



Course Syllabus

Course Information

BCOM/ACCT 3311.504: Business Communications
Fall 2012
Tuesday 7:00-9:45 pm
Room: JSOM 2.802

Professor Contact Information

Professor	Dr. JoyLynn Hailey Reed
E-Mail	Please use Elearning internal e-mail only so I will receive your email in a timely manner
Office	JSOM 2.712
Office Hours	By Appointment

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

BCOM/ACCT 3311 requires students to have Junior standing, be admitted to the Jindal 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

Welcome to UTD's Business Communications course! Communication is the root activity of business. Communication skills are rated as one of the most sought after qualities in today's job market. If you do a Google search on "effective communication" and "business success," you will find over a million hits. Many professionals do not receive communication training until later in their careers after they have made costly mistakes. As professionals, you will spend most of your days explaining, writing, directing, persuading, and listening to other people. Your abilities to do these tasks clearly and effectively will directly impact your successes in business and in your careers.

In this course, you will receive a thorough introduction to business communication and its basic concepts and theories. You will also have ample opportunities to improve your writing skills. We will practice writing, listening, critically evaluating, speaking, and choosing appropriate message strategies. You will gain crucial knowledge and skills that will assist you not only in your chosen careers, but also in your academic and social lives.

This course is structured to accommodate students' varied learning preferences so you will be asked to participate in many different types of learning activities. Given this instructional goal, please engage fully with me and your classmates in all activities and assignments so that the depth and breadth of your learning experience this semester will be rich, interesting, and useful. You never know when an assignment or activity will capture your attention and spur your learning in unanticipated ways.

Course Goals

By the end of this class, you will:

- ◆ 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.
- ◆ Build effective project teams.
- ◆ Recognize and value the diverse contributions of all members of an organization.
- ◆ Improve your communication in future courses and in your career.
- ◆ Refine the process of written and oral communication in business.
- ◆ Use methods of problem solving in business communication that can be used as an individual or as a team.
- ◆ Develop basic reading, writing, listening, and speaking skills in addition to the ability to follow complete complex written and oral instructions.

Student Learning Outcomes

BCOM/ACCT 3311 is the second writing-intensive course in the Communications component of UTD's Core Curriculum. As such, it 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.

Social and Environmental Responsibility

Responsible business leaders of the 21st century will not only need to ensure the profitability of their firms 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.

Required Textbooks and Materials

Our course text is: Guffey, Mary Ellen. *Essentials of Business Communication* (9th edition) Thomson South-Western, 2013. **Your textbook and our course quizzes will be online.** This allows you to spend much less money than on a hard copy text. You can print out the entire book if you choose to do so. In addition, you will be able to take weekly chapter quizzes online at your own pace outside of class (please note quiz due dates). Extra website readings are noted in course the calendar and/or announced in class.

Please see the Aplia instructions (on the pages after the course calendar in this syllabus) so that you can register, pay, and begin working on your weekly quizzes. Failure to set up an Aplia account and purchase the online textbook by the end of the first week of classes will result in your falling behind so register immediately. If you have questions about the process, please let me know.

I will highlight information from the text as well as explain information that is not clear or needs elaboration. I will NOT repeat everything in all chapters. If you do not understand something in your textbook, please ask questions about it so I can make it clearer for you. I am happy to answer such questions during class time, before or after class, or anytime outside of class.

Grading Policy

Final grades will be assigned according to the following scale:

Grade	Percent	Points	Grade	Percent	Points
A+	98 – 100	882-900	C+	77 – 79	693-719
A	94 – 97	846-881	C	73 – 76	657-692
A-	90 – 93	810-845	C-	70 – 72	630-656
B+	87 – 89	783-809	D+	67 – 69	603-629
B	83 – 86	747-782	D	63 – 66	567-602
B-	80 – 82	720-746	D-	60 -- 62	540-566
			F	<= 59	539

You must complete ALL assignments in order to pass this course. If you are taking this course CR/NCR, you must complete ALL parts of all assignments at a "C" level to receive credit

IMPORTANT NOTE: You can feel free to discuss your work and your class performance with me anytime. If there is an error in grading/points, politely bring it to my attention and I will fix the error immediately. However, conversations about raising your grade are *off-limits*. Do not argue with me about grades. If you need a good grade to keep a scholarship, to get into professional school, or for another reason, make sure that you study well, ask good questions, get extra help on assignments, and keep up with the class. I will do all I can to facilitate your attempts to learn and improve in this class.

