Course	BCOM 3310.005 Business Communication
Professor	Sarah E. Moore
Term	Fall 2016
Class Meetings	MW, 2:30-3:45

Professor's Contact Information

Office Phone	(972) 883-5129
Office Location	JSOM 3.810
Email Address	semoore@utdallas.edu (checked at least once per 24 hours)
Office Hours	M 10-11:30 / W 10-12 / by appointment (see eLearning for announcements of any changes in time or location)

General Course Information

Pre-requisites, Co-requisites, & other restrictions	RHET 1302 and (ACCT 3100 or BA 3100 or BCOM 3100 or FIN 3100 or HMGT 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 be introduced to intra-firm communication documents by writing an executive summary of a persuasive proposal. 3. Students will refine their ability to construct effective presentations for external communication by creating a persuasive presentation.
Required Texts & Materials	APLIA → Guffey and Loewy, *Essentials of Business Communication*, 10th edition, Cengage Publishing, ISBN-13: 9781285858913. Purchased directly through the publisher so DO NOT buy a hard copy! See eLearning for instructions on purchasing access to the textbook and quiz system.

Assignments

100pts – Email Request Letter
100pts – Bad News Letter
200pts – Aplia Quizzes (grade is your average doubled)
150pts – Collaborative Proposal, team grade
100pts – Persuasive Presentation, individual grade
50pts – Position-specific Resume
50pts – Executive Summary of Proposal
750 possible points

Aplia Quizzes
Chapter quizzes must be completed by the deadline stated on Aplia.

Grading Policy
All work should also demonstrate the same professional and ethical standards expected of you in the workplace. This includes proofreading and editing carefully all work you submit. 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.
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-

Please be prepared to show your CometCard ID when inquiring about grades in person.

Use APA format for citations and references when appropriate.

The penalty for plagiarism and other forms of scholastic dishonesty can include a 0 on the assignment or greater penalties depending on the severity.

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 2 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.

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, 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.
See eLearning announcements for extra credit opportunities for the presentation competition.

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

Class	Date	Due Reading Assignment	Agenda	Aplia Quiz Due
1	Aug 22		Course Intro Review Syllabus	
2	Aug 24	Ch. 1	Ch. 1 Intro Proposal	Ch. 1
3	Aug 29	Ch. 2	Ch. 2	Ch. 2
4	Aug 31	Ch. 3	Ch. 3 Intro Email assignment Team meeting	Ch. 3
5	Sept 7	Ch. 5	Ch. 5	Ch. 5
6	Sept 12	Email Draft	Ch. 4 Peer review Email	
7	Sept 14	Ch. 6	Ch. 6	Ch. 6
8	Sept 19	Ch. 8 Email due	Ch. 8	Ch. 8
9	Sept 21	Ch. 12	Ch. 12 Team Meeting	
10	Sept 26	Proposal Plan	Peer review proposal plan	
11	Sept 28	Ch. 7	Ch. 7 Intro bad news letter	Ch. 7
12	Oct 3		Team Meeting	
13	Oct 5	Ch. 9	Ch. 9 & 10	Ch. 9
14	Oct 10		Team Meeting	
15	Oct 12	Ch. 13	Ch. 13 Intro resume assignment	Ch. 13
16	Oct 17	Bad news draft	Peer review bad news letter Team meeting	
17	Oct 19		Presentation workshop	
18	Oct 24	Presentations		
19	Oct 26	Presentations		
20	Oct 31	Bad news letter due	Intro executive summary assignment	
21	Nov 2		Compose denial memo	
22	Nov 7	Resume Due	Individual Conferences Team Work Day NOTE: BCOM competition 11/8	
23	Nov 9		Individual Conferences Team Work Day	Ch. 14
24	Nov 14		Individual Conferences Team Work Day	

25	Nov 28		Individual Conferences Team Work Day	
26	Nov 30		Individual Conferences Team Work Day	
27	Dec 5		Individual Conferences Team Work Day	
28	Dec 7	Proposal and Executive Summary due	Course Wrap Up	