

Syllabus

Course Number: ACCT 3311/BCOM 3311
Title: Accounting/Business Communications
Term: Summer 2012

Contact Information

Instructor: McClain Watson, PhD
Office Location: 4.415 SOM
Office Hours: TR 9:00 to 10:30am or by appointment
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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 have at least 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.

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.

Required Textbooks and Materials

Course material can be found here: <http://goo.gl/n1tJ9>

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

100pts – Email

100pts – Claim Letter

100pts – Bad News Letter

200pts – Online activities

50pts – Video Activity

150pts – Collaborative Proposal

100pts – Team Presentation

800 possible points

Grading Policy

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

Writing Lab

You are strongly encouraged to use the **SOM Writing Lab** located in **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.

Attendance

You get 2 free absences.

Each absence after that = 10 points off your final grade

It is your responsibility to make sure you are counted present in each class.

Connect Activities

Online activities must be completed by 11pm on the Sunday after we work with the material in class. I will give you 1 free deadline extension **as long as** you notify me within 48 hours of missing the deadline.

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, you 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.

Course Policies

Late Work

Deadlines in the professional world are a serious matter. Missed deadlines mean lost contracts, delayed product releases, skyrocketing expenses, and, in some cases, the loss, quite literally, of millions of dollars in revenue. Missed deadlines also compromise professional reputations and careers. Work that does not meet the assignment's constraints is unprofessional and creates administrative headaches. 'Technological problems' is not a valid excuse for late work, so plan accordingly.

For these reasons, late or incomplete work is not acceptable in this course EXCEPT in the most extreme and unlikely of circumstances.

Individual Extra Credit

Other than extra credit opportunities offered to the entire class, I do not curve individual items, nor do I offer "extra credit" work or "special consideration" to allow individual students a chance to raise their grade. If a personal situation arises during the semester that may affect your classroom performance, please talk to me sooner rather than later. If you wait until the end of the semester, I won't be able to help you. I can work with you more easily if you speak to me when the situation arises.

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.

Technology Requirements

The course is taught using WebCT, and **you should develop the habit of checking both WebCT and your UTD email often for assignments and announcements. 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.** You also have the responsibility to ensure that you have access to the course for the duration of the semester and must submit all assignments, except for presentation booklets, through WebCT. Failure to check UTD or WebCT email, errors in forwarding email, and email bounced from over-quota mailboxes are not acceptable excuses for missing course or project-related email.

Classroom and Equipment Use Policies

No laptops, cell phones, pagers, or other electronic messaging services may be used in the classroom unless you have cleared it with me first.

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. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you 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

As 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 changed automatically 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.

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

Date	Assignment(s) Due	Class Activities
5/31		Introduction, Review Syllabus
	Chapter1	Basic Concepts of Comm.
Date	Assignment(s) Due	Class Activities
6/5	Chapter2 Learning Obj 1	Writing Process
	Hand out Proposal Assignment	Get into groups, invent, etc
Date	Assignment(s) Due	Class Activities
6/7	Chapter4	Writing a First Draft Distribute Email Assignment
		Team Building Exercise
Date	Assignment(s) Due	Class Activities
6/12	Chapter2 Learning Obj 4-7	Email & Social Media in Business
		Use blog entries to discuss email issues
Date	Assignment(s) Due	Class Activities
6/14	Chapter5	Routine Messages
		Workshop Email – bring draft to class!!
Date	Assignment(s) Due	Class Activities
6/19	Email Assignment Due via email by class time	Team Meeting in class

Date	Assignment(s) Due	Class Activities
6/21	Chapter7	Persuasive Messages
		Distribute Claim Letter Assignment
Date	Assignment(s) Due	Class Activities
6/26		Mandatory Team Meeting with me
Date	Assignment(s) Due	Class Activities
6/28	Bring draft of Claim Letter	Workshop Claim Letter
Date	Assignment(s) Due	Class Activities
7/3	Chapter6	Negative Messages
	Claim Letter due at beginning of class	
Date	Assignment(s) Due	Class Activities
7/5		Video Activity
		Video Activity
Date	Assignment(s) Due	Class Activities
7/10		Distribute Bad News Letter assignment
		Walk Through Proposal document and Team Meeting

Date	Assignment(s) Due	Class Activities
7/12	Bring draft of Bad News letter	Workshop Bad News Letter
		Team Meeting
Date	Assignment(s) Due	Class Activities
7/17	Bad News Letter due at team meeting	Mandatory Team Meeting with me

Date	Assignment(s) Due	Class Activities
7/19	Bring 2 copies of Proposal draft	Workshop Proposal
	Chapter10	Oral Presentations Discuss Business Proposal (oral)
Date	Assignment(s) Due	Class Activities
7/24	Chapter11	Resumes and Cover Letters
		Interviewing and Follow-Up
Date	Assignment(s) Due	Class Activities
7/26	Proposal Due	Guest Speaker from Career Center
Date	Assignment(s) Due	Class Activities
7/31		Presentation Rehearsal
Date	Assignment(s) Due	Class Activities
8/2		Proposal Presentations