

Syllabus

Course Number: ACCT 3311 Section 502/BCOM 3311 Section 502
Title: Accounting/Business Communications
Term: Fall 2013
Room: 2.804 SOM; Fridays 8/30/13-12/6/13

Contact Information

Instructor: Margaret Garnett Smallwood, MBA, Senior Lecturer
Office Location: 2.712
Office Hours: Mondays 1-3 p.m., Wednesdays 5:30-7 p.m., and Thursdays 11 a.m.-noon (or by appointment. I am happy to work with you to find a time that works for both of us if my office hours don't work)
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Office Phone: 972 883-5852
Cell Phone: 214 755-6697

Contacting me: The best way to reach me is my email or to leave a message on my cell phone. Please don't send texts, as I tend to overlook those. If your message is urgent, please say so and I will try to return it earlier.

Using your cell phones or laptops during class for anything other than work related to class is distracting to you, the other students and me. During class, please turn your cell phones, smart phones and similar devices off, not just in vibrating or silent mode. If you have an emergency situation where you must be available to be contacted by phone during class, please advise me about that before class. I also request that you step out of class to take any phone calls. Please do not bring laptops to class. Thank you for your understanding.

My Background:

I joined UTD in Fall 2013 on a full-time basis as a senior lecturer after working here as an adjunct for the last two-and-a-half years. I have an extensive background in business and communications, having most recently worked as an assistant vice president for Chase and Bank of America (at separate times). My previous experience includes working as a journalist, public relations professional, technical writer, and marketing/communications executive at companies in financial services, high technology and healthcare industries. I also have entrepreneurial experience, from owning and managing a high-tech marketing/consulting firm for more than 10 years. I received my bachelor's of arts in communications studies from the University of California at Santa Barbara, and my MBA from UTD in August 2010. The emphasis of my MBA was international management and marketing. Before joining UTD as an adjunct in 2011, I taught at the Dallas County Community Colleges.

On a personal note, I chose to make the transition from the corporate world to the university for one reason: I love teaching at UTD.

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

BCOMM3311/ACCT3311 requires students to [RHET 1302](#) and ([ACCT 3100](#) or [BA 3100](#) or [FIN 3100](#) or [IMS 3100](#) or [MKT 3100](#) or [MIS 3100](#) or [OPRE 3100](#)). 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.

This course serves as an introduction to various types of professional communication, with an emphasis on business writing. Students will gain experience writing and revising business email, letters, proposals, and job search documents. Students will work both individually and in teams and will exit the course with a clear understanding of the centrality of communication in business.

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:

BCOM/ACCT 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:

See attached sheet describing how to purchase your ebook and Aplia access. You will order your ebook from the Aplia website, following the instructions at the end of the syllabus. We'll also use the Aplia website throughout the course. If you have questions about the Aplia website or how to order your book, please email me. You have a grace period with Aplia where you don't have to pay their fee until the end of the day on **Sept. 19**. If you have not paid by that time, you will be locked out of Aplia until you pay.

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 peer review your paper, but the peer review score will not become part of your grade. You will then revise your draft using the feedback your partner has provided you.

For the collaborative proposal, you will also show me a rough draft prior to the peer review of the proposal. A peer review of the presentation will not be done, but you will show me a rough draft of the presentation before you present the final version to the class.

Assignments:

100pts – Assignment One: Email. Final version due in hard copy at beginning of class **Sept. 27.**
100pts – Assignment Two: Job application. Final version due in hard copy at beginning of class **Oct. 18.**
125pts – Assignment Three: Bad News Letter. Final version due in hard copy at beginning of class **Nov. 8.**
200pts – 10 Chapter Quizzes (on aplia.com) *You take 11 Aplia quizzes, but the lowest grade is dropped. Your last Aplia quiz is due **Sunday, Nov. 10.**
175pts – Collaborative (Team) Proposal: Final version for all groups due **Dec. 6.**
100pts – Team Presentation: All groups present in class **Dec. 6.**

800 possible points (excluding any extra credit opportunities)

If I offer extra credit opportunities during the semester, the total possible points in the class will increase beyond 800 points to include the extra credit opportunities.