If you do not understand the reason you received a specific grade on any assignment, I definitely want to talk with you about it. If you believe that a grade should be reconsidered, take time to review my comments about your work and follow these instructions:

1. You must wait at least 24 hours after you received the grade but no more than one week to talk to me about it.
2. Write a memo specifying the grade you think you deserve and your reasons for asking me to change the grade you received. Address this memo to me.
3. Include your original evaluation and paper with your memo.

Assignments

100pts – Email
100pts – Claim Letter
100pts – Bad News Letter
150pts – Online Chapter Quizzes
150pts – Collaborative Proposal
100pts – Team Presentation
100pts – Video Project
100pts – Attendance/Class Participation
900pts – Possible Total

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.

You should expect to work hard in this course. Like each of your other SOM courses, this is a rigorous class.

Assistance with Writing

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. Please consult tutors well in advance of your due dates.

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 reviewed **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. **Your workshops will be part of your class participation grade so if you miss your workshops, your grades will suffer. Be in class with your rough drafts to do the workshops—no excuses! Doing workshops outside of class will NOT count toward class participation.**

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. Having 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.** All work is due on the date noted in this syllabus.

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.

Rules for Teams

Your participation on a team for the proposal is designed to help you put into practice what you will learn in this class about working with others to accomplish a common goal. There are various ways work teams are structured in organizations and various levels of control that team members have over their working situations. In this class, the following rules apply to your project teams:

1. You may fire any group member who is not contributing to your project. If you decide to fire a group member, there is a procedure for doing so:
 - First, meet as a team (with the potentially-fired person included) and discuss with the member your dissatisfaction with his/her level/quality of work. Give that person one chance to recover the team's confidence. After the one chance, meet with me to discuss the best way to approach the situation.
 - Have a full team meeting and give effective and constructive feedback to the member you are firing. Make sure that all members, including the one you fired, sign a statement of understanding that the person is no longer on your team. Submit the statement to me no later than one week after it is signed.
 - If a member refuses to communicate with your team by not returning phone calls, texts, or emails, or showing up to meetings, the rest of the team may fire that person without a full team meeting (all other members need to meet together). In that case, I will listen to their explanation and let you know if they have fired you. Please communicate with your team so this situation does not happen. If you are firing an unresponsive person, please submit a log documenting dates, times, and modes of attempted contact for at least 10 attempts to contact the person.
2. If you are fired, you may submit an individual project for a maximum of 1/2 credit. No individual papers for full credit will be accepted. That means it is to your advantage to make sure you stay on a team.

3. You can control whether or not your team members are all contributing if you do the intro team exercise provided in class, you increase your chances of functioning together effectively. I am happy to serve as your consultant to help your team work effectively but please do not complain to me about team members who are not meeting your expectations. Instead, use your knowledge gained in this class to do something about it. As future managers and executives, motivating and inspiring low-performing team members are something you will do often.

Class Participation & Attendance

Work assigned for this class carries no less priority than work you may have to complete for any other class or job. Material and information will be presented in the classroom that cannot be replicated outside the classroom or made up at a later date. Moreover, class participation is a vital part of your learning process because this class revolves around discussion and activities. More than simply being physically present in class, participation includes your asking questions in class about readings, answering questions, offering suggestions, and adopting a professional, positive attitude. **It is very difficult to do well in this course if you fail to attend class regularly and participate actively. Do not forget to sign the class attendance sheet every day—you cannot sign it after we leave class so you will be counted absent if your name is not on that sheet. There are no excuses accepted for missing class and in-class assignments--you will receive zeros for missing them. The only exception to this is a verifiable emergency circumstance (e.g. hospitalization). Note that parking problems, heavy traffic, computer problems, child care issues, work schedules, and other unfortunate issues are not considered emergencies.**

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 will not be able to help you. I can work with you more easily if you speak to me when the situation arises.

Technology Requirements

The course is taught using eLearning, so **you should develop the habit of checking both eLearning 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 eLearning. Failure to check UTD or eLearning 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.

Problems? Questions?

I hope you enjoy participating in this course as much as I enjoy teaching it. If you are having any problems, questions, or just want to talk, I encourage you to see me before class, during my office hours, or call me. In any case, I WANT TO TALK TO YOU!!! Don't let small problems during the semester grow to a crisis at the end. It's always easier to fix anticipated difficulties than to untangle a mess; please see me beforehand.

Relevant University Policies

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 UT 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 UT Dallas provides a method for students to have their UT 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). 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.

