

## **Syllabus**

Course Number: BCOM 3310 OU1  
Term: Summer 2016  
Room: JSOM 2.112 Tuesdays and Thursdays 12:30 p.m.-2:45 p.m.

### **Contact Information**

Instructor: Margaret Garnett Smallwood, MBA, Senior Lecturer II  
Office Location: JSOM 4.428 (fourth floor, JSOM)  
Office Hours: Wednesday 11:30 a.m.-12:30 p.m. or by appointment

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Office Phone: 972 883-5985  
Cell Phone: 214 755-6697

**Contacting me:** The best way to reach me is by email or to leave a message on my cell phone. If your message is urgent, please say so and I will try to return it earlier. If you email me, please send the email using your UTD student email. The subject line must include your course name, number and section. This is for privacy reasons.

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.

### **My Background:**

I joined UTD in Fall 2013 on a full-time basis as a senior lecturer after working here as an adjunct since 2011. 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:**

BCOMM 3310 requires students to meet several prerequisites. 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 3310 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 demonstrate multi-media career development and job preparedness.
2. Students will construct effective intra-firm communication documents and presentations.
3. Students will construct effective documents and presentations for key external stakeholders.

**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, 9th 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.

**Peer Review and Revision:**

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 also be done.

### Assignments:

- **25 points**— Team charter. Final version due in hard copy at beginning of class on **Tuesday, June 7.**
- **100 points** – Individual Assignment One: Resume and LinkedIn Job-Specific Review and Match-up. Final version due in hard copy at beginning of class **Thurs., June 9.**
- **100 points** – Individual Assignment Two: Bad News Email, Advanced English Speaker Audience. Final version due in hard copy at beginning of class **Tuesday, June 21.**
- **125 points**—Individual Assignment Three. Bad News Email, International (Multi-Lingual Audience) and Cultural Summary. Final version due in hard copy at beginning of class, **Thursday, June 30.**
- **25 points** – Written, detailed summary of your team’s idea for the collaborative proposal due to me on **Tues., July 5.**
- **75 points** – Practice presentation #1 to professor and class **Thursday, July 7.** You will present your company and social need to the class and professor for feedback. **You must be in class and present with your team’s presentation day to receive any points.**
- **100 points** – 8 Chapter Quizzes (on aplia.com) You take 8 Aplia quizzes, but the lowest grade is dropped. Your last Aplia quiz is due **Sunday, July 10.**
- **150 points** – Collaborative (Team) Proposal: Final version for all groups due **Tues., July 19.**
- **150 points** – Team Presentation: All groups present in class either **Thursday, July 21 or Tues., July 26.** Both are mandatory attendance days. **You must be present in class on your team’s presentation day to receive any points.**
- **50 points** – Participation. **You’ll get all, some or none of these points based on your team members’ evaluation of your participation in the proposal and the team presentation, including the team charter, practice presentation, written summary and weekly updates to me.**

900 possible points (excluding any extra credit opportunities)

If I offer extra credit opportunities during the semester, I will add your extra credit points to your point total at the end of the class.

### Late Work, Missed Assignments and Extra Credit:

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 on the due date 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. All deadlines for submissions are clearly defined; therefore, no assignments or projects will be accepted late for any reason.**

I do not curve individual items, nor do I offer “extra credit” work or “special circumstances” 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 effectively if you speak to me when the situation arises.

### 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. On a 900-point scale, this would be 882 points or above.

A: 94-97.99. On a 900-point scale, that would be 846 to 881 points.

A-: 90-93.99. On a 900-point scale, that would be 810 to 845 points.

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 Communication Center:**

You are strongly encouraged to use the BCC located in the JSOM New Addition 12.106.

Visit <http://jindal.utdallas.edu/student-resources/business-communication-center/> to make an appointment, find resources for business writing, learn how to use APA to cite materials in your writing, find out how to check out a video camera, and learn how to strengthen your speaking and PowerPoint design. Keep in mind that there can be a wait when major assignments are due. Planning ahead and making an appointment will help you make more effective use of your time.

### **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, 40 points will be taken off your final point total for the course.**

### **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 8 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 July 10.**

### **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 AccessAbility (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 AccessAbility for a confidential discussion.**

The primary functions of the Office of Student AccessAbility 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](mailto: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.

**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/>

Schedule subject to change at professor's discretion.

Date	What's Happening
<b>Tuesday, May 24</b>	Introduction Review syllabus Review Chapter 1: "Career Success Begins with Communication Skills" <b>By 11:45 p.m., Sunday, May 29:</b> <b>--Read Chapter 1: "Communications Skills and Careers"</b>
<b>Thurs. , May 26</b>	Class networking event Form teams; initial team meeting Review proposal project and required weekly updates In-class work on team charters
<b>Tues., May 31</b>	Review Chapter 14: "Interviewing and Following Up" Review Assignment One
<b>Thurs., June 2</b>	<b>Due at beginning of class: Rough draft of Resume and LinkedIn Assignment One for peer review (required)</b> Peer review of Assignment One (required) Teamwork discussion; presentation Review of team evaluation forms Team meeting in class to work on team charters  <b>By 11:45 p.m., Sunday, June 5:</b> <b>--Complete Chapter 13 Quiz: "Job Search, Resumes and Cover Letters" (graded)</b> <b>--Read Chapter 14: "Interviewing and Following Up"</b> <b>--Complete Chapter 14 Quiz: "Interviewing and Following Up"</b>
<b>Tues., June 7</b>	<b>Due at beginning of class: Written charter from each group reviewed and signed off by each team member</b> Review Chapter 2: "Planning Business Messages" Review Chapter 3: "Composing Business Messages"  <b>By 11:45 p.m., Sunday, June 12:</b> <b>--Read Chapter 2: "Planning Business Messages"</b>

