

BCOM 3300: Business Communication

Course Information

Course Number/Section	BCOM 3300
Course Title	Business Communication
Term	Spring 2026
Class Meeting Times	Monday 7 – 9:45 p.m.
Location	JSOM 2.801

Professor Contact Information

Professor	Dr. Sarah Moore
Office Location	JSOM 13.207
Office Phone	972.883.5129
Email Address	semoore@utdallas.edu
Office Hours	Before/after class. See eLearning for details.

Course Description

This course introduces students to business communication and professionalism with a focus on developing the skills necessary to communicate professionally and effectively. Key skills include understanding audience and context; writing and evaluating internal and external communications; selecting appropriate communication tools and channels; integrating research and data into presentations; and building professional presence through networking and career communication.

Student Learning Objectives/Outcomes

- Develop communication skills to support internships, campus leadership, and community engagement.
- Select appropriate writing and presentation strategies for professional and academic settings.
- Demonstrate professional communication best practices for networking and hiring.

Required Textbooks and Materials

Business and Professional Communication (2e) by Kory Floyd and Peter Cardon. Access through McGraw-Hill Connect. See eLearning for purchase instructions.

Grammarly and Quinncia are provided through JSOM at no additional cost. Log in with your UTD NetID. Email bcom@utdallas.edu for access issues.

Course Structure

Unit 1: Launching Your Career. Professional communication basics, networking, resume writing, job search, and interviewing.

Unit 2: Communicating at Work. Workplace communication, teamwork, presentations, and business writing.

Professional Online Portfolio (POP). You will compile major work products from the semester into a polished portfolio for final submission and review.

Assignments & Grading Policy

Assignment	Points	Percent (of 1000)	Notes
Activities and In-Class Work	250	25.0%	Networking: About Me (5), Elevator Pitch (5), Chapter Activities (10 chapters, 200), Document Makeovers (20), Forming Teams & Addressing Conflict (20)
Forage AI Simulation	50	5.0%	Mock internship experience completed during class work session.
Forage Application Brief Presentation	50	5.0%	3-minute individual presentation on communication decisions and transferable skills.

Team Presentation Project	120	12.0%	Rehearsal Video (5) + Team Presentation (115).
Business Writing + POP	330	33.0%	LinkedIn Sprint (50), Resume & Interview Update (60), POP + Presentation (220).
Quizzes	200	20.0%	Unit 1 Quiz (100) and Unit 2 Quiz (100) in the Testing Center.
Totals	1000 points	100%	

Grading Scale

A+: 1000–970; A: 969–940; A-: 939–900; B+: 899–870; B: 869–840; B-: 839–800; C+: 799–770; C: 769–740; C-: 739–700 (and so on)

Tentative Course Schedule & Topics

Important: See the eLearning homepage for the detailed weekly agendas with readings, participation activities, and assignment links. Schedule changes will be announced via eLearning.

Date	Topic / Focus	Assignments / Deadlines
Jan 26	Welcome. Course and syllabus introduction. Unit 1: Launching Your Career.	Complete Connect and SmartBook orientations. Draft LinkedIn About Me in class.
Feb 2	Professional communication basics. Verbal and nonverbal messages.	Floyd Ch 1 Activities. Floyd Ch 3 Activities. 30-second elevator pitch in class (5 points).
Feb 9	Resume and Quinncia. Networking and active listening.	Floyd Ch 4 Activities. Floyd Ch 8 Activities.
Feb 16	Career communication. Job search and interviewing.	Floyd Ch 9 Activities. Quinncia resume and interview improvement due

