

Syllabus

Course Number: BCOM 3311
Title: Business Communication
Term: Fall 2015

Contact Information

Instructor: Ramona Dorough
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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

Required Textbooks and Materials:

The book used in this class is mandatory, for both chapter readings and for access to the online Aplia quizzes. The book is Guffey's Essentials of Business Communication, 10th Edition. See attached sheet describing how to purchase your ebook from Aplia. You don't need a hard copy of the book; the email will work fine. 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. You may not use the site only until the grace period and then not pay for Aplia. That will not be acceptable because you will need access to the book throughout the semester. If you have questions about the Aplia website or how to order your book, please email me.

How to access your Aplia course

Business Communication 3311.501

What is Aplia?

In just 10 years, more than one billion answers have been submitted through Aplia, the premier online assignment solution. Millions of students use Aplia to better prepare for class and for their exams. Join them today!

Registration

1. Connect to <http://login.cengagebrain.com/course/VD93-H7KU-LZAJ>
2. Follow the prompts to register for your Aplia course.

Payment

After registering for your course, you will need to pay for access using one of the options below:

Online: You can pay online using a credit or debit card, or PayPal.

Bookstore: You may be able to purchase access to Aplia at your bookstore. Check with the bookstore to find out what they offer for your course.

Free Trial: You can access Aplia until 11:59 PM on 09/13/2015 during your free trial. After the free trial ends, you will be required to pay for access.

Please note: At the end of the free trial period, your course access will be suspended until your payment has been made. All your scores and course activity will be saved and will be available to you after you pay for access.

If you already registered an access code or bought Aplia online, the course key to register for this course is **VD93-H7KU-LZAJ**

System Check

To check whether your computer meets the requirements for using Aplia, go to <http://www.aplia.com/support/config.jsp>

Business Communications Center:

You are strongly encouraged to use the JSOM 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 five classes during the semester; classes will be selected at random. Students who are present for all five classes will be considered to have full attendance.

However, if you miss a day identified on the syllabus as a mandatory attendance day, 10 points will be taken off your final point total for the course.

Disability Services

It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student Access Ability (OSA) is required. If you are eligible to receive an accommodation and would like to request it for a course, please discuss it with an OSA staff member and allow at least one week's advanced notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the Office of Student Access Ability for a confidential discussion.

The primary functions of the Office of Student Access Ability are to provide:

1. academic accommodations for students with a documented permanent physical, mental or sensory disability
2. non-academic accommodations
3. resource and referral information and advocacy support as necessary and appropriate.

OSA is located in the Student Services Building, suite 3.200. They can be reached by phone at (972) 883-2098, or by email at disabilityservice@utdallas.edu.

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. **Finally, there will be competition among classes, and the winners have a chance to win up to \$500 for each team member.**

Tentative Assignments

150 pts – Collaborative Proposal Assignment
150 pts – Job Search Assignment
100 pts – Email Assignment
100 pts – Negative Message Assignment
200 pts – Oral Presentation (from proposal)
200 pts – Two Exams (on chapters in book)
50 pts – Reflection
50 pts – Attendance/Class Participation

1000 pts – TOTAL

Tentative Course Schedule:

Week 1 (8/26)

Class introduction
Review of Syllabus
Networking
Chapter 1 “Communication In the Digital Workplace”

Week 2 (9/2)

Chapter 1 “Communication In the Digital Workplace” **Continued**
Chapter 2 “Planning Business Messages”

Week 3 (9/9)

Chapter 3 “Composing Business Messages”
Chapter 5 “Electronic Messages”
Introduction to Email Assignment

Week 4 (9/16)

Bring a hard copy of the draft of your Email Assignment for Peer Review
Chapter 6 “Positive messages”
Introduction to the Proposal Assignment and Presentations

Week 5 (9/23)

Due Date: Email Assignment due to turn it in and hard copy due by start of class
Team meetings

Week 6 (9/30)

Chapter 8 “Persuasive messages”

Introduction to Claim letter
Chapter 12 "Business Presentations"

Week 7 (10/7)

Bring a hard copy of the draft of your Claim Assignment for Peer Review
Effective Powerpoint design
Team meetings

Week 8 (10/14)

Due Date: Claim Assignment due to turn it in and hard copy due by start of class
Introduction to Bad News Assignment
Team meetings (Mandatory Attendance)

Week 9 (10/21)

Presentations

Week 10 (10/28)

Chapter 7 "Negative Messages"
Workshop on Bad News Assignment

Week 11 (11/4)

Bring a hard copy of the draft of your Bad News Assignment for Peer Review
Chapter 10 "Creating Proposals"
Review of Proposal Assignment

Week 12 (11/11)

Due Date: Bad News Assignment due to turn it in and hard copy due by start of class
Work in class on Proposals

Week 13 (11/18)

Due Date: Proposal Assignment due to turn it in and hard copy due by start of class

Week 14 (11/25)

Virtual Class
Thanksgiving Holiday

Week 15 (12/2)

Job assignment

Week 16 (12/9)

Final Review

Week 17 (12/16)

Final Exam