	--Complete Chapter 2 Quiz: "Planning Business Messages" (graded) --Read Chapter 3: "Composing Business Messages" --Complete Chapter 3 Quiz: "Composing Business Messages" (graded)
Thurs., June 9	<b>Due at beginning of class: Final version of Resume and LinkedIn Assignment One</b> Review Chapter 4: "Revising Business Messages" Review Chapter 5: "Electronic Messages and Memorandums" Review Assignment Two: U.S. Email Assignment
Tues., June 14	<b>Due at beginning of class: Rough draft of Assignment Two (domestic bad news email) for peer review (required)</b> Peer review of Assignment 2 (required) All teams meet with professor in class  <b>By 11:45 p.m., Sunday, June 19:</b> --Read Chapter 4: "Revising Business Messages" --Complete Chapter 4 Quiz: "Revising Business Messages" --Read Chapter 5: "Electronic Messages and Digital Media" --Complete Chapter 5 Quiz: "Electronic Messages and Memorandums" (graded)
Thurs., June 16	<b>DUE AT BEGINNING OF CLASS: Team eval #1 (bring to class)</b> Review Chapter 7: "Negative Messages" Team meeting in class Review Assignment 3
Tues., June 21	<b>Due at beginning of class: Final version of Assignment Two (domestic bad news email)</b> Review Chapter 8: "Persuasive Messages" Review status update assignment Review practice presentation assignment  <b>By 11:45 p.m., Sunday, June 26:</b> -- Read Chapter 6: "Positive Messages" --Read Chapter 7: "Negative Messages" --Read Chapter 8: "Persuasive Messages"
Thurs., June 23	<b>Group meeting in class to review practice presentation and proposal</b> <b>All teams meet with professor in class</b> <b>Mandatory attendance day</b>
Tues., June 28	<b>Due at beginning of class: Rough draft of Assignment Three (international bad news email) for peer review (required)</b> Peer review of Assignment 3 (required) Review Chapter 10: "Proposals and Formal Reports"  <b>By 11:45 p.m., Sunday, July 3:</b> --Complete Chapter 7 Quiz "Negative Messages" --Complete Chapter 8 Quiz "Persuasive Messages"
Thurs., June 30	<b>Due at beginning of class: Final version of Assignment Three (international bad news email)</b> <b>Due at beginning of class: Team eval #2</b> Review Chapter 12: "Business Presentations" Group meeting in class Review of proposal summary assignment again

<b>Tuesday, July 5</b>	<p><b>Due at beginning of class: Normal, detailed, written summary of team collaborative proposal idea</b>  Groups meet with professor in class  Team meeting in class  Review practice presentation assignment again</p> <p><b>By 11:45 p.m., Sunday, July 10:</b>  --Complete Chapter 12 Quiz: "Business Presentations: (graded)—Last Aplia Quiz  --Read Chapter 12: "Business Presentations"  --Read Chapter 10: "Business Proposals"</p>
<b>Thursday, July 7</b>	<p><b>Practice Presentation Day</b>  All groups prepare 5-slide PPT of their social need and general proposal idea for presentation to class and professor  All teams give practice presentation  <b>Mandatory attendance day</b></p>
<b>Tues., July 12</b>	<p><b>Due at beginning of class: Team eval #3</b>  <b>Due at beginning of class: All teams bring rough draft of proposal (typed) to class for professor review</b>  <b>Mandatory attendance day</b>  Team meeting in class</p>
<b>Thursday, July 14</b>	<p><b>Due at beginning of class: All teams bring typed proposal to class for peer review (Required)</b>  <b>Due at beginning of class: All teams bring presentation draft for professor and peer review</b>  <b>Mandatory attendance day</b>  All teams peer review another team's proposal and receive feedback on their proposal (required)  All teams peer review another team's presentation and receive feedback on their presentation (required)  Group meeting in class  Professor meets with all teams to provide proposal feedback after reviewing proposals</p>
<b>Tues., July 19</b>	<p><b>Due at beginning of class: Groups turn in formal collaborative proposal</b>  <b>Mandatory attendance day</b>  Professor meets with all teams for final advice on proposal and presentation  Group meeting in class</p>
<b>Thurs., July 21</b>	<p><b>Due at beginning of class: Presenting teams turn in final slides to professor</b>  <b>Mandatory attendance day</b>  Groups 1-4 present  All groups present full presentation for professor and classmate feedback</p>
<b>Tues., July 26—Last Day of Class</b>	<p><b>Due at beginning of class: Final team eval (#4)</b>  <b>Due at beginning of class: Presenting teams turn in final slides to professor</b>  <b>Mandatory attendance day</b>  Groups 5-7 present  All groups present full presentation for professor and classmate feedback</p>

# How to access your Aplia course

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BCOM 3310.OU1 T Thurs 12:30-2:45

**Instructor:** Margaret G Smallwood

**Start Date:** 05/23/2016

## 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/H47F-LDS7-LGX5>
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 06/12/2016 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: **H47F-LDS7-LGX5**

## System Check



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