

**Syllabus**

Course Number: BCOM 3310.502

Title: Business Communication

Term: Fall 2016

**Contact Information**

Instructor: Ramona Dorough

Office Hours: By appointment

Email: [ramona.dorough@utdallas.edu](mailto:ramona.dorough@utdallas.edu)

**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:**

The course addresses the following Component Learning Objectives:

- Students will refine their multi-media career development and job preparedness by creating a position-specific resume.
- Students will refine their ability to construct effective intra-firm communication documents by writing an executive summary.
- Students will refine their ability to construct effective presentations for key external stakeholders by constructing a persuasive presentation.

**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

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Business Communication 3310.502

**Instructor:** Ramona Dorough

**Start Date:** 08/22/2016

### Registration

1. Connect to <http://login.cengagebrain.com/course/4TLV-8LHW-E2JF>
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:** Your course enrollment includes a free trial period of up to three weeks. 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: **4TLV-8LHW-E2JF**

## System Check

To check whether your computer meets the requirements for using Aplia, go to <http://www.aplia.com/support/sysreq.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](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. **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 – Job and Resume Assignment  
100 pts – Claim Letter  
100 pts – Bad News Letter  
200 pts – Collaborative Proposal Assignment  
200 pts – Oral Presentation (from proposal)  
200 pts – Eight Quizzes  
100 pts – Plagiarism module  
50 pts – Attendance/Class Participation

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1100 pts – TOTAL

<b>Business Communications Fall 2016 Course Schedule</b>		
Week 1	<b>Monday, Aug 22</b>	Introduction; Review Syllabus
	<b>Wednesday, Aug 24</b>	Work with Chapter 1“Communicating in the Digital-Age Workplace” Meet teams and review class proposal and presentation assignment Complete Grammar Tutorial Aplia --Complete Guide on Using Aplia <b>Due by Sunday at 11:45 p.m.</b>
Week 2	<b>Monday, Aug 29</b>	Work with Chapter 1 Team Meeting

	<b>Wednesday, Aug 31</b>	Work with Chapter 2 – “Planning Business Messages” <b>Plagiarism module due at the end of day Sunday</b> <b>Chapter 2 Quiz Due by Sunday at 11:45 p.m.</b>
Week 3	<b>Monday, Sep 5</b>	NO CLASS---LABOR DAY
	<b>Wednesday, Sep 7</b>	Chapter 3 “Organizing and Drafting Business Messages” <b>Chapter 3 Quiz due by Sunday at 11:45 p.m.</b>
Week 4	<b>Monday, Sep 12</b>	Chapter 10 “Creating Proposals” <b>Review Email Assignment</b> Team Meetings
	<b>Wednesday, Sep 14</b>	Work with Chapter 4 “Revising Business Messages” Bring a hard copy of the draft of your Email Assignment for Peer Review <b>Email Assignment dues at the beginning of class</b> <b>Chapters 10 Quiz due by Sunday at 11:45 p.m.</b>
Week 5	<b>Monday, Sep 19</b>	Chapter 7 “Negative Messages” Networking and Team meetings <b>Chapter 7 Quiz due by Sunday at 11:45 p.m.</b>
	<b>Wednesday, Sep 21</b>	Chapter 12 “Business Presentations” <b>Chapters 7 &amp; 12 Quiz due by Sunday at 11:45 p.m.</b>
Week 6	<b>Monday, Sep 26</b>	Chapter 12 “Business Presentations” Continued Team meetings
	<b>Wednesday, Sep 28</b>	<b>Presentation 5 slides - Mandatory Attendance</b> Team meetings <b>Critique Email Assignment due by Sunday at 11:45 p.m.</b>
Week 7	<b>Monday, Oct 3</b>	<b>Presentation 5 slides - Mandatory Attendance</b> Team meetings <b>Critique Email Assignment due by Sunday at 11:45 p.m.</b>

	<b>Wednesday, Oct 5</b>	Chapter 8 “Persuasive messages Introduction to Claim letter and Workshop <b>Chapter 8 Quiz due by Sunday at 11:45 p.m.</b>
Week 8	<b>Monday, Oct 10</b>	Work with Chapter 11—“Professionalism at Work” Introduction to Claim letter Team meetings
	<b>Wednesday, Oct 12</b>	Work with Chapter 8 – “Persuasive Messages” <b>Bring a draft of the Claim Letter to class</b> <b>Claim letter due by Sunday at 11:45 p.m.</b>
Week 9	<b>Monday, Oct 17</b>	Review Chapters 9 “Informal Reports”
	<b>Wednesday, Oct 19</b>	<b>Team Meeting with Professor</b>
Week 10	<b>Monday, Oct 24</b>	Work with groups on Proposals/Presentations
	<b>Wednesday, Oct 26</b>	<b>Mandatory Attendance: Group Proposal Presentations</b>
Week 11	<b>Monday, Oct 31</b>	<b>Mandatory Attendance: Group Proposal Presentations</b> <b>Votes in for finalist</b>
	<b>Wednesday, Nov 2</b>	Work with Chapter 13 “The Job Search Resumes in the Digital Age” <b>Reflection</b>
Week 12	<b>Monday, Nov 7</b>	Work with Chapter 13 “The Job Search Resumes in the Digital Age”
	<b>Tuesday, Nov 8</b>	Presentation Contest, Davidson Auditorium 5:30-8:00 pm
	<b>Wednesday, Nov 9</b>	Work with Chapter 14 “Interviewing and Following UP” Introduction to Employment Workshop <b>Chapter 13 and 14 Quiz due by Sunday at 11:45 p.m.</b>
Week 13	<b>Monday, Nov 14</b>	<b>Virtual Class - Employment Workshop due by end of day</b>

	<b>Wednesday, Nov 16</b>	Work with Chapter 14 "Interviewing and Following UP" <b>Employment Voicemails and Finalist Review</b>
Week 14	<b>Monday, Nov 21</b>	Thanksgiving Break
	<b>Wednesday, Nov 23</b>	Thanksgiving Break
Week 15	<b>Monday, Nov 28</b>	Work with Chapter 14 "Interviewing and Following UP" <b>Employment Selection due in class</b>
	<b>Wednesday, Nov 30</b>	Career Discovery Project introduction
Week 16	<b>Monday, Dec 5</b>	Career Discovery Project Workshop and Resume assignment in class workshop
	<b>Wednesday, Dec 7</b>	<b>Career Discovery Project and Resume Due by end of day November 7</b>