

Syllabus

Course Number: **BA 3311/ACCT 3311.OU5**
Title: Business/Accounting Communications
Term: Summer 2012
Room: SOM 2.714
Hours: Monday/Wednesday 3:30 pm to 5:45 pm

Contact Information

Instructor: Raini M. Layne, M.A., RYT
Office Location: SOM 2.712
Office Hours: Monday & Wednesday 2:30 – 3:30 & 6:00 – 7:00
by appointment with 24-hour notice only
Email: rainilayne@utdallas.edu *email is preferred
Office Phone: 972.883.5252 (You cannot leave a message here.)

Course Prerequisites, Co-requisites, and/or Other Restrictions

BA3311/AIM3311 requires students to have Junior standing, be admitted to the School of Management, and have credit for Rhetoric 1302 and BA 3351. **As an upper-level class, students should already possess college-level writing skills and both written and oral proficiency in English.**

Course Description

Communication is the root activity of business. Communication skills are rated as one of the most sought after qualities in today's job market. In nearly all aspects of professional life you will spend most of your day explaining, writing, directing, persuading, and listening to other people. Your ability to do so clearly and effectively will have a direct bearing on your success in the business world.

This course is designed to give students a thorough introduction to business communication and its basic concepts and theories. It will also provide the student with ample opportunities to improve their writing skills. Students in this course will gain knowledge and skills that will assist them not only in their chosen career, but will be useful in their academic and social lives as well.

*This section is writing intensive; however, ample in-class time is dedicated to peer reviews, workshopping, group discussion, and questions to the professor.

Course Goals

This course is designed to help you:

- Develop basic communication skills you need to write, make oral presentations, communicate interpersonally, and work effectively in teams.
- Value the differences between yourself and others and to employ that understanding to improve the quality of your communication.
- Improve your communication in future courses and in your career.

- Develop basic reading, writing, listening, and speaking skills and the ability to follow complete, complex written and oral instructions.

Student Learning Objectives/Outcomes

BA/AIM 3311 is the second writing-intensive course in the Communications component of the Core Curriculum. The course addresses the following Component Learning Objectives:

1. Students will be able to write effectively using appropriate organization, mechanics, and style.
2. Students will be able to construct arguments that are effective and appropriate for business settings.
3. Students will be able to incorporate and interpret source material in their writing and speaking.
4. Students will be able to write in different ways for different audiences.

Emphasis on Social and Environmental Sustainability

Responsible business leaders of the 21st century will not only need to ensure the profitability of their company but will also need to be able to identify and manage the many ways in which their organization impacts its natural environment and social community. Leaders must also be able to communicate these commitments to the public in an effective and accurate way.

In this class, students will complete a major writing project that will help you imagine the ways in which North Texas businesses can 'give back' to their community through a significant community action program. This project will not only help you improve your team work and communication skills, but will also bring you into a closer relation to your community and its needs.

Required Textbooks and Materials

See [aplia.instructions](#) on elearning for instructions for purchasing your ebook and Aplia access.

Course Requirements

You must submit ALL writing assignments in order to pass this course.

Assignments

100pts – Atos Email

100pts – Claim Letter

100pts – Bad News Letter

200pts – Chapter Quizzes (on [aplia.com](#)), lowest grade will be dropped

150pts – Collaborative Proposal

100pts – Team Presentation

50 pts – Video Activity

50 pts – Resume & Cover Letter

50 pts – Portfolio with Process Paper

900 points total

Peer Review and Revision

The following statement comes directly from the Core Curriculum section of the UTD Undergraduate Catalog:

All courses [that satisfy the core requirement for Communication] require that students write, receive detailed feedback about, and revise at least 15 double-spaced pages.

This means that every written exercise you do in this class will be done **TWO TIMES**. First, you produce a *draft* of the document and have it reviewed by one of your classmates. Your partner will perform both formal and informal critiques of your draft. You will then revise your draft using the feedback your partner has provided you.

Assignments will not be accepted without these three elements: draft, peer review, revision. In the event an in-class revision activity is missed due to absence, the student is responsible for obtaining a **peer** critique. Final drafts will be submitted initially; however, failure to submit all three elements in the final portfolio will bring the assignment graded down to 0.

Grading Policy

All work should demonstrate the same professional and ethical standards expected of you in the workplace, including **carefully proofreading and editing**. Professionalism also means appropriate source citation wherever and whenever necessary so that violations of copyright – even if those violations are inadvertent – is avoided.

Final grades will be assigned according to an alpha/numeric grading system. Initial grades are calculated in points. The student will be given points on their final copy of an assignment. To calculate alpha/numeric grades from the point system to see how many points remain in order to reach a particular grade, the following equation can be used:

$(\text{Sum of points earned} - \text{absences} + \text{extra credit}) / \text{total points} * 100$

- A = 90 – 100
- B = 80 – 89.9
- C = 70 – 79.9
- D = 60 – 69.9
- F = 0 – 59.9

Writing Lab

This is a junior-level course and a basic use of grammar, syntax and mechanics is assumed; however, all students are strongly encouraged to use the **SOM Writing Lab** located in **SOM 1.218**. Visit <http://somwritinglab.utdallas.edu/> to make an appointment, find resources for business writing, and learn how to use APA to cite materials in your writing. Any assignments can be taken to the writing lab.

Attendance

TWO free absences are allowed. Each absence after that = **10 points off** final grade points. It is the student's responsibility to sign-in for each class. It is the responsibility of the student to sign the roll sheet every class.

