

# BCOM 3300: Business Communication

## Course Information

*Course Number/Section*            **BCOM 3300 - Collin Technical Campus**  
**Tuesday, 4:30 p.m. - 7:15 p.m.**  
**CCTC A017**

*Course Title*                        Business Communication

*Term*                                     Fall 2024

## Professor Contact Information

*Professor*                             Dr. Sarah Moore

*Office Location*    JSOM 13.207

*Office Phone*                        972.883.5129

*Email Address*    semoore@utdallas.edu

*Office Hours*                        *UTD* Monday, 10-11:15, and on Teams – see eLearning for link and times (I’m at the Allen location on Tuesday afternoons)

## Course Pre-requisites, Co-requisites, and/or Other Restrictions

Credit cannot be received for both courses, BCOM 1300 and BCOM 3300.

## Course Description from 2024 UT Dallas Catalog

**BCOM 3300** Business Communication (3 semester credit hours) This course introduces students to business communication and professionalism with a focus on developing the skills necessary to communicate professionally and effectively. Particular communication skills include understanding audience and context; writing and evaluating internal and external communications; using appropriate communication tools and channels; effectively integrating research and data into presentations; and networking and professional presence. This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take **BCOM 1300**. Credit cannot be received for both courses, **BCOM 3300** and **BCOM 1300**. Resource fee of \$60 required. (3-1) S

## Background on JSOM BCOM sequence

During your time as a JSOM student, you will complete a 2-course Business Communication sequence: BCOM 1300/3300, and BCOM 4300.

- BCOM 1300/3300 focuses on skills needed for communicating as you prepare to enter the business world. Communication is essential as a college student, an intern, an employee, and a campus leader.
- BCOM 4300 focuses on skills needed for communication as a business school graduate, as a manager, and as a professional leader. Recommended: take BCOM 4300 as a junior or senior.

## Student Learning Objectives/Outcomes

1. Students will develop communication skills to aid them in their internships, campus leadership, and community engagement.
2. Students will select appropriate writing and presentation techniques for professional and academic settings.
3. Students will demonstrate professional communication best practices for networking and hiring.

## Required Textbooks and Materials

**Business and Professional Communication 2e** by Kory Floyd and Peter Cardon  
*See eLearning for the link and directions to purchase access.*

Required Materials (Free, bought already by JSOM): Quinncia and Grammarly – Available after Census Day

- a. Log in to both with your UTD NetID email and password.
- b. Email [bcom@utdallas.edu](mailto:bcom@utdallas.edu) if you have access issues.)

## Course Units & the Professional Online Portfolio (POP)

### *Unit 1: Launching Your Career*

The first unit focuses on professional communication basics, including networking, resume writing, and job search strategies. Students are encouraged to network, attend career fairs and explore opportunities in their majors.

### *Unit 2: Communicating at Work*

The second unit emphasizes effective workplace communication through team presentations and business writing.

### *Professional Online Portfolio (POP)*

Students compile their semester's work, including resumes, LinkedIn profiles, presentations, and business writing assignments, into a polished Professional Online Portfolio (POP) for final review and submission.

## Grading Notes

In today's business environment, effective use of editing and review tools is crucial. A "good" submission (a "C") is average, encompassing all elements, edited content, and engagement with a career plan. An "A" stands out with its polish, appropriateness, attention to detail, demonstrated communication improvements, reflective application of course material, and thorough research and engagement in the career field.

## Course Point Distribution

Assignment	Points
<b>Activities (25%)</b>	<b>250</b>
Elevator Pitch	5
Networking: About Me	5
Chapter Activities (10 Chapters)	200
Document Makeovers	20
Activity: Forming Teams & Addressing Conflict	20
<b>Team Presentation (12%)</b>	<b>120</b>
Team Rehearsal Video Submission	5
Team Presentation	115
<b>Business Writing (33%)</b>	<b>330</b>
LinkedIn Profile & Discussion Board Feedback	50
Resume & Interview (Module, 10 points. Resume 25 and Interview 25)	60
Professional Online Portfolio (POP) + Presentation	220
<b>Quizzes (20%)</b>	<b>200</b>
<b>Lab (0%)</b>	<b>0</b>
<b>Total Points for the Semester</b>	<b>900</b>

## Overall Grading Policy

Class Grade	900	1000 - 970 = A+	839 - 800 = B-
Lab Grade	0	969 - 940 = A	799 - 770 = C+
<b>Total</b>	<b>900</b>	939 - 900 = A-	769 - 740 = C
		899 - 870 = B+	739 - 700 = C- (and so on)
		869 - 840 = B	
Students must uphold high standards of professionalism and ethics, as expected in any workplace.			

