

Syllabus

Course Number: BCOM 3310.5U1

Wednesday 6-10 p.m. JSOM 2.802

Title: Business Communication
 Term: summer 2016

Contact Information

Instructor: Michele Lockhart, Ph.D.
 Office Location: JSOM 4.425

Office Hours: M: 11 a.m.-12 p.m. & T: 10 a.m.-12 p.m.
 Additional times available by appointment

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

BA3310 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 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 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

Students have the option of purchasing a loose-leaf hard copy of the book OR the ebook. Both choices are purchased direct from Cengage so you don't need to do anything through the bookstore.

<http://www.cengagebrain.com/course/site.html?id=1517894>

Aplia chapter quizzes must be completed by 10:00 p.m. on the Sunday after we complete the material in class; please see the calendar of events below with various reminders of deadlines. You have one free deadline extension as long as you notify me within 48 hours of missing the deadline—this extension can be used to retake a quiz (for a better score or to take for the first time, if you missed it altogether).

Aplia: Student Registration

<https://login.cengagebrain.com/cb/entitlement.htm?code=LBW3-SU7A-UZXU>

Assignments

Assignment	Possible Points
Claim Letter	100
Bad News Letter	100
Online Activities (Aplia quizzes: 12 @ 15 points each)	180
Résumé Assignment	75
Cover Letter Assignment	75
Collaborative Proposal	150
Team Presentation	120
	800

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

It is your responsibility to make sure you are counted present in each class—attendance is taken at the beginning of class. If an assignment is due on a day you are absent, you must e-mail me in advance; I will reply and provide guidance on how to submit the assignment. One cannot simply e-mail the assignment and not attend class—that assignment will not be accepted.

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 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.

My classrooms are “safe places” where students do not need to worry about feeling uncomfortable when it comes to race, ethnicity, gender, sexual orientation, religion, and/or political affiliation, for example.

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

Assignments & Academic Calendar

Week	Assignment
1 Wednesday May 25	REVIEW: Syllabus Course Introduction Student Information Sheet Introductions
2 Wednesday June 1	Chapter 1: "Communication Skills as Career Filters" REVIEW: Proposal Assignment & Writing Rubric; TEAM Details & Discussion (number of members: 7 teams of 5 students) **REMINDER: Complete Aplia CH. 1 quiz by 10:00 p.m. on Sunday.
3 Wednesday June 8	Chapter 2: "Planning Business Messages" Chapter 11: "Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings" Student Introductions with "TEAM" info. / TEAM meeting **REMINDER: Complete Aplia CH. 2 & 11 quizzes by 10:00 p.m. on Sunday.
4 Wednesday June 15	Chapter 3: "Composing Business Messages" REVIEW: Claim Letter Assignment Writing Rubric Chapter 13: "The Job Search, Résumé, and Cover Letters" REVIEW: Résumé and Cover Letter Assignment Team Topic Due **REMINDER: Complete Aplia CH. 3 & 13 quizzes by 10:00 p.m. on Sunday.
5 Wednesday June 22	Chapter 4: "Revising Business Messages" (lesson completed in class) WORKSHOP: Claim Letter AND Ch. 8 (certain slides) Review Chapter 10: "Proposals and Formal Reports" **REMINDER: Complete Aplia CH. 4 quiz by 10:00 p.m. on Sunday. There is not a quiz for Ch. 10.
6 Wednesday June 29	Chapter 5: "Electronic Messages and Digital Media" Chapter 6: "Positive Messages" DUE: Claim Letter

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	<p>WORKSHOP: Proposal Assignment & TEAM MEETING</p> <p>**REMINDER: Complete Aplia CH. 5 & 6 quizzes by 10:00 p.m. on Sunday.</p>
<p>7</p> <p>Wednesday July 6</p>	<p>Chapter 7: “Negative Messages”</p> <p>REVIEW: Bad News Letter Assignment Writing Rubric</p> <p>Chapter 8: “Persuasive Messages”</p> <p>Sign-up sheet for individual TEAM meetings (held in classroom) & Proposal Presentation Dates/Times</p> <p>TEAM meeting</p> <p>**REMINDER: Complete Aplia CH. 7 & 8 quizzes by 10:00 p.m. on Sunday.</p>
<p>8</p> <p>Wednesday July 13</p>	<p>WORKSHOP: Bad News Letter</p> <p>Chapter 12: “Business Presentations” TEAM MEETING</p> <p>WORKSHOP: Résumé & Cover Letter</p> <p>DUE: ALL Team Proposal Assignments</p> <p>Mandatory Attendance: Proposal Presentations Teams 1 & 2</p> <p>**REMINDER: Complete Aplia CH. 12 quiz by 10:00 p.m. on Sunday.</p>
<p>9</p> <p>Wednesday July 20</p>	<p>No formal in class meeting. e-Learning assignment/ discussion board for this week.</p>
<p>10</p> <p>Wednesday July 27</p>	<p>Mandatory Attendance: Proposal Presentations Teams 3, 4, & 5</p> <p>DUE: Résumé and Cover Letter Assignment</p> <p>Chapter 14: “Interviewing and Following Up”</p> <p>**REMINDER: Complete Aplia CH. 14 quiz by 10:00 p.m. on Sunday.</p>
<p>11</p> <p>Wednesday August 3</p>	<p>Mandatory Attendance: Proposal Presentations Teams 6 & 7</p> <p>DUE: Bad News Letter</p> <p>Last Class Meeting.</p>

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