

## **Syllabus**

Course Number: BCOM 3311.003  
Title: Business Communication  
Term: fall 2013

## **Contact Information**

Instructor: Michele Lockhart, Ph.D.  
Office Location: TBA  
Office Hours: T: 1 – 4 p.m.  
or by appointment  
Email: michele.lockhart@utdallas.edu  
Office Phone: ATC 2.901 (effective September 10, 2013)

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

BA3311 requires students to have Junior standing, be admitted to the 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**

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.

## **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

BA/AIM 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.

### Aplia Textbook and Activities

Aplia chapter quizzes must be completed by 11:59 p.m. on the Sunday after we complete the material in class.

You have one free deadline extension as long as you notify me within 48 hours of missing the deadline.

## How to access your Aplia course

---

Lockhart, BCOM 3311 - Fall 2013

**Instructor:** Michele Lockhart

**Start Date:** 08/26/2013

**Course Key:** PXC8-DNFX-QJ22

### 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 (**PXC8-DNFX-QJ22**) 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: **PXC8-DNFX-QJ22**. Continue to follow the on-screen instructions.
3. When prompted, BCOM section .003 = "section B"

## Payment

**Online:** After registering, you can buy access to Aplia from [myhome.cengagebrain.com](http://myhome.cengagebrain.com).

If you choose to pay later, you can use Aplia without paying until 11:59 PM on 09/15/2013. 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/>.

### Assignments

100 points = Email

100 points = Claim Letter

100 points = Bad News Letter

200 points = Online Activities (13 Aplia quizzes)

50 points = ~~Video Activity~~ Résumé and Cover Letter Assignment

150 points = Collaborative Proposal

100 points = Team Presentation

800 possible points

Points Earned	Scale	Letter Grade
784-800	98-100	A+
744-783	93-97	A
720-743	90-92	A-
704-719	88-89	B+
664-703	83-87	B
640-663	80-82	B-
624-639	78-79	C+
584-623	73-77	C
560-583	70-72	C-
544-559	68-69	D+
504-543	63-67	D
480-503	60-62	D-
479 or below	59 or below	F

### 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.

## **Business Communication Center**

You are strongly encouraged to use the Business Communication Center located in 1.218 and 1.213.

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 get two free absences.

Each absence after that = 10 points off your final grade

It is your responsibility to make sure you are counted present in each class.

## **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.

## **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. “I had technological problems” is not a valid excuse for late work.

For these reasons, late or incomplete work is not acceptable in this course except in the most extreme and unlikely of circumstances.

### *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.

Plagiarism, including portions of papers for other classes, is unacceptable. All suspected cases of academic dishonesty will be referred to the Office of Judicial Affairs. The minimum penalty for academic dishonesty is a grade of zero on the assignment.

*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 won’t be able to help you. I can work with you more easily if you speak to me when the situation arises.

*Technology Requirements*

You should develop the habit of checking both E-Learning 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 WebCT. Failure to check UTD or E-Learning 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.

*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.

Additional policies can be found here: <http://coursebook.utdallas.edu/syllabus-policies>

## Assignments &amp; Academic Calendar

Day	Assignment
Monday, August 26	REVIEW: Syllabus Course Introduction Student Information Sheet
Wednesday, August 28	Chapter 1: "Communication Skills as Career Filters" Student Introductions (part 1 of 6)
Friday, August 30	Chapter 1 (continued and completed) Student Introductions (part 2 of 6)  **REMINDER: Complete Aplia CH. 1 quiz by 11:59 p.m. on Sunday.
Monday, September 2	Labor Day: University Closed
Wednesday, September 4	REVIEW: E-mail Assignment Writing Rubric Chapter 2: "Planning Business Messages" Student Introductions (part 3 of 6)
Friday, September 6	Chapter 2 (continued and completed) Student Introductions (part 4 of 6)  **REMINDER: Complete Aplia CH. 2 quiz by 11:59 p.m. on Sunday.
Monday, September 9	WORKSHOP: Email assignment Chapter 3: "Composing Business Messages" Student Introductions (part 5 of 6)
Wednesday, September 11	REVIEW: Proposal Assignment Writing Rubric Chapter 3 (continued and completed) Student Introductions (part 6 of 6)
Friday, September 13	Meet TEAMS & TEAM building activity Chapter 4: "Revising Business Messages"  **REMINDER: Complete Aplia CH. 3 quiz by 11:59 p.m. on Sunday.
Monday, September 16	Chapter 4 (continued and completed) Chapter 5: "Electronic Messages and Digital Media"
Wednesday, September 18	Chapter 5 (continued and completed)
Friday, September 20	TEAM meeting  **REMINDER: Complete Aplia CH. 4 and 5 quizzes by 11:59 p.m. on Sunday.

