

Syllabus

AMS 4385 – 0W1 Professional Communication in Business

The University of Texas at Dallas

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Course Information

Professor Contact Information

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Office Hours: Tuesdays 10am – 11:30am; 2:15pm – 5:30pm

Thursdays 10am – 11:30am; 2:15pm – 5:30pm

Monday, Wednesday & Friday by appointment. I WILL meet you and accommodate your schedule!

Course Description

This course introduces the principles of effective business communications to address both internal and external audiences. Practical writing applications will be examined including sales letters, memoranda, customer and vendor correspondence, letters of complaint "bad news" (or extremely sensitive) communications, reports, proposals, presentations and resumes. A review of audience, tone, style, scope and content/context in business writing will be conducted to enhance your communications effectiveness.

Student Learning Objectives/Outcomes

The primary objective of this course is for you to improve and/or begin to develop an effective professional communications style that is simple, natural, and direct. At the end of this course, students will be expected to have learned and be able to articulate the following:

1. Evaluate professional and technical audiences and communicate effectively to those audiences
2. Improve your professional writing, including letters, resumes, memos, reports and proposals

3. Present your ideas more comfortably before peers and in-group meetings
4. Learn basic techniques to make effective oral presentations, using appropriate, well-constructed visual aids
5. Review the principles of writing, such as sentence construction, topic selection and development, paragraph organization, grammar and mechanics

Required Textbooks and Materials

Required Texts

- Quintanilla, K.M. & Wahl, S.T. (2014) 2nd edition. *Business and Professional Communication: Keys for Workplace Excellence*. Sage: Los Angeles, CA.
- Business communication related current events and outside media regarding business communication issues

Required Materials

- Access to internet, appropriate software, hardware, and technological resources to fully participate in the online course.

Textbooks and some other bookstore materials can be ordered online through [Off-Campus Books](#) or the [UTD Bookstore](#). They are also available in stock at both bookstores.

Course Policies

Late Work: PLEASE NOTE: Assignments are due on the due date. Most often that will be 11:59 pm on Fridays. Assignments are considered late after that time. 20 points off immediately if turned in late, then 20 points off for every day late after that. NO ASSIGNMENTS WILL BE ACCEPTED AFTER SUNDAY NIGHT AT 11:59PM, FOLLOWING THE FRIDAY NIGHT DUE DATE. So if the assignment is turned in Saturday, anytime after the midnight due date, 20 points will be deducted. If it is turned in on Sunday, ANOTHER 20 points will be deducted. The assignment will be accepted, even if late, up until 11:59pm Sunday, at which point the assignment will disappear from view on elearning and no more submissions, FOR ANY REASON, will be accepted, and the grade will be a zero. Do not come see me or email me on this with a bunch of excuses. This is an ONLINE class and you have a full week to turn in the assignment in a timely manner, and then 2 “bonus” days to turn it in with a penalty.

Tests: There will be two tests. Each is worth 33.3% of your grade (for a total of almost 67% for both tests) and they are ALL ESSAY and will be posted online through elearning. The tests will be turned in through elearning as well. The bulk of the questions are taken from readings and assignments. Again, see the late work policy above. Also, any student collaboration of ANY KIND on tests will result in a zero and a referral to the Dean over academic integrity for investigation and potential disciplinary and academic penalties. Please see assignment schedule for test due dates. The tests will be turned in through turnitin.com via the turnitin.com assignment tab on our course homepage.

Class Expectations, Procedures and Weekly Assignments: This class, for the most part, will run Friday to Friday, except for the first week which will be Monday – Friday with something due the first Friday by 11:59pm. Due dates for weekly assignments will be Fridays at 11:59 pm and weekly assignments for the NEXT week will be posted on Friday at the latest, to be due the following Friday. Please see assignment schedule for TEST due dates and for the scheduling of ALL assignments and class activities.

Classroom Citizenship: Disrespect of any student or of the professor will not be tolerated. This behavior will be reflected in the weekly assignment grade and points will be deducted from that grade if there is a problem along with the potential for a referral to the Dean. The online forum of this class allows for far reaching consequences for disrespect and it will not be tolerated.

Elearning: Elearning is THE major source of communication and involvement in this class. You will use elearning for various class participation activities throughout this class. Please make yourself familiar with elearning if you are not already. It will be an essential part of this class.

Email: The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts. PLEASE FORWARD YOUR UTD EMAIL TO YOUR REGULAR EMAIL ACCOUNT IF YOU DO NOT CHECK YOUR UTD ACCOUNT DAILY!

Policy on Scholastic Dishonesty: I have a zero tolerance policy on cheating and plagiarism. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University.

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as discussion board, chat or conference sessions and group projects.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: <http://www.utdallas.edu/elearninghelp>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

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Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important [technical requirements](#) on the [Getting Started with eLearning webpage](#). Please figure out early on in the course how you can create a video of yourself and how you can post it. We will have assignments regarding this activity and you don't want to be scrambling at the last minute to figure out how to do that. Setting up a YouTube account also may be something we decide to do for easy video viewing. There is a way to make your own YouTube account private so that the only people that can see the video have permission to do so.