You must submit ALL writing assignments in order to pass this course. Part of this class is learning to deliver writing assignments on time. All assignments need to be turned in at the beginning of class in hard copy. If you want my feedback before you turn in the final version of an assignment, please come see me during office hours or make an appointment. That will give me time to review the assignment and give you feedback, and give you time to make revisions.

No email assignments will be accepted. If you cannot be in class to turn in an assignment, turn the assignment in by class time on due date by slipping it under my office door. I will not accept assignments that are emailed to me or that are late. There are no exceptions.

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.

I grade according to the grading scale:

A+: 98 and above

A: 94-97.99

A-: 90-93.99

The B and C scales follow along the same lines. This scale is a bit more rigorous than some undergraduate courses but it based on the fact you redo each assignment and you have the revision opportunity.

Business Communications Center:

You are strongly encouraged to use the **SOM Business Communications Center** located on the first floor of the School of Management. Visit <http://bcc.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 must attend each class.

Each absence = 10 points off your final grade.

You get 2 free absences.

It is your responsibility to make sure you are counted present in each class. An assignment sheet will be passed around during each class.

Aplia Quizzes:

When you register with Aplia, you'll have access to the chapter quizzes as well as the e-book. Chapter quizzes must be completed by 11:45 p.m. on the Sunday mentioned in the syllabus. Each required quiz is listed on the syllabus. You will take 11 quizzes and I will drop the lowest score on one quiz. You can retake each quiz within a two-week timeframe three times, and Aplia will accept your highest score. **Your last Aplia quiz is due at 11:45 p.m. on Nov. 10.**

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.

Link to university policies and procedures:

This link will take you to the university's policies and procedures regarding course syllabi.

<http://coursebook.utdallas.edu/syllabus-policies/>

Date	What's Happening
CLASS SEGMENT ONE: BUSINESS COMMUNICATIONS OVERVIEW	
Fri., Aug. 30	<p>Introduction Review syllabus Review Chapter 1: "Career Success Begins with Communication Skills" Review proposal assignment</p> <p>By 11:45 p.m., Sunday, Sept. 1: --Complete this practice (ungraded) assignment at Aplia com: "Introduction to Using Aplia" --Read Chapter 1: "Communications Skills and Careers" --Read Chapter 2: "Planning Business Messages"</p>
Fri., Sept. 6	<p>Form teams Presentation about Business Communications Center Review Chapter 2: "Planning Business Messages" Review Chapter 3: "Composing Business Messages"</p> <p>By 11:45 p.m., Sunday, Sept. 8: --Read Chapter 3: "Composing Business Messages" --Complete Chapter 2 Quiz: "Planning Business Messages" (graded) --Complete Chapter 3 Quiz: "Composing Business Messages" (graded)</p>
Fri., Sept. 13	<p>Review Chapter 4: "Revising Business Messages" Review Chapter 5: "Electronic Messages & Memorandums" Review Assignment One: Email Assignment Group meeting in class</p> <p>By 11:45 p.m., Sunday, Sept. 15: --Read Chapter 4: "Revising Business Messages" --Read Chapter 5: "Electronic Messages and Digital Media" --Complete Chapter 4 Quiz: "Revising Business Messages" (graded)</p>
Fri., Sept. 20	<p>DUE AT BEGINNING OF CLASS: Bring hard copy of your first draft of Assignment 1 to class Find partner and complete peer review workshop of Assignment 1 Groups meet with me in class</p> <p>By 11:45 p.m., Sunday, Sept. 22: --Complete Chapter 5 Quiz: "Electronic Messages and Memorandums" (graded) --Read Chapter 13: "Job Search, Resumes and Cover Letters"</p>
CLASS SEGMENT TWO: THE JOB SEARCH	
Fri., Sept. 27	<p>DUE AT BEGINNING OF CLASS: Bring final version of Assignment 1 to class Review Chapter 13: "Job Search, Resumes and Cover Letters" Group meeting in class</p> <p>By 11:45 p.m., Sunday, Sept. 29: --Complete Chapter 13 Quiz: "Job Search, Resumes and Cover Letters" (graded) --Read Chapter 14: "Interviewing and Following Up"</p>
Fri., Oct. 4	<p>Review Chapter 14: "Interviewing & Following Up" Possible Guest speaker: UTD Career Center Review Assignment Two: Job Search</p> <p>By 11:45 p.m., Sunday, Oct. 6: --Complete Chapter 14 Quiz: "Interviewing and Following Up" (graded)</p>