		by 11:59 p.m.
Feb 23	Unit 1 Quiz (Testing Center).	Quiz on Ch 1, 3, 4, 8, 9. Complete Floyd Chapter Reviews.
Mar 2	Applied career skills. Forage AI work session.	Complete Forage AI simulation / mock internship experience.
Mar 9	Individual Forage Application Briefs.	3-minute individual presentations on communication decisions and transferable skills.
Mar 16	Spring Break.	No class.
Mar 23	Unit 2: Communicating at Work. LinkedIn workshop and reset. Form teams.	Floyd Ch 10 Activities. Introduce ABA: 5 Document Makeovers. Introduce presentation assignment.
Mar 30	Presentation goals and planning.	Floyd Ch 11 Activities. Floyd Ch 12 Activities. Introduce LinkedIn Improvement and Posting Sprint.
Apr 6	Presentation support and rehearsal.	Floyd Ch 13 Activities. Floyd Ch 14 Activities.
Apr 13	Rehearsal checkpoint and flex week.	Rehearsal video due 11:59 p.m. Floyd Chapter Reviews due. LinkedIn sprint peer feedback.
Apr 20	Unit 2 Quiz (Testing Center).	Quiz on Ch 10–14.
Apr 27	Team Presentations.	Submit slides. Peer feedback and team evaluation.
May 4	LinkedIn Sprint wrap-up and reflection.	LinkedIn Improvement and Posting Sprint due. Final reflection on professional growth.

Course Policies

General

- Announcements are made in eLearning or by UTD email.
- Office hours are student conference hours for clarification, seeking additional help, or getting advice on assignments or coursework. Assignments can be reviewed during office hours or after class.
- When emailing, students must use UTD email and include a descriptive subject line such as “BCOM 4300.001 Tuesday/Thursday 2 pm Presentation Question.” Emails from non-utdallas.edu emails will not be answered.
- Assignments are not reviewed by email. Students can visit bcc.utdallas.edu for writing help or bring assignments to office hours or conference times.
- All assignments, quizzes, and projects will be checked for scholastic dishonesty (TurnItIn or other methods)—a finding of academic dishonesty results in a grade of zero.
- The instructor reserves the right to change the grading policy, course schedule, assignments, and published grades if there is a miscalculation or a dishonesty situation.
- There is no extra credit in any BCOM course. This is a BCOM-wide policy.
- Grade Contesting: Email within one week of a grade being posted to request a meeting. Requests to contest a grade after the week are not accepted. Include the concerns or questions in this email. A challenge may result in grades being raised or lowered.

Assignments

- Submit early to avoid technical issues.
- Only submitted assignments in eLearning are graded. (“Turn In Assignments Here” folder)
- Review rubrics on assignment descriptions to see how they are graded. (“Assignments” folder)

Late Work

- Late work is accepted for most assignments with a 1% deduction per hour after the deadline, based on the eLearning submission time.
- McGraw-Hill Connect activities (SmartBook/Chapter Activities and ABAs), the POP presentation, and the Team Presentation (including slides/visual aid) must be completed on time and cannot be submitted late.
- Plan ahead and submit early to avoid tech issues or scheduling conflicts.

AI Policy

In today’s workplace, professionals are expected to use AI responsibly and effectively. This course follows the same standard: you are encouraged to use AI tools as support, but you are always responsible for the quality, accuracy, and originality of your work.

- UTD’s AI policy says: “When the faculty member permits generative AI use, students are expected to use generative AI ethically and responsibly. Students should document and attribute the use of generative AI as appropriate to the academic style (APA, MLA, Chicago, etc.) or a professional style specified by the faculty member. Students must follow written guidelines from faculty on citation styles. Students must validate or verify the output from generative AI.”
- Responsible Use: You are welcome to use generative AI to brainstorm, create templates, or edit your work unless an assignment specifies otherwise. Like in the workplace, you are accountable for what you submit and for making sure it meets professional standards.
- AI-Free Assignments: Some assignments are designed to measure your individual understanding and must be completed without AI. In this course, those include Vantage activities, quizzes, and self/group evaluations. These are building blocks for larger projects, and completing them independently will strengthen your performance.
- Assignments with AI Guidelines: Certain assignments will include directions for how to use AI. These may ask you to evaluate AI output, compare it to your own, or reflect on its effectiveness. Follow the instructions provided for each case.
- Show Your Work: To maintain transparency, use tools such as Google Drive version history (logged in with your account) or Grammarly Authorship to document your process.
- Collaboration and Permission: If you are working in a group, discuss how AI will be used. Do not upload another person’s work into an AI tool without their consent. Track and acknowledge AI contributions to ensure fairness.