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Course Access and Navigation

This course was developed using a web course tool called eLearning. It is to be delivered entirely online. Students will use their UTD NetID account to login at: <http://elearning.utdallas.edu>. Please see more details on [course access and navigation information](#).

To get familiar with the eLearning tool, please see the [Student eLearning Tutorials](#).

UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

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Communications

This eLearning course has built-in communication tools which will be used for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [eLearning Tutorials webpage](#) for video demonstrations on numerous tools in eLearning.

Interaction with Instructor

The instructor will communicate with students mainly using the Announcements, Email and Discussions tools. Students may send personal concerns or questions to the instructor using the course email tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances. Again, UTD EMAIL is essential to go through. You can forward it to your own personal email, but please operate from your UTD email account. This is a requirement from the University for many reasons.

Discussion Board

The Discussion Board will be a major source of classroom interaction regarding assignments each week. Please make yourself familiar with the discussion board forum in the course homepage. The discussion board is a PUBLIC FORUM and proper etiquette and appropriate communications are required. This may also be a place that we can post videos and comment on them as we watch them.

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Student Resources

The following university resources are available to students:

UTD Distance Learning:

<http://www.utdallas.edu/elearning/students/cstudents.htm>

McDermott Library:

Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library's electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources go to <http://www.utdallas.edu/library/distance.html>.

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Student Assessments

Grading Information

The following 3 grades will be averaged together to make up your final average and final semester grade.

33.3% Weekly Assignments (Average of ALL weekly assignments)

33.3% Test 1

33.3% Test 2

Accessing Grades

Students can check their grades by clicking "My Grades" on the course menu after the grade for each assessment task is released.

Assignments

Assignment specifics are web based for the most part and will be through elearning. The assignments vary and will be posted weekly. Please see the academic calendar for specifics and the course homepage weekly for the specific assignment due that week.

Video Assignments: Please (as listed in technical requirements) figure out a way to make a video of yourself and upload it because we will have assignments that involve you recording yourself and uploading it. There won't be many, but there will be a few.

Assignment Submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting an Assignment video tutorial](#). Different assignments will be submitted different ways. Some will be documents to be uploaded, some will just be a discussion on the discussion board. **Please Note:** Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

Turnitin eLearning Assignment Submission Instructions: ALSO USED FOR TESTS

The assignment(s) will be submitted and examined through the integrated plagiarism detection tool called [Turnitin](#). Please find the Turnitin assignment submission link on the designated course page and click to view it. Please follow the on-screen instruction to view the assignment information and to submit your assignment. (Note: only one single file may be submitted. Some common file types accepted are: Word, HTML, PDF, TXT and RTF.) You can go back to the Turnitin assignment page to view your submission and check the feedback when it becomes available. If instructor chooses to release the Originality Report (showing the percentage of similarity match and the sources detected), you will also be able to view it. For more information and assistance on using Turnitin, please go to: http://www.turnitin.com/en_us/support/help-center.

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Professional Communication Online Assignment Schedule

ASSIGNMENTS AND DUE DATES

Week 1		Friday January 16th
	Class Expectations, Syllabus, Policies and Procedures	Introduction Videos due 11:59 PM
Week 2		Friday January 23rd
	Chapter 1	Chapter 1 Assignment due 11:59 PM
Week 3		Friday January 30th
	Chapter 2	Chapter 2 Assignment due 11:59 PM
Week 4		Friday February 6th
	Chapter 3	Chapter 3 Assignment due 11:59 PM
Week 5		Friday February 13th
	Chapter 4	Chapter 4 Assignment due 11:59 PM
Week 6		Friday February 20th
	Chapters 5 & 6	Chapters 5 & 6 Assignments due 11:59 PM
Week 7		Friday February 27th
	Chapter 7	Chapter 7 Assignment due 11:59 PM
		Test 1 Posted - Chapters 1-7
Week 8		Friday March 6th
	Work on Test - Also Do Chapter 8	Chapter 8 Assignment Due 11:59PM
		TEST 1 DUE 11:59 PM TONIGHT
Week 9		Friday March 13th
	Chapter 9	Chapter 9 Assignment Due 11:59PM
Week 10		Friday March 20th
	Spring Break	Spring Break
Week 11		Friday March 27th
	Chapters 10 & 11	Chapters 10 & 11 Assignments Due 11:59PM
Week 12		Friday April 3rd
	Chapter 12	Chapter 12 Assignment Due 11:59PM
Week 13		Friday April 10th
	Chapter 13	Chapter 13 Assignment due 11:59 pm
Week 14		Friday April 17th
	Chapter 14	Chapter 14 Assignment due 11:59 pm
		Test 2 Posted - Chapters 8 - 14
Week 15		Friday April 24th
	Work on Test	TEST 2 DUE TONIGHT 11:59 PM
Week 16		Friday May 1st
	University Scheduled Reading Days	
Week 17		Friday May 8th
	University Scheduled Final Exam Days	

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Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [UTD Judicial Affairs](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

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Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. A link to an online instructional assessment form will be emailed to you for your confidential use.

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University Policies

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://coursebook.utdallas.edu/syllabus-policies> for these policies.

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