



**Course** BCOM3310.001.16F Business Communication  
**Professor** Raini M. Layne, MA, MPA  
**Term** 2016 Fall (16f)

**Class** Monday, Wednesday & Friday: 8 am to 8:50 am  
**Meetings** JSOM 2.102

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### Professor's Contact Information

**Office Phone** Cell: 214.577.6229 text me if it's urgent only  
**Office Location** JSOM 2.712  
**Email Address** [rainilayne@utdallas.edu](mailto:rainilayne@utdallas.edu) preferred  
**Office Hours** Monday, Wednesday & Friday 7 am to 7:50 am by appointment only & with 24 (business) hours' notice

### 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 T 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 constructing a persuasive presentation.

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

Anderson, *TED Talks: The Official TED Guide to Public Speaking* (2016)  
Hard Back: ISBN-13: 978-0544634497  
Paper Back: ISBN-13: 978-1472228055  
UTD Bookstore and Amazon should have very inexpensive copies.

## Course Overview

### *Working with your required texts*

Your main text is Essentials of Business Communication (EBC). Instructions on this text will be available on e-Learning the first day of class; however, I will email instructions in advance for those of you who pre-plan. All written assignments should incorporate content from this text.

- EBC Lectures: over chapters will occur on the dates indicated on the course Calendar.
- EBC Chapter Reading: are open all semester. Reading should be completed prior to the class indicated on the course calendar below.
- EBC Chapter PowerPoints: will become available at noon each Friday for chapters covered the following week.
- EBC Chapter Quizzes: become available one week before they are due. Quizzes must be completed in Aplia by 8 am on the Monday after we work with the chapter in class.

Your secondary text is TED Talks (TT). This is an easy to read book on building and making presentations. This book can be read at leisure; however, (one double-spaced page) written review of two chapters will be due each Friday via e-Learning.

### *Workshops*

Where “workshop” is indicated on the course Calendar, a draft of the assignment should be brought to class for peer critique.

### *Assignments*

All assignments are due in e-Learning by 8 a.m. on the due date listed on the course calendar below. Each assignment is worth the following points:

- 100pts – Inquiry Email
- 100pts – Claim Letter
- 100pts – Bad News Letter
- 200pts – Chapter Quizzes
- 150pts – Team Collaborative Proposal
- 100pts – Team Presentation of Collaborative Proposal
- 75pts – Ted Talk – Weekly Chapter Responses
- 75pts – Resume, Cover Letter & Job Posting
- 50pts – Executive Summary of Proposal
- 1000 possible points

### *Extra Credit*

- 50pts – Book review: “The Winner Effect: The Neuroscience of Success and Failure” by Robertson, Ian H. ISBN-13: 978-1250001672 or ISBN-10: 1250001676
- 30pts – Paper on Toastmaster or other professional/academic organization membership
- 5pts – Attending one (1) Career Management Center lecture and submitting half-page report (30 pts max)
- 5pts – Review of one (1) Leadership Article (30 pts max)

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

Failure to cite appropriately, self-plagiarizing or plagiarizing the work of another will result in minimum penalty of a grade of 0 on the assignment and at worst, referral to the Office of Judicial Affairs.

Final grades will be determined on the following point-to-alpha schema:

< 970 = A+

925 – 969 = A

900 – 924 = A-

875 – 899 = B+

825 – 874 = B

800 – 824 = B-

775 – 799 = C+

725 – 774 = C

700 – 724 = C-

675 – 699 = D

> 674 = F

### **Business Communication Center**

You are strongly encouraged to use the BCC for all assignments. The BCC is located in 12.106

Visit <http://jindal.utdallas.edu/student-resources/business-communication-center/> to make an appointment, find out how to check out a video camera, and learn how to strengthen your speaking and PowerPoint design.

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

#### *Attendance*

You get three (3) free absences. Each single absence over three = 10 points off the total earned points.

E.G. five (5) total absences = 20 points off your final grade. It is your responsibility to make sure you are counted present in each class.

#### *Late Work*

Late work is not accepted. 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 direst, most extreme and unlikely of circumstances.

#### *Individual Extra Credit*

Individual extra credit is NOT offered/accepted. 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.

#### *Classroom & Student Citizenship*

In keeping with the professional communication mandate of this course, students are expected to use every opportunity in the course to practice presenting themselves and communicating in a civil and professional manner. This includes basic emails to me. They should be formatted in an appropriate business format. In addition, students are expected to check UTD email and e-Learning daily for assignments and information.

