



Course BCOM 3100 Business Communication
Professor Joe F. Marchant
Term Fall 2016

Class Time Tue & Thu 2:30 – 3:45 am

Professor's Contact Information

Office Phone cell: 469.877.2662
Office Location JSOM 2.712
Email Address jmarchant@utdallas.edu
Office Hours 1:30 – 2:20 PM Tue & Thu, by appointment

General Course Information

Pre-requisites, Co-requisites, & other restrictions RHET 1302 and (ACCT 3100 or BA 3100 or BCOM 3100 or FIN 3100 or HMGD 3100 or IMS 3100 or MKT 3100 or ITSS 3100 or OPRE 3100).

Course

Description Introduction to various types of professional communication, with an emphasis on business writing. Students gain experience writing and revising business email, memos, positive and negative letters, proposals, and job search documents. Students work both individually and in teams and exit the course with a clear understanding of the centrality of communication in business.

Learning Outcomes

1. Students demonstrate and refine their multi-media career development and job preparedness.
2. Students refine their ability to construct effective intra-firm communication documents by writing and executive summary of a persuasive proposal.
3. Students refine their ability to construct effective presentations for external communication by creating a persuasive presentation.

Required Texts & Materials

Guffey and Loewy, *Essentials of Business Communication*, 10th edition, Cengage Publishing, ISBN-13: 9781285858913.
Purchase directly through the publisher - DO NOT buy hard copy!
Aplia Student Registration instructions posted on eLearning

Maximum Point Value of Assignments

- 10pts – Syllabus Test
- 50pts – Resume Assignment
- 100pts – Email
- 150pts – Team BGB Oral Presentation
- 100pts – Bad News Letter
- 100pts – Claim Letter
- 150pts – Team BGB Proposal (written)
- 50pts – Executive Summary
- 100pts – Participation and Attendance
- 200pts – 17 Aplia Quizzes (Introduction, Grammar Tutorial, Writing Tutorial and 14 chapters)

1,010 possible points + Bonuses: 25 Attend Final Event; 50 Top Team Presentation

Aplia Chapters and Quizzes

Register immediately; you can register without payment (there is a grace period before payment is due). The first three quizzes are the Introduction (to explain the Aplia process) and two tutorials (Grammar and Writing) that review the English (American) language knowledge and skills you are expected to have before entering this course.

Quiz deadlines are 11pm, Friday. You are assigned one or more quizzes each week. You may work ahead; click on "View All Assignments" in the upper right corner of the "Assignments" page to work ahead of "Current Assignments". Notify me when you have completed all Aplia quizzes.

Your Aplia score is based on the number of correct answers.

Except for hospitalization, you may have one (1) quiz deadline extension if you notify me within 48 hours of missing the deadline.

Grading Policy

All work should demonstrate the same professional and ethical standards expected of you in the workplace. This includes proofreading and editing all work you submit in this class.

Professionalism also means that you use appropriate source citation where and when necessary to avoid violations of copyright and academic honesty – even if those violations are inadvertent. Your course grade is based on your **"Total"** points (assignments, participation, attendance and bonus points).

A+ (975-1,075)	A (925-974)	A- (900-924)
B+ (875-899)	B (825-874)	B- (800-824)
C+ (775-799)	C (725-774)	C- (700-724)
D (600-699)		

Business Communication Center (BCC)

You are strongly encouraged to use the BCC located in 12.106

Visit <http://bcc.utdallas.edu/> to make an appointment, find out how to check out a video camera, and learn how to strengthen your speaking and PowerPoint design.

Attendance

You are allowed two (2) class absences without penalty. Each absence after two reduces your "Participation & Attendance" score by 10 points. It is your responsibility to make sure you are counted present in each class. Develop a good work ethic by attending each class on-time.

I record attendance based on you taking your name plate at the beginning of class and returning it to the "Present" stack at the end of the class. I remove the name plates from the table after the start of class. Taking another student's name plate to indicate their presence when absent is a violation of the Code of Conduct; both students will be reported. Not returning your name tag at the end of class (to prevent you from being counted absent at a future class) is also a violation. I am required to report all violations of the Code of Conduct to the Office of Student Judicial Affairs.

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. Work that does not meet the assignment's constraints is unprofessional and creates administrative headaches. "I had technical problems" is not a valid excuse for late work, so plan accordingly. For these reasons, late or incomplete work is not acceptable in this course EXCEPT in the most extreme and unlikely of circumstances.

Individual Extra Credit

Other than extra credit opportunities offered to the entire class, I do not curve individual items and do I offer “extra credit” work or “special consideration” to allow you an opportunity to raise your 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 will not be able to help you. Speak with me when the situation arises.

NOTE – I will allow you to re-accomplish one (1) assignment. You must discuss the assignment with me in my office before you re-do the assignment.

Classroom Citizenship

In keeping with the professional communication mandate of this course, students are expected to use every opportunity in the course to practice communicating in a civil and professional manner.