Assignments & Academic Calendar

(Topics, Reading Assignments, Due Dates, Exam Dates)

Date	Topics/Class Activities	Readings	Due
August 28	Course Introduction, Review Syllabus Basic Concepts of Biz Comm., Listening Workshop	Guffey 1	Log into Aplia and order your textbook, learn the Aplia system and take the example quiz.
September 4	Hand Out and Discuss Proposal Assignment Assignment to Proposal Teams: Discuss, Invent, etc Discuss Planning and PreWriting	Guffey 2	Print out and bring Proposal Assignment to class. Teams formed Team Members' Names, Phone, emails due in class tonight
September 11	Effective Teambuilding Principles of Biz Writing Discuss Email Assignment	Guffey 3 & 4	Teambuilding Exercise—make sure your entire team commits to attending today. Print out and bring E-Mail Assignment to class
September 18	Discuss: Electronic Communication in Business Settings Workshop Email Assignment	Guffey 5	Keep up with Quizzes Bring rough draft of your e-mail assignments for the workshop.
September 25	Discuss Positive Messages and Letters/other genres How to Turn People Down: Negative Messages	Guffey 6 Guffey 7	Keep up with Quizzes
October 2	Discuss Claim Letter Assignment and Video Assignment Explaining and Presenting Difficult Ideas	Posted Readings	Email Assignment Due at the Beginning of Class Print out and bring Claim Letter Assignment to class Print out and bring to class Video Assignment a
October 9	Workshop Claim Letter Persuasion	Guffey 8	Bring copy of your Claim Letter Assignment for the workshop
October 16	Work on Collaborative Proposals and Video Assignments		Submit a well-written E-mail memo with details about your meeting today: What did you discuss, what did you accomplish, who attended/did not attend, what problems do you need to solve, and what can I (your professor) do to help you. Do not submit with an attachment—send it as an eLearning email. Submit it no later than 6:00 pm Wednesday, October 17.

Date	Topic	Readings	Due
October 23	Grammar Issues Review: Delivering Bad News Discuss Bad News Assignment Work on Video Assignments—Feedback exercise in class		Claim Letter Assignment Due at the Beginning of Class. Print out and bring Bad News Assignment to class
October 30	Workshop Bad News Letter Assignment Work on Video Assignments—Feedback exercise in class		Midterm Team Report due by November 1 via eLearning (one report per team) Bring rough draft of your Bad News Letter Assignment for the workshop.
November 6	Employment Communication Professional Etiquette: What Can Make or Break Your Career	Guffey 13 & 14	Keep up with Quizzes Bad News Letter Assignment Due at the Beginning of Class
November 13	Developing Effective Business Presentations General Communication Issues	Guffey 12	Video Assignments Due at the beginning of class
November 20	FALL BREAK		HAPPY THANKSGIVING
November 27	Workshop Proposals Work on Presentations	Guffey 10	Bring rough draft of your proposal for the workshop
December 4	Proposal Presentations		Everyone Needs to be in Class Today
December 11	Course Wrap-Up		Proposal Due at the Beginning of Class Everyone Needs to be in Class Today Team Member Evaluation Forms due ALL ONLINE QUIZZES COMPLETED BY TONIGHT AT 11:59 pm
Grades Available Online by Thurs., Dec 20			

Please note that this schedule may be altered at the professor's discretion with notice given to the class via eLearning announcement.

APLIA Student Registration and Payment Instructions for Textbook and Online Chapter Quizzes

You will take online quizzes for each chapter in the book. You will have until **DECEMBER 11 at 11:59 p.m.** to complete all quizzes. After that date, you will not receive points for quizzes taken online. There are no exceptions to this deadline so please plan accordingly.

The online quiz points total over 600 but they will be converted into the 200 points that count toward your course grade. This means that there is not a 1-to-1 correspondence between points in chapter quizzes and points for your final course grade. This conversion is to your advantage and allows you to miss a quiz and not suffer great consequences for doing so.

You have three chances to answer each quiz question. Your **highest** score will be the one recorded in my grade book.

How to access your Aplia course

Reed – BCOM/ACCT3311 - FA12

Instructor: JoyLynn Reed
Start Date: 08/27/2012
Course Key: QYHV-673S-WTNW

Registration

Aplia is part of CengageBrain, which allows you to sign in to a single site to access your Cengage materials and courses.

1. Connect to <http://login.cengagebrain.com/>
2. **If you already have an account, sign in.** From your Dashboard, enter your course key (**QYHV-673S-WTNW**) in the box provided, and click the *Register* button.
If you don't have an account, click the *Create a New Account* button, and enter your course key when prompted: **QYHV-673S-WTNW**. Continue to follow the on-screen instructions.

Payment

Online: Purchase access to your course (including the digital textbook) from the CengageBrain website.

After paying, you will have the option to purchase a physical book at a discounted price. If you choose to pay later, you can use Aplia without paying until 11:59 PM on 09/16/2012.