check out available webcams to students on a first-come, first-served basis. To check out a webcam, please stop by Killam Library, Room 259, and request an available webcam.

**Additional Software.** You will need the following additional software: **[list any additional software required here. Additionally, and if applicable, you may use the following statement:]** TAMIU Students may access online versions of this software through their Dusty Office 365 account at <https://>

[dusty.tamui.edu/](http://dusty.tamui.edu/). This site also provides students access to download the Microsoft suite for educational use. **See instructions for downloading the Microsoft Office suite.**

**Note:** Students, if you do not own the required hardware or software or do not have access to the Internet, it will be highly challenging for you to make any progress in this class. However, my goal is to assist you in finding solutions and guide you appropriately most of the required materials can either be found free of charge at TAMIU's library, classrooms, and available computer labs. **Visit Media Services' web page on the availability of on-campus computer labs.** In addition, you may also purchase any of these items at any electronic store.

## Learning Management System (Blackboard)

Students are provided with an orientation (\*eLearning (Blackboard) Student Orientation\*) and access to guides on how to use the Blackboard LMS. Guides may be available at **Instructional Technology and Distance Education Services' Student eLearning Tutorial Videos page** or by contacting the eLearning team at [elarning@tamui.edu](mailto:elarning@tamui.edu).

## Minimum Technical Skills Expected

*[The description of the minimal technology skills is linked to OIT's statement of minimal skills. Faculty are required to update statements for additional technological skills from students.]*

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Students in distance education should have knowledge of basic computer and Internet skills, as mentioned on the **Instructional Technology and Distance Education Services' webpage**.

## Technical Support Services

Because of the nature of distance education courses, the Office of Information Technology (OIT) computing and information services are vital to the success of online students. This webpage covers contact information for Distance Education Services (Blackboard Support), the OIT Help Desk, and E-mail support: **Technical Support Services**.

## Web Conferences/Synchronous sessions

*[Instructors that host synchronous virtual meeting sessions should list details on how students will meet with the instructor in this section and whether these meetings are optional or required. Include the frequency of these meetings and a general explanation of the purpose for these sessions.]*

## Grading Scale/Schema (after Grade Breakdown section)

In determining the final course grade, the following scale is used in percentage or point value.

- xxx = A
- xxx = B
- xxx = C
- xxx = D
- xxx = F

*[Faculty can augment this area as necessary to accommodate their grading criteria. Faculty should also use this area to convey when students can expect feedback on their assignments and assessments.]*

## Rubrics (may be included here and in the Syllabus and Overview in the course)

*[The inclusion of rubrics in the syllabus is usually up to the instructor. If rubrics are not included in the syllabus, this area should convey to students that rubrics are included in the course and will provide an understanding of how they will be assessed on the course's assignments.]*

## Late Work Policy

Instructors should include the policy stating what may or may not be acceptable for late assignments.

## Course Evaluation

At the end of this course, students are encouraged to complete a course evaluation that will be distributed to them via email and through a course link.

## Turnitin Policy Or Other Types of Assignments in Other Systems

*[Instructor's policy on assignments held within the Turnitin system.]*

## Proctoring

*[Respondus LockDown Browser/Monitor OR Examity. Contact [elarning@tamui.edu](mailto:elarning@tamui.edu) for the syllabus statement and other information.]*



## Accessibility and Privacy Statements on Course Technologies

*[Information on the accessibility and privacy policies of all course technologies must be provided to the students. At TAMU, the eLearning team has compiled a list of accessibility and privacy statement links on their website. Link to these pages and contact eLearning if any new technologies should be listed on their pages. See the following example. Customize technologies to include those that pertain to your course:]*

At Texas A&M International University, we believe that all students should have equal technology opportunities in the classroom. These technologies/sites may also require user data, such as the creation of a username and password. You may find the accessibility and privacy policies of the technologies used in this class on the following pages: **Accessibility Statements and Privacy Statements**.

*In this class, we will utilize: [insert the technologies here].*

## Syllabus Subject to Change

While information and assurances are provided in this course syllabus, it should be understood that content may change in keeping with new research and literature and that events beyond the control of the instructor could occur. Students will be informed of any substantive occurrences that will produce syllabus changes.