Four late entries will result in ONE absence. Being late to class is unprofessional and all effort should be made to be in class on time. Lecture will begin on time and information will not be repeated for late arrivals. In the event of tardiness, students should enter the classroom quietly and avoid interrupting lectures and class discussion. Students should plan to stay the entire class time and not leave early unless instructed by or previously approved by the professor.

Aplia Quizzes

Chapter quizzes must be completed by **11 pm on the Friday** after we work with the chapter in class. ONE free deadline extension will be given as long as the student sends a request via email **within 48 hours** of missing the deadline. Quizzes are worth 200 points and the final count can make or break your grade.

Course Policies

Late Work

Late work will result in a 0 for the assignment. It is the responsibility of the student to appropriately manage their time and turn work in prior to deadline. (**A deadline of 3:30 p.m. does not mean an email time stamp of 3:31 p.m.**) In the event an absence may occur or deadline is expected to be missed, work will be accepted via email **prior to** the deadline.

Any extreme and unlikely circumstances, such as hospitalization or other debilitating illness, may be taken into account, but should be disclosed as soon as they arise and appropriate documentation submitted. Communication after the fact or at the end of the semester will not be taken into account.

Extra Credit

Other than extra credit opportunities offered to the entire class, no individual extra credit or personal consideration will be assigned to allow individual students a chance to raise their grade. Class extra credit will be assigned through out the semester at the professor's discretion.

Technology Requirements

Students should have access to a computer, printer and the internet outside of class and will be responsible for electronic and printed assignments. **The course is taught using e-Learning, and UT Dallas email and students should develop the habit of checking both e-Learning and UT Dallas email daily for assignments, announcements, and other communication from the university and professor.** Reliable and frequent internet connectivity is indispensable – not having internet access will make your group projects more difficult and will not serve as a valid excuse for shortcomings.

Classroom and Equipment Use Policies

No laptops, cell phones, pagers, or other electronic messaging services may be used in the classroom. Investment in paper and a writing utensil is highly advised.

Classroom Citizenship

In keeping with this course's professional communication mandate, students are expected to use

every opportunity in the course to practice communicating in a civil and professional manner. Any emails and/or in-person communication to the professor and classmates should exhibit appropriate professionalism and ethics.

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, A to Z Guide, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3, and in Title V, Rules on Student Services and Activities of the university's Handbook of Operating Procedures. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

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 demonstrate 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 or the award of a degree, and/or the submission as one's own work or 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.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some

issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. **It is the student's responsibility to handle withdrawal requirements from any class.** The student must do the proper paperwork to ensure that they will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's Handbook of Operating Procedures.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

Per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is automatically changed to a grade of F.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22

PO Box 830688

Richardson, Texas 75083-0688

(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Course Calendar

These descriptions and timelines are subject to change at the discretion of the Professor.

*Workshop means student must bring one print copy of assignment to class to be peer critiqued.

Week 1	
W May 30	Introductions and syllabus review Assign: Getting to Know You Email Assignment Assign: Collaborative Proposal; Meet teams
Week 2	
M June 4	Due: Getting to Know You Email – Email to me by beginning of class Lecture: Chapter 1 “Career Success Begins with Communication Skills” Lecture: Chapter 2 “Business Messages: “Planning & Pre-writing”
W June 6	Assign: Atos Email Lecture: Chapter 3 “Composing Business Messages” Lecture: Chapter 5 “ Electronic Messages & Memorandum”
Week 3	
M June 11	Lecture: Chapter 6 “Positive Messages” Lecture: Chapter 4 “Revising Business Messages” Activity: Workshop Atos Email
W June 13	Due: Atos Email – Email to me by beginning of class Assign: Claim Letter Assignment Lecture: Chapter 8 “Persuasive Messages” Activity: Group Meeting in Class
Week 4	
M June 18	Activity: Workshop Claim Letter Activity: Group Meeting in Class
W June 20	Due: Claim Letter Assignment – Email to me by beginning of class Assign: Bad News Letter Lecture: Chapter 7 “Negative Messages” Activity: Group Meeting in Class
Week 5	
M June 25	Lecture: Chapter 9 “Informal Reports” Activity: Workshop Bad News Letter
W June 27	Due: Bad News Letter – Email to me by beginning of class Lecture: Chapter 10 “Proposals & Formal Reports” Activity: Work in teams on Proposal Assignment
Week 6	

M July 2	Lecture: Chapter 11 “Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings” Activity: Work in teams on Collaborative Proposal
W July 4 -	University Holiday
Week 7	
M July 9	Activity: Workshop Collaborative Proposal Activity: Work in teams on Collaborative Proposal
W July 11	Assign: Team Presentation Lecture: Chapter 12 : “Business Presentations” Activity: Work in teams on Collaborative Proposal
Week 8	
M July 16	Lecture: Chapter 13 “ The Job Search: Resumes & Cover Letters” Activity: Resume & Interview Activity
W July 18	Lecture: Chapter 14 “Interviewing & Following-up” Activity: Workshop Resume & Cover Letter
Week 9	
M July 23	Assign: Video Activity Activity: Video Activity Activity: Work in teams on Collaborative Proposal
W July 25	Due: Collaborative Proposal – Hard copy due at beginning of class Activity: Work in teams on Presentation
Week 10	
M July 30	Due: Resume & Cover Letter Activity: Work in teams on Presentation Activity: Complete group evaluation
W August 1	Due: Final Portfolio (Video Activity included) Activity: Work in teams and prepare for presentations
Week 11	
M August 6	Due: Team Presentations – Hard copy due at beginning of class Mandatory Attendance: Team Presentations
W August 8	Mandatory Attendance: Team Presentations