## Tentative Course Deadlines & Topics

See eLearning for weekly agendas with readings and participation activities. The descriptions and timelines contained in this syllabus are subject to change. All changes will be announced via eLearning.

Calendar for Tuesday Classes, Fall 2024				
Week	Day	Date	Topic/Assignment	Assignment Information
	Tues	20-Aug	Welcome! Course & Syllabus Introduction	Complete the Connect & SmartBook Orientations in the McGraw-Hill online textbook by Kory Floyd and Peter Cardon (called "Floyd" here) before the next class.
			<b>Unit 1: Launching Your Career</b> Communicating for Professional Success: Effective and Competent Workplace Communication  Sign up for Grammarly through UTD for Premium access  Write mock LinkedIn "About Me" and post on the discussion board before leaving class	Discussion Board: LinkedIn About Me
	Tues	27-Aug	<i>Week 2: CMC Visit to Classroom</i>	Floyd Ch 1 Activities
			Verbal and Nonverbal Messages: Credibility, Expression, and Speaking  30-Second Elevator Pitch (In-Class, 5 Points)	Floyd Ch 3 Activities  Elevator Pitch
<i>Mon, 2-Sept: Labor Day Holiday</i>				

Tues	3-Sep	<p>Introduce Resume &amp; Quinceia Activities (Professional Online Portfolio - POP)</p> <p>Key to Networking Success: Active Listening</p> <p>Networking Role Play</p> <p>Why/How Do I Network and Create a LinkedIn Profile?</p>	<p>Floyd Ch 4 Activities</p> <p>Floyd Ch 8 Activities</p>
<b>Thurs, 5-Sept: CMC Undergraduate Internship and Job Expo Fall 2024 – Exclusively for JSOM students</b>			
<b>UTD Job &amp; Career Fair - 3 Days:</b> All-Majors: Tues, Sept 10: 11 am – 3 pm; STEM-only: Wed, Sept 11: 11 am – 3 pm; All-Majors: Thurs, Sept 12: 11 am – 3 pm			
Tues	10-Sep	<p>Career Communication</p> <p>How Do I Search for Jobs? (AI, ATS, Resumes)</p>	Floyd Ch 9
		<p>Interviewing Successfully</p> <p>Expectations &amp; Follow-Up</p> <p>Complete the Resume Module (10 points) on eLearning by 11:59 p.m. Includes resume upload and mock interview.</p>	<p>Resume Module</p> <p>Register for the two quizzes at the UT Dallas Testing Center.</p>
<p>Extended Due Date Before Test Window Opens: All readings &amp; activities in Connect - Ch 1, 3, 4, 8 &amp; 9</p>			
Tues	17-Sep	<p><b>Unit 1 Quiz (Ch 1, 3, 4, 8 &amp; 9)</b> – The quiz is based on Connect Chapter Activities and <u>Chapter Reviews</u>. <i>All textbook readings &amp; other assignments are due before the window opens.</i></p>	<p><i>IMPORTANT: Complete Floyd Chapter Reviews</i></p> <p>UT Dallas Testing Center</p>
Tues	24-Sep	<p><b>Unit 2: Communicating at Work</b></p> <p>LinkedIn Profiles: Workshop</p>	<p>Assignment: Create a LinkedIn discussion thread by 7 pm today (in eLearning) with your LinkedIn link</p>
		<p>Application-Based Activities (ABA): 5 Document Makeovers (in McGraw-Hill Connect)</p>	<p>Complete ABA Document Makeovers</p>
Tues	1-Oct	<p><i>Assignment due: LinkedIn profile feedback</i></p>	<p>Disc. Board LinkedIn feedback to 4 peers due by 7 pm today</p>
		<p>Introduce Presentation Assignment</p> <p>Form Presentation Teams</p> <p>3 Application-Based Activities (ABA): Forming Teams &amp; Addressing Conflict</p>	<p>ABA “Forming Teams” Assignment</p> <p>Floyd Ch 10 Activities</p>
Tues	8-Oct	<p>Major Goals for Presentations</p>	Floyd Ch 11 Activities
		<p>Planning and Crafting Presentations (including visual aids)</p> <p>Group presentation work time</p>	Floyd Ch 12 Activities