Fri., Oct. 11	<p>DUE AT BEGINNING OF CLASS: Bring hard copy of first draft Assignment 2 to class Find a partner and complete peer review workshop Lecture: "Conflict Management" Review proposal assignment again Groups meet with me</p> <p>By 11:45 p.m., Sunday, Oct. 13: --Read Chapter 6: "Positive Messages" --Read Chapter 7: "Negative Messages"</p>
Fri., Oct. 18	<p>DUE AT BEGINNING OF CLASS: Bring final version of Assignment 2 to class Review Chapter 6: "Positive Messages" Review Chapter 7: "Negative Messages"</p> <p>By 11:45 p.m., Sunday, Oct. 20: --Complete Chapter 6 Quiz: "Positive Messages" (graded) --Complete Chapter 7 Quiz: "Negative Messages" (graded) --Read Chapter 8: "Persuasive Messages"</p>
CLASS SEGMENT THREE: BAD NEWS LETTERS, PROPOSALS AND PRESENTATIONS	
Fri., Oct. 25	<p>Review Chapter 8: "Persuasive Messages" Review Assignment 3: Bad News Letter Group meeting in class</p> <p>By 11:45 p.m., Sun., Oct. 27: --Read Chapter 10: "Proposals and Formal Reports" --Complete Chapter 8 Quiz: "Persuasive Messages" (graded)</p>
Fri., Nov. 1	<p>DUE AT BEGINNING OF CLASS: Bring hard copy of first draft of Assignment 3 to class Find a partner and complete peer review workshop Review Chapter 10: "Proposals and Formal Reports"</p> <p>By 11:45 p.m. Sun, Nov. 3: --Complete Chapter 10 Quiz: "Proposals and Formal Reports" (graded) --Read Chapter 12: "Business Presentations"</p>
Fri., Nov. 8	<p>DUE AT BEGINNING OF CLASS: Bring final copy of Assignment 3 to class. Groups meet with me in class Review Chapter 12: "Business Presentations"</p> <p>By 11:45 p.m., Sun., Nov. 10: --Complete Chapter 12 Quiz: "Business Presentations" (graded)****LAST APLIA QUIZ/ASSIGNMENT</p>
Fri., Nov 15	<p>DUE AT BEGINNING OF CLASS: Groups bring rough draft of proposal (not presentation) to review with professor in class Note: Professor's feedback will not impact grade. Group meeting in class</p>
Fri., Nov. 22	<p>DUE AT BEGINNING OF CLASS: Each group brings rough draft of proposal (not presentation) to class Find a partner group and complete workshop of proposal DUE AT BEGINNING OF CLASS: Each group brings rough draft of presentation to review with professor in class. Note: Professor's feedback will not impact grade.</p>
Fri., Nov. 29	School closed for Thanksgiving holiday. No class.
Fri., Dec. 6	<p>DUE AT BEGINNING OF CLASS: All groups turn in final proposals and bring one copy of final version of presentation. All groups present in class. Mandatory attendance. Team evaluation form due.</p>

How to access your Aplia course

BCOMM/ACCT 3311 Section 502 Fridays

Instructor: Margaret G Smallwood

Start Date: 08/30/2013

Course Key: 2QCS-6KLH-2UW5

Registration

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

5. Connect to <http://login.cengagebrain.com/>
6. **If you already have an account, sign in.** From your Dashboard, enter your course key (**2QCS-6KLH-2UW5**) 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: **2QCS-6KLH-2UW5**. Continue to follow the on-screen instructions.

Payment

Online: After registering, you can buy access to Aplia from myhome.cengagebrain.com.

If you choose to pay later, you can use Aplia without paying until 11:59 PM on 09/19/2013. After paying, you will have the option to purchase a physical book at a discounted price.

For more information on registering for Aplia, please visit <http://www.cengagebrain.com/aplia/>.