Classroom and Equipment Use Policies

Laptops and cell phones MAY NOT be used in the classroom unless you have cleared it with me before class. Recommend you take notes in writing and transcribe your notes to your computer files outside of class.

Additional UTD policies are at: <http://coursebook.utdallas.edu/syllabus-policies>.

Comet Creed:

As a Comet, I pledge honesty, integrity, and service in all I do.



BCOM 3310 F16 SCHEDULE

Tue, Aug 23 - Preview Syllabus & Assignments (Purpose and Requirements), Distribute Syllabus Test

Thu, Aug 25 – Return Syllabus Test; Chapter 1, Communicating in the Digital-Age Workplace

Tue, Aug 29 – Chapter 2, Planning Business Messages

Thu, Sep 1 – Chapter 3, Organizing and Drafting Business Messages

Aplia – Introduction, Grammar Tutorial, and Writing Tutorial quizzes by 11:00 pm, Fri, Sep 2

Monday, Sep 5 – Labor Day – Campus Closed

Tue, Sep 6 – Chapter 4, Revising Business Messages

➤ **Resume Assignment – turn in at class, Tue, Sep 6**

Thu, Sep 8 – Team Presentation – Company and Potential Topic, BGB project

Aplia quizzes – Chapters 1, 2, 3, & 4 by 11:00 pm, Fri, Sep 9,

Tue, Sep 13 - - Chapter 5, Short Workplace Messages and Digital Media

Thu, Sep 15 – Chapter 6, Positive Messages

➤ **Due – Email with Memo Assignment – to eLearning by 10:00 AM, Fri, Sep 16**

Aplia quizzes – Chapters 5 and 6 by 11:00 pm, Fri, Sep 16

Tue, Sep 20 – videos of spring 2016 BGB winning presentations, team time

Thu, Sep 22 – Chapter 8, Persuasive Messages

Aplia quizzes – Chapters 8 by 11:00 pm, Fri, Sep 22

Tue, Sep 27 – Chapter 9, Informal Reports Chapter 10

Thu, Sep 29 – Chapter 10, Proposals and Formal Reports

Aplia quizzes – Chapters 10 and 11 by 11:00 pm, Fri, Sep 30

Tue, Oct 4 – Chapter 12, Business Presentations

Thu, Oct 6 – Team meeting – discuss status with me

Aplia quizzes – Chapter 12 by Fri, Oct 7

Tue, Oct 11 - Chapter 11, Professionalism at Work: Business Etiquette, Ethics, and Teamwork

Aplia quiz – Chapter 11 by 11:00 pm, Fri Oct 14

Thu, Oct 13 – Team Meetings on BGB proposal presentation

Tue, Oct 18 - **Businesses Give Back (BGB) oral presentations (3 teams)**, presentations recorded

Thu, Oct 20 - **BGB oral presentations (3 teams)**, 12-minute presentation + questions (15 minutes)

Tue, Oct 25 - **BGB oral presentations (3 teams)**, 12-minute presentation + questions (15 minutes)

Thu, Oct 27 - Chapter 7, Negative Messages

Aplia quiz – Chapter 7 by 11:00 PM, Friday, Oct 28

Thu, Oct 27 - Chapter 13, The Job Search and Resumes in the Digital Age

Bad News Letter due 10:00 AM, Friday, Oct 28

Aplia quiz – Chapter 13 by 11:00 pm, Fri, Oct 28

Tue, Nov 1 – Chapter 14, Interviewing and Following Up

Aplia quiz – Chapter 14 by 11:00 pm, Fri, Nov 4

?, Section winning team submitted as class entry for final competition

Thu, Nov 3 - Elevator Speeches – team meetings for written proposals

➤ **Claim Letter, 10:00 AM, Friday, Nov 4**

➤ **? – Announcement of 6 teams selected for the Final Event**

Tue, Nov 8 - Discuss Resume Assignment

➤ **Nov 8 - Final Event, Davidson Auditorium, 5:30 arrive, starts 6:00 PM (bonus credit)**

Thu, Nov 10 - **Presentation by Career Management**

Tue, Nov 15 - Discuss Written Proposals

Thu, Nov 17 – Final in-class review of written proposals

➤ **Written Collaborative Proposals (BGB) by 10:00 AM, Friday, Nov 18**

Winter Break – Nov 21 – 23; Thanksgiving Holiday – 24 – 26 -- No Class

Tue, Nov 29 - Discuss Executive Summary assignment

➤ **Individual Executive Summary of Collaborative Proposal by 10:00 AM, Friday, Dec 2**

Thu, Dec 1 – Understanding evaluations – self, peer, company, and by and as manager; peer evaluations

Approved “do-over” assignments – in office – office hours or by appointment

Tue Dec 6 - Discuss “Rules for Success”, Course Comments - Individual Appointments

➤ **Deadline for approved do-over - noon**

Event and dates are subject to change due to weather, university events, or availability of guest speakers