Monday, September 23	DUE: Email Assignment Chapter 6: “Positive Messages”
Wednesday, September 25	REVIEW: Claim Letter Assignment Writing Rubric Chapter 6 (continued and completed)
Friday, September 27	Chapter 10: “Proposals and Formal Reports”  **REMINDER: Complete Aplia CH. 6 quiz by 11:59 p.m. on Sunday.
Monday, September 30	WORKSHOP: Claim Letter Chapter 10 (continued and completed)
Wednesday, October 2	Chapter 8: “Persuasive Messages” Chapter 8 (continued and completed)
Friday, October 4	TEAM building activity  **REMINDER: Complete Aplia CH. 10 and 8 quizzes by 11:59 p.m. on Sunday.
Monday, October 7	DUE: Claim Letter REVIEW: Bad News Letter Assignment Writing Rubric Chapter 7: “Negative Messages”
Wednesday, October 9	Chapter 7 (continued and completed)
Friday, October 11	Guest Speaker: Dr. David Meer “Multi-Level Communication Skills are Essential: Internally and Externally” TEAM meeting  **REMINDER: Complete Aplia CH. 7 quiz by 11:59 p.m. on Sunday.
Monday, October 14	WORKSHOP: Bad News Letter
Wednesday, October 16	WORKSHOP: (continued)
Friday, October 18	REVIEW: Résumé and Cover Letter Assignment Chapter 13: “The Job Search, Résumé, and Cover Letters”
Monday, October 21	DUE: Bad News Letter Claim Letter: Revision Opportunity Chapter 13 (continued and completed)
Wednesday, October 23	Résumé Handout
Friday, October 25	WORKSHOP: Résumé and Cover Letter Assignment  **REMINDER: Complete Aplia CH. 13 quiz by 11:59 p.m. on Sunday.

Monday, October 28	Chapter 12: “Business Presentations”
Wednesday, October 30	Chapter 12 (continued and completed)
Friday, November 1	WORKSHOP: Proposal Assignment  **REMINDER: Complete Aplia CH. 12 quiz by 11:59 p.m. on Sunday.
Monday, November 4	DUE: Résumé and Cover Letter Assignment Elevator Pitch & Activity
Wednesday, November 6	TEAM MEETING
Friday, November 8	Chapter 14: “Interviewing and Following Up” Sign-up sheet for team meetings on November 13 & 15 Extra Credit Opportunity
Monday, November 11	WORKSHOP: Bring copy of draft to class to turn-in Chapter 14 (continued and completed)
Wednesday, November 13	TEAM MEETINGS (held in my office)
Friday, November 15	TEAM MEETINGS (held in my office)  **REMINDER: Complete Aplia CH. 14 quiz by 11:59 p.m. on Sunday.
Monday, November 18	Chapter 11: “Professionalism at Word: Business Etiquette, Ethics, Teamwork, and Meetings”
Wednesday, November 20	Chapter 11 (continued and completed)
Friday, November 22	TEAM MEETING  **REMINDER: Complete Aplia CH. 11 quiz by 11:59 p.m. on Sunday.
Monday, November 25	Fall and Thanksgiving Break: University Closed
Wednesday, November 27	
Friday, November 29	
Monday, December 2	DUE: Proposal Assignment TEAM MEETING: Polish Presentation
Wednesday, December 4	Mandatory Attendance: Proposal Presentations
Friday, December 6	Mandatory Attendance: Proposal Presentations
Monday, December 9	Mandatory Attendance: Proposal Presentations
Wednesday, December 11	Presentation Feedback & End of Term Items

These descriptions and timelines are subject to change at the discretion of the Professor.