

**SYLLABUS**  
**BCOM 3310, Sections 009, 010 and 013**  
**BUSINESS COMMUNICATION**  
Fall 2016

Instructor: Dr. (Iva) Jeanne Sluder  
Office: 4.414 SOM  
Office Hours: Tuesday & Thursday (10:00-11:30 AM, 2:30-3:30 PM & by appointment)  
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**General Course Information**

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

**Course Description:** This course is designed to be an introduction to various types of professional communication, with an emphasis on business writing. Students will gain experience writing business emails, letters, proposals, and job search documents. Students will work both individually and in teams and should exit the course with a clear understanding of the centrality of communication in business.

**Learning Outcomes:** (1) Students will refine their multi-media career development and job-preparedness by creating a position-specific resume; (2) Students will refine their ability to construct intra-firm communication documents by writing an executive summary of a persuasive proposal; and (3) Students will refine their ability to construct effective presentations for external communication by creating a persuasive presentation.

**Required Textbook and Resources:** Mary Ellen Guffey's *Essentials of Business Communication* (10th Edition). The ISBN-13: 9781285858913. (You can just get a used book. You do not need a new book with a computer access code.) You will also need access to the Internet (especially to elearning and your UT Dallas email on a daily basis) and an easily accessible printer.

**Assignments:**

Chapter Activities/Assignments – 200 points  
Negative Message – 100 points  
Collaborative Proposal – 150 points  
Executive Summary – 50 points  
Team Presentation #2 – 125 points  
Job Search – 125 points  
Team Presentation #1 - 75

TOTAL – 825 points

Final Grades will be assigned as follows: A+ 825-800 A 799-767 A- 766-743  
B+ 742-718 B 717-685 B- 684-660  
C+ 659-635 C 634-602 C- 601-578 D+ 577-553 D 552-520 D- 519-495 F 494-0

### **Grading Policy**

All work should 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 and plagiarism – even if those violations are inadvertent.

You should expect to work hard in this course. Like all of your other JSOM courses, this is a **rigorous** class.

I **strongly recommend** that you review your assignments with me *before* they are due. I strongly encourage you to come by my office during my office hours or make an appointment with me if you are not available during my office hours. I **strongly encourage** you to come talk to me, email me, or text me if you have any questions or comments about any assignment or anything at all to do with this class.

I also encourage you to use our Business Communication Center located in 12.106. Please visit <http://bcc.utdallas.edu/> to learn about all the wonderful resources available to you.

### ***Submitting an Assignment***

All assignments are due on or before the due date and must meet the criteria of the assignment and be submitted to me as outlined in the criteria for the assignment.

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 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 circumstances.

### ***Grading Issues***

When I return an assignment, you have one week from that date of return to speak with me about any issues or concerns you have with that grade or that grade stands for the remainder of the semester. You also need to check your grade for that assignment in elearning. You also have one week from that date of posting to speak with me about any issues or concerns you have with that grade or that grade stands for the remainder of the semester.

### ***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.

### ***Class Attendance***

Work assigned for this class carries no less priority than work you may have to complete for any other class or job. Material and information will be presented in the classroom that cannot be replicated outside the classroom or made up at a later date. Moreover, class participation is a vital part of your learning process because this class revolves around discussions, activities, and group work. More than simply being physically present in class, participation includes you asking questions in class about readings, answering questions, offering suggestions, listening in class, and adopting a professional, positive attitude. Consequently, if I assess during the class period that you are not participating and adopting a professional, positive attitude then you will have three points deducted from your attendance/class participation grade for that day. Some examples of unprofessional and negative classroom behaviors are eating a meal, texting, putting your feet up on the desk and/or chairs, being on a laptop when you have been asked to put them away, getting up and going to the restroom during a lecture/presentation/etc. or taking a phone call, and so forth.

Based on past experience, it will be very difficult to do well in this course if you fail to attend class regularly and participate actively.

**Note: Each class is worth 10 points. And, coming in late and/or leaving early will cut your day's points in half. You get two free absences but every absence after that will result in 10 points being deducted from your final grade.**

**ANOTHER IMPORTANT NOTE: I will take attendance at some point during class. If you are not there when I call your name, then you will be marked absent and that absence remains on your attendance record for the remainder of the semester. If you did not hear your name called then it is your responsibility to speak to me in person and let me know you are there BEFORE I dismiss the class for that particular day. If you are unsure about an absence you have one week from the absence in question to speak with me about it or that absence stands for the remainder of the semester.**

**ONE MORE IMPORTANT NOTE ABOUT BEING ABSENT: If you miss more than three classes in a row, you must make an appointment to see me. You cannot just return to class; you must meet with me in person first to discuss what assignments, activities, etc. that you have missed and what your current status in the class is at that point in time. You will not be able to make up any missed work and you will forfeit any points worked on in a group project that you did not complete.**

**Weather**

Bad weather days can be an issue, especially at the beginning of the spring semester. I live west of DFW Airport so many times my area will be affected by snow and/or ice before Richardson. If you hear that the Northwest ISD is closed then most likely I am iced and/or snowed in. Please do not hesitate to text me or call me if you are unsure of the weather situation, for yourself or for me. Given that I have Internet access during this bad weather I will post a class cancellation and out of class assignment in elearning as early as possible for that day.

***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.

***Classroom and Equipment Use Policies***

- NO CELL PHONES OR OTHER ELECTRONIC MESSAGING SERVICES MAY BE USED IN THE CLASSROOMS UNLESS YOU HAVE CLEARED IT WITH ME FIRST AND THEN ONLY ON AN EMERGENCY BASIS.
- Food and drink are not permitted in the classroom. Eat your meals before you come to class.
- ABSOLUTELY POSITIVELY NO TEXT MESSAGING AND NO EAR BUDS, EAR PHONES, OR ANYTHING IN YOUR EARS!
- Laptops may only be used with my permission.

**Student Conduct, Discipline, Academic Integrity, Email Use, & Other University Policies and Procedures**

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student to be knowledgeable about the rules and regulations which govern student conduct and activities. Please see <http://coursebook.utdallas.edu/syllabus-policies/>