

BCOM 3300: Business Communication

Course Information

Course Number/Section	BCOM 3300.003
Course Title	Professional Communication [For BCOM 3300 → Business Communication]
Term	Spring 2025

Professor Contact Information

Professor	Leigh Hornsby, PhD
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Office Hours and Location	Virtual or By Appointment

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)

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

Required Text:

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 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. Activities include elevator pitches, LinkedIn profiles and resume development. 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. Activities include team projects and presentations, letter and email writing, and document revisions.

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. *Note: For some assignments, generative AI is not allowed. If used, its application must always be documented, including type and prompts, and align with specific assignment instructions.*

Course Point Distribution

Assignment	Points
Activities (29%)	290
Elevator Pitch	5
Networking Role-Play	5
Chapter Activities (10 Chapters)	240
Application-Based Activity: 5 Document Makeovers	20
Application-Based Activity: Forming Teams & Addressing Conflict	20
Team Presentation (12%)	125
Presentation (includes Slides)	105
Peer Feedback	10
Team Evaluation	10
Business Writing (29%)	285
LinkedIn Profile & Discussion Board Feedback	20
Resume & Interview Draft #1 Submission	10
Final Resume & Interview Submission	40
Email Draft	5
Cover Letter Draft	5
Professional Online Portfolio (POP) & POP Peer Workshop	200
End of Semester Feedback on the Assignments & Calendar	5

Chapter Reviews (10%)	100
Quizzes (20%)	200
Total Points for the Semester	1,000

Overall Grading Policy

Grading Scale		
1000 - 970 = A+	899 - 870 = B+	799 -770 = C+
969 - 940 = A	869 - 840 = B	769 -740 = C
939 - 900 = A-	839 - 800 = B-	739 -700 = C- (and so on)
Grading Policy		
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.

Floyd Textbook Syllabus Calendar for T/R Classes, Spring 2025					
Week	Day	Date	Topic/Assignment	Assignment Due Date	Points
1	Wed	01/22	Welcome! Course & Syllabus Introduction	Late Work & Quiz Policies Complete the Connect & SmartBook Orientations in the McGraw-Hill online textbook by Kory Floyd and Peter Cardon (called "Floyd" here) before the next class.	
	Mon	01/27	Unit 1: Launching Your Career Communicating for Professional Success: Effective and Competent Workplace Communication	240 - Acquire Connect textbook access ASAP. Chapter activities are worth a total of 200 points for the semester. Register for the two quizzes at the UT Dallas Testing Center. Chapter Reviews - 100	
2	Wed	01/29	"The Big Picture" - Introduce End of Semester Professional Online Portfolio (POP) Assignment <i>Week 2: CMC Visit to Classroom</i>	Floyd Ch 1 Activities <i>RECOMMEND: Complete each Ch Review after the SmartBook Assignment</i>	
	Mon	02/03	Verbal and Nonverbal Messages: Credibility, Expression, and Speaking 30-Second Elevator Pitch (In-Class, 5 Points)	Elevator Pitch Floyd Ch 3 Activities	5

3	Wed	02/05	Introduce Resume & Quinncia Activities (Professional Online Portfolio - POP) Key to Networking Success: Active Listening Networking Role Play	Networking Role Play (In-Class) Floyd Ch 4 Activities	5
	Mon	02/10	Why/How Do I Network and Create a LinkedIn Profile?	Floyd Ch 8 Activities	
	Wed	02/12	Career Communication How Do I Search for Jobs? (AI, ATS, Resumes)	Floyd Ch 9 & Use CMC Resume Resources for Quinncia Resume	
4	Mon	02/17	Assignment due: Quinncia Resume & Interview Draft Submission 1	Quinncia Draft 1 Due (Resume & Interview)	10
	Wed	02/19	Interviewing Successfully Expectations & Follow-Up	<i>IMPORTANT: Complete Floyd Chapter Reviews</i>	40
5	Extended Due Date Before Test Window Opens: All readings & activities in Connect - Ch 1, 3, 4, 8 & 9				
	Mon	02/24	Unit 1 Quiz (Ch 1, 3, 4, 8 & 9) – The quiz is based on Connect Chapter Activities and <u>Chapter Reviews</u> . No Class Meeting - <i>All textbook readings & other assignments are due before the window opens.</i>	UT Dallas Testing Center 02/22 and 02/24	100
6	Wed	02/26	Unit 2: Communicating at Work LinkedIn Profiles (screenshots go in your Professional Online Portfolio - POP)	Assignment: Create a LinkedIn peer feedback thread by 7 pm today (in eLearning)	20
	Mon	03/03	Application-Based Activities (ABA): 5 Document Makeovers (in McGraw-Hill Connect)	Complete ABA Document Makeovers	20
7	Wed	03/05	<i>Assignment due: LinkedIn profile feedback</i>	Disc. Board LinkedIn feedback to 4 peers due by 7 pm today	20
	Mon	03/10	Introduce Presentation Assignment Form Presentation Teams 3 Application-Based Activities (ABA): Forming Teams & Addressing Conflict (in McGraw Hill Connect)	ABA “Forming Teams” Assignment & Floyd Ch 10 Activities	20
	Wed	03/12	Major Goals for Presentations	Floyd Ch 11 Activities	
8	SPRING BREAK 03/17-21				
	Mon	03/24	Planning and Crafting Presentations (including visual aids)	Floyd Ch 12 Activities	

