



**Course** BCOM 3310-012 Business Communication  
**Professor** Karen Patton  
**Term** Fall 2016

**Class Meetings** SOM 2.904 TuTh 4-5:15

### **Professor's Contact Information**

**Office Phone**  
972.883.5852

**Office Location**  
JSOM 2.712

**Email Address**  
kxp154730@utdallas.  
edu

**Office Hours**  
**By appointment**  
TuTh 3-4

### **General Course Information**

**Pre-requisites, Co-requisites, & other restrictions** RHET 1302 and (ACCT 3100 or BA 3100 or BCOM 3100 or FIN 3100 or HMG 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 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.

### **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 effective intra-firm communication documents by writing an executive summary of a persuasive proposal.
3. Students will refine their ability to construct effective presentations for key external stakeholders by creating a persuasive presentation.

### **Required Texts & Materials**

Guffey and Loewy, *Essentials of Business Communication*, 10<sup>th</sup> edition, Cengage Publishing, ISBN-13: 9781285858913. Purchased directly through the publisher so DO NOT buy a hard copy!

### **Assignments**

- 100pts – Email
- 100pts – Claim Letter
- 100pts – Bad News Letter
- 200pts – 11 Chapter Quizzes (on aplia.com)
- 100pts – Colleague Edits and Reviews
- 150pts – Collaborative Proposal
- 100pts – Persuasive Presentations
- 50pts – Team and Class Contribution

50pts – Position-specific Resume  
50pts – Executive Summary of Proposal  
1000 possible points

### **Aplia Quizzes –**

Chapter quizzes must be completed by 10 pm on the day before we work with the chapter in class (see class schedule for details). You get \*1 free quiz deadline extension\* as long as you notify me within 48 hours of missing the deadline.

### **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 and academic honesty – even if those violations are inadvertent.

100-97% = A+ , 97-93 = A , 92-90 = A- , 89-87 = B+ , 86-83 = B , 82-80 = B- , 79-77 = C+ , 76-73 = C , 72-70 = C-

### **Business Communication Center**

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 get 3 free absences.

Each absence after that = 10 points off your final grade.

It is your responsibility to make sure you are counted present in each class. Any unarranged or undocumented absence on the day an assignment is due will result in work being considered late. Please see course policy on late work.

### **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. Meeting deadlines means having all elements of the assignment complete and present at the correct time. In order to be considered on time and complete, written assignments must be presented at the start of class both to turnitin.com and as a hard copy. Only work that has been submitted to turnitin and been printed to a hard copy will be accepted.

#### *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 as soon as possible. I am eager to help students do well, but cannot help you if you wait until the end of the semester.

#### *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*

No laptops may be used in the classroom unless you have cleared it with me first.

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

## Course Schedule:

### Week 1

- 8/23 Class introduction
- 8/25- Review of Syllabus  
Networking Exercises

### Week 2

- 8/30- **Chapter 1** "Communication In the Digital Workplace"
- 9/1- Introduction to the Proposal Assignment and Presentations  
**Chapter 2** "Planning Business Messages"  
Meet Teams

### Week 3

- 9/6- Introduction to Email Assignment  
**Chapter 5** "Electronic Messages"
- 9/8- **Chapter 3** "Composing Business Messages"

### Week 4

- 9/13- **Bring a hard copy of the draft of your Email Assignment for Peer Edit**
- 9/15- Guest speaker

### Week 5

- 9/20- **Chapter 6** "Positive messages" (**First team status email due**)
- Team meetings
- 9/22- **Email Assignment due to turnitin and hard copy due by start of class**  
Team meetings

### Week 6

- 9/27- **Chapter 8** "Persuasive messages"  
Introduction to Claim letter
- 9/29- **Chapter 12** "Business Presentations"

### Week 7

- 10/4- **Bring a hard copy of the draft of your Claim Assignment for Peer Edit**
- 10/6- Team meetings and Presentation Peer Reviews.

### Week 8

- 10/11- **Claim Assignment due to turnitin and hard copy due by start of class.** Team meetings and Presentation Peer Reviews.
- 10/13- Team meetings and Presentation Peer Reviews.

### Week 9

- 10/18- **Presentations**

- 10/20- **Presentations**

#### Week 10

- 10/25- Guest Speaker. **Chapter 13** “The Job Search and Resumes”  
Introduction to Resume Assignment
- 10/27- Class Exercise on Confidence and Body Language

#### Week 11

- 11/1- **Chapter 10** “Creating Proposals”  
Review of Proposal Assignment
- 11/3- Team meetings

#### Week 12

- 11/8- **Chapter 7** “Negative Messages”  
Team meetings  
Introduction to Bad News Assignment
- 11/10- **Resume due to class and to turnitin.**  
**Chapter 11** “Professionalism in the Workplace”  
Etiquette group exercise  
Team meetings

#### Week 13

- 11/15- **Bring a hard copy of the draft of your Bad News Assignment for Peer Review**
- 11/17- Team meetings to work in class on proposals

#### Week 14

- 11/22- **Bad News Assignment due to turnitin and hard copy due by start of class**  
Work in Class on Proposals
- 11/24- **No Class**

#### Week 15

- 11/29- **Executive Summary and Proposal Assignment due to turnitin and hard copy due by start of class**
- 12/1- Class Wrap up

#### Week 16

- 12/6- Optional Conferences

# How to access your Aplia course

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BCOM 3310 Fall 2016 4pm

**Instructor:** Karen Patton

**Start Date:** 08/23/2016

## What is Aplia?

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## Registration

1. Connect to <http://login.cengagebrain.com/course/FJZL-EDBG-9FQV>
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: **FJZL-EDBG-9FQV**

## System Check

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