Tues	15-Oct	Finding Support for Your Presentation Goals	Floyd Ch 13 Activities
		Rehearsing and Delivering Successful Presentations Group work time	Floyd Ch 14 Activities
Tues	22-Oct	Group Work Day - Presentation Rehearsal <i>Submit Rehearsal Video File (Polished &amp; Meets Time Expectations)</i>	Submit Rehearsal Video <i>IMPORTANT: Complete Floyd Chapter Reviews</i>
<b>CMC &amp; UG Programs: Career and Major Exploration Week</b> <i>Monday, October 28, 2024 to Thurs, October 31, 2024, 2:00 pm - 4:00 pm</i>			
<b>Extended Due Date: All readings &amp; activities in Connect - Ch 11, 12, 13, &amp; 14, ABA “5 Document Makeovers” &amp; ABA “Forming Teams &amp; Addressing Conflict”</b>			
Tues	29-Oct	<b>Unit 2 Quiz (Ch 10, 11, 12, 13 &amp; 14):</b> The quiz is based on Connect Chapter Activities and <u>Chapter Reviews</u> .	UT Dallas Testing Center
Tues	5-Nov	Team Presentations - in person, in class	Give presentation. Submit slides & feedback to other teams, then complete team evaluation
Tues	12-Nov	Clear Business Writing: Emails, Collaborative Tools + Social Media	
		How Do I Revise Business Documents? Document Revision Activity POP Work Time	
Tues	19-Nov	Professional Online Portfolio (POP) Submission & Presentation  All students present POP in class and give feedback	
Tues	26-Nov	<i>Thanksgiving Break - No Class</i>	
Tues	3-Dec	Finalizing your resume and interview	Submit Final Quinncia Resume & Interview

## Course Policies

### 1. General

- a. Announcements are made in eLearning announcements or by UTD email.
- b. Office hours are student conference hours for clarification, seeking additional help, or getting advice on assignments or your coursework. Unlike class time, Student Conference Hours allow for privacy so things like grades can be discussed.
- c. When emailing, use your UTD email and include a descriptive subject line such as “BCOM 1300 Tuesday/Thursday 1 pm Presentation Question.” Emails from non-utdallas.edu emails will not be answered. (Reviewing Assignments: I do not review by email; I can review during office hours or after class.)
- d. Scholastic Dishonesty:

- i. All assignments, quizzes, and projects will be checked for scholastic dishonesty. A finding of scholastic dishonesty may result in a grade of 0.
- ii. AI & Writing: Cheating includes the use of unauthorized materials to attempt or complete an assignment (UTD Student Code of Conduct - [source](#)). In general, AI-generated writing should not be represented as your own writing. However, as a business communicator you must know how to use and not use GenAI for routine communication.
  - 1. For this course, generative AI can be used to brainstorm ideas, to create a template, or to edit your work. Grammarly is an AI writing assistant, and we encourage the use of Grammarly to improve your grammar, tone, etc. For non-graded emails sent to your professor or team, feel free to use GrammarlyGO to write those emails. If using GenAI, cite the use as explained on eLearning.
  - 2. Some assignments are expected to be “Generative AI Free.” As a writing-intensive course, your ability to write is being assessed. Refer to each individual assignment’s instructions.
  - 3. TurnItIn or other methods may be used to detect the use of generative AI, and under rules about due process, referrals may be made in compliance with university policy to the Office of Community Standards and Conduct. Detection of inappropriate use of AI may result in penalties, including a 0 on an assignment.
  - 4. Show your work. Use Google Drive products, signed in, to track edits to your work for all classes.
- e. Changes: The instructor reserves the right to change the grading policy, the course schedule, and the assignments; the instructor reserves the right to change published grades if there is a miscalculation.
- f. There is no extra credit in any BCOM course.
- g. Grade Questions: Email within one week of grades being posted to request a meeting. Include your concerns or questions in this email. A challenge may result in grades being raised or lowered.
- h. Academic Support Resources: Please go to [Academic Support Resources](#) webpage.
- i. School-wide Policies: The information in the following link constitutes the University’s policies and procedures segment of the course syllabus. Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