Quizzes

- For this semester, the quizzes are in the Testing Center. The Testing Center requires students to schedule quiz time and does not accept walk-ins.
<https://ets.utdallas.edu/testing-center>
- Students must schedule an appointment with the Testing Center at least 48 hours before the quiz. Students are encouraged to schedule both appointments in the first week of classes—failure to register for a quiz will result in an automatic 30 percent deduction. Failure to take the quiz will result in a grade of zero on the quiz. Students are responsible for ensuring confirmation of Testing Center registration; the Testing Center sends email confirmations, which should be retained.
- Quizzes are multiple choice and true/false, each with 50-60 questions, and each question is weighted equally. Quizzes must be done individually. Collaboration, if proven, will result in a referral to Judicial Affairs.
- Each quiz is 90 minutes and is open note but limited to one sheet of 8 x 11.5 (front and back). The Testing Center will collect the note page when students finish. Notes can be typed or handwritten. Bringing in more than one page of notes will typically result in a referral for scholastic dishonesty and potentially a grade of 0 on the quiz.

- In case of medical emergencies, contact the instructor immediately. In this case, a makeup quiz may be an essay with a short answer instead of multiple-choice and true/false questions.
- If the Testing Center is closed due to an online pivot, all quiz policies are subject to change to adapt to the modality.

Class Participation & Attendance

- Research has found that those who miss four or more classes tend to have decreased final grades (source).
- Professional communication is expected. Show up ready to learn and implement skills to reduce distractions, including putting your cell phone out of reach and using laptops only for note-taking.
- Your professor reserves the right to restrict the use of personal technology as needed.

Group Assignments

- Students form groups in class. The group is responsible for determining roles and a work schedule within the project deadlines.
- No additional team members will be added if someone drops, is removed, or is “fired” from the group.
- Groups cannot “fire” students without consulting their “supervisor” (the course professor). The professor reserves the right to remove or adjust the grade of a non-compliant team member. To request a review of a non-compliant team member, see the assignment sheet for the process.
- Students are encouraged to reach out to the instructor with concerns. The goal of teamwork is to improve team communication. Students must learn how to solve team-related problems.

Comet Creed

This creed was voted on by the University of Texas at 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.”

Need additional coaching or advice? Use these JSOM-only resources

Document and Presentation Coaching? See Business Communication Center.
<https://jindal.utdallas.edu/student-resources/business-communication-center/>

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/>

Need food or personal care items? The Comet Cupboard is an on-campus food pantry that alleviates food insecurity by providing necessary food and personal care items to members of the The University of Texas at Dallas community. It is located on the first floor of the McDermott Library, room MC 1.608. Refer to the Instagram page @CometCupboard or email cupboard@utdallas.edu for the most recent information.

Academic Support Resources. The information in the Academic Support Resources lists the University's academic support resources for all students. The information in the following link constitutes the University's policies and procedures segment of the course syllabus. Please go to the University of Texas at Dallas Syllabus Policies webpage for these policies.

The descriptions and timelines in this syllabus are subject to change at the professor's discretion.

Student Support Resources

Business Communication Center (document and presentation coaching):
<https://jindal.utdallas.edu/student-resources/business-communication-center/>

Career Management Center (internships and job searching): <http://jindal.utdallas.edu/career-management-center/>

Comet Cupboard (food pantry): cupboard@utdallas.edu

University Policies

Academic Support Resources and official UT Dallas Syllabus Policies apply to this course. Refer to the UT Dallas Syllabus Policies webpage for full policy language. Course timelines and descriptions are subject to change at the instructor's discretion.