9	Wed	03/26	Finding Support for Your Presentation Goals	Floyd Ch 13 Activities	
	Thurs	17-Oct	Group Work Day - Team Presentation		
	Mon	04/07	Rehearsing and Delivering Successful Presentations	Floyd Ch 14 Activities	
10	Wed	04/09	Group Work Day - Presentation Rehearsal <i>Submit Rehearsal Video (Polished & Meets Time Expectations)</i>	Submit Rehearsal Video <i>IMPORTANT: Complete Floyd Chapter Reviews</i>	5
Extended Due Date: All readings & activities in Connect - Ch 10, 11, 12, 13, & 14, ABA “5 Document Makeovers” & ABA “Forming Teams & Addressing Conflict”					
11	Mon	04/14	Unit 2 Quiz (Ch 10, 11, 12, 13 & 14): The quiz is based on Connect Chapter Activities and <u>Chapter Reviews</u> . No Class Meeting - <i>All textbook readings & other assignments are due before the window opens.</i>	UT Dallas Testing Center 04/12 and 04/14	100
	Wed	04/16	Teams 1-5 Presentations		125
	Mon	04/21	Teams 6-10 Presentations	Submit slides & feedback to other teams, then complete team evaluation	
12	Wed	04/23	Clear Business Writing: Emails, Collaborative Tools + Social Media Introduce Email Assignment (Professional Online Portfolio - POP)		65
13	Mon	04/28	Business Writing continued Introduce the Cover Letter Assignment (goes in the Professional Online Portfolio - POP)	Submit Email Draft	5
	Wed	04/30	How Do I Revise Business Documents? Document Revision Activity	Submit Cover Letter Draft	5
	14	Mon	05/05	Professional Online Portfolio (POP) Work Day & Final Quinnia Submission Date BCOM Work Day: Professional Online Portfolio (POP) Peer Workshop	Submit Final Quinnia Resume & Interview Bring a laptop or other way to show your POP draft, and submit the completed feedback worksheet online.
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Wed	05/07	Professional Online Portfolio (POP) Work Day & POP Submission (End of Day) Course Wrap-up - Qualtrics Feedback About Assignments & Calendar	Submit Professional Online Portfolio (POP) Mandatory: Attend class & complete feedback on the calendar & career workshops.	
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TOTAL 1,000

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. Please alert the professor if you need privacy; we can meet in person or Microsoft Teams.
- c. When emailing, use your UTD email and include a descriptive subject line such as “BCOM 3300 Monday/Wednesday 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.
 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. GrammarlyGO is generative AI based on ChatGPT, and we encourage the use of GrammarlyGO with prompts like “improve this paragraph structure or tone” for class assignments. For non-graded emails sent to your professor or team, feel free to use GrammarlyGO to write those emails.
 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 unless the student qualifies for a university-approved absence. This policy includes SmartBook chapters, 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.

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

4. Quizzes

- a. 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. Obviously, issues sometimes arise. Students get sick or encounter transportation issues. So, some leeway is built into the system. **Students have four "free" absences, which will be excused at the end of the semester but will lose one point (1%) of the final course letter grade for each absence after four absences. University-approved absences (medical documentation, sports participation, etc.) will be excused after submission of documentation in eLearning.**

- c. 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. The group is responsible for determining roles, including the lead who submits work.
- 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. No additional team members will be added if someone drops.
- e. 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.