## 2. Assignments

- a. Submit early to avoid technical issues.
  - b. Only submitted assignments in eLearning are graded.
  - c. See rubrics on assignment descriptions to understand how each is graded (in the **Assignments** folder in eLearning).
3. **Late Work:** In the business world, deadlines are important. Missing a deadline can lead to monetary penalties and lost clients. For this reason, no late work is allowed for Connect SmartBook chapters and Application-Based Activities (ABAs), drafts, peer reviews, in-class activities, and discussion boards. Many of these are available early, but only in extraordinary circumstances (with documentation of the situation provided) can they be submitted late. Students are urged to note all deadlines on a personal calendar and to schedule deadline reminders.

These assignments are open and available at the beginning of the semester. Complete assignments early in anticipation of a conflict.

## 4. Quizzes

- a. For Fall 2024, the quizzes are in the UT Dallas Testing Center. The Testing Center requires you to book an appointment and does not allow you to walk in to take a quiz.

- b. Students must book an appointment with the Testing Center at least 72 hours before the quiz. **We recommend booking both quiz appointments during the first week of classes.** Failure to register for a quiz will result in an automatic 30 percent deduction. Contact your professor in that situation. Failure to take the quiz will result in a 0 on the quiz.
- c. The two quizzes contain multiple choice and true/false. They both have 25-35 questions.
- d. Quizzes must be completed individually. Collaboration, if proven, will result in a referral to Judicial Affairs.
- e. The quizzes are 60 minutes.
- f. The quizzes are “open note” but limited to one typical-sized piece of paper - 8 x 11.5, front and back. The Testing Center will collect your note page when you finish the quiz. Notes can be typed or handwritten.
- g. Quiz makeups may be allowed at the instructor’s discretion and only due to documented medical emergencies. In this case, makeup quizzes may be closed book, essay, and short answer instead of multiple choice and true false.
- h. If the Testing Center is closed due to an online pivot, all quiz policies are subject to change to adapt to the modality.

## 5. Class Participation & Attendance

- a. Research has found that those who miss four or more classes tend to have decreased final grades ([source](#)).
- b. Professional communication is expected. Show up ready to learn.
  - i. Students are expected to attend classes and to participate. Students should voluntarily and thoughtfully contribute when called on.
  - ii. Absences – and lack of participation – will be tracked and correlated with student achievement.

## 6. Group Assignments

- a. You will be assigned a group.
- b. Every team member must be present and play a critical role at planned team meetings.
- c. Every team member must contribute valuable, thoughtful, polished work. If this requires a visit to the Business Communication Center, then the student is expected to make multiple appointments to develop and revise the work.
- d. The instructor reserves the right to remove or adjust the grade of a non-compliant team member; teams cannot make this choice on their own. To request a review of a non-compliant team member, the team lead should submit in writing three things: meeting agendas with attendance, deadline documentation, and a record of communication attempts.

### Need additional one-on-one feedback or advice on an assignment? Use these JSOM-only resources

1. **Document and Presentation Coaching?** See Business Communication Center. <https://jindal.utdallas.edu/student-resources/business-communication-center/>
2. **Internship and Job Searching?** See JSOM Career Management Center (CMC) The CMC (JSOM 12.110 offers career coaching, resume and cover-letter critiques, mock interviews, etc. <http://jindal.utdallas.edu/career-management-center/>

### Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

*“As a Comet, I pledge honesty, integrity, and service in all that I do.”*

Note: The descriptions and timelines in this syllabus are subject to change at the discretion of the Professor.