#### *Classroom and Equipment Use Policies*

No laptops may be used in the classroom except for days indicated as Team Meetings. It is suggested that you bring paper and writing utensils. In the event you require electronics throughout the semester due to special circumstance, notify me the first day of class and be sure to clear usage through the appropriate University office.

## Course Calendar

Week	Date	Lecture Focus/In-Class Activity/Due Dates
1	M Aug 22	Introduction; Review Syllabus & Course Housekeeping Review TED Talk Assignment
	W Aug 24	<b>Announcement by Flor M. Morales, President, UTD Dallas ALPFA (Association for Latino Professionals for America) Chapter</b> EBC Lecture on Chapter 11 – “Professionalism at Work”
	F Aug 26	EBC Lecture on Chapter 1 – “Communicating in the Digital-Age Workplace” DUE: TT Prologue, Chapter 1 & 2 Review
2	M Aug 29	DUE: Chapter 11 & 1 Quizzes EBC Lecture on Chapter 2 – “Planning Business Messages”
	W Aug 31	EBC Lecture on Chapter 3 – “Organizing & Drafting Business Messages”
	F Sep 2	EBC Lecture on Chapter 4 – “Revising Business Messages” DUE: TT Chapter 3 & 4 Review
3	M Sep 5	<b>LABOR DAY – NO CLASS OR ITEMS DUE</b>
	W Sep 7	DUE: Chapter 2, 3 & 4 Quizzes Review Email Assignment EBC Lecture on Chapter 5 – “Short Workplace Messages and Digital Media”
	F Sep 9	Breakout into Teams & Brainstorm Topics DUE: TT Chapter 5 & 6 Review
4	M Sep 12	DUE: Chapter 5 Quiz EBC Lecture on Chapter 6 – “Positive Messages”
	W Sep 14	Workshop Email Assignment EBC Lecture on Chapter 7 – “Negative Messages”
	F Sep 16	EBC Lecture on Chapter 8 – “Persuasive & Sales Messages” DUE: TT Chapter 7 & 8 Review
5	M Sep 19	DUE: Chapter 6, 7, and 8 Quizzes <b>Due: Inquiry Email Assignment</b> EBC Lecture on Chapter 9 – “Informal Proposals”
	W Sep 21	Review Claim Letter Assignment EBC Lecture on Chapter 10 – “Formal Reports”
	F Sep 23	EBC Lecture on Chapter 12 – “Business Presentations” DUE: TT Chapter 9 & 10 Review
6	M Sep 26	DUE: Chapter 9, 10 & 12 Quizzes Review Extra Credit Assignments Meet in Teams
	W Sep 28	Workshop Claim Letter Assignment
	F Sep 30	Review Presentation Assignment DUE: TT Chapter 11 & 12 Review
7	M Oct 3	<b>DUE: Claim Letter Assignment</b> TT Lecture on Effective PowerPoint Design & Presenting
	W Oct 5	Review Bad News Letter Assignment
	F Oct 7	Meet in Teams DUE: TT Chapter 13 & 14 Review
8	M Oct 10	Review Executive Summary Assignment
	W Oct 12	Workshop Bad News Letter Assignment
	F Oct 14	Meet in Teams DUE: TT Chapter 15 & 16 Review

## Course Calendar Continued

<b>Week</b>	<b>Date</b>	<b>Lecture Focus/In-Class Activity/Due Dates</b>
<b>9</b>	M Oct 17	<b>DUE: Bad News Letter</b> Practice Presentations
	W Oct 19	<b>DUE: Executive Summary</b> Practice Presentations
	F Oct 21	Practice Presentations DUE: TT Chapter 17 & 18 Review
<b>10</b>	M Oct 24	<b>DUE: Presentations – MANDATORY ATTENDANCE</b>
	W Oct 26	<b>DUE: Presentations – MANDATORY ATTENDANCE</b>
	F Oct 28	<b>DUE: Presentations – MANDATORY ATTENDANCE</b> DUE: TT Chapter 14 & 15 Review
<b>11</b>	M Nov 7	EBC Lecture on Chapter 13 – “The Job Search and Résumés in the Digital Age”
	W Nov 9	EBC Lecture on Chapter 14 – “Interviewing & Following-up”
	F Nov 11	Review Resume Assignment DUE: TT Chapter 19 & 20 Review
<b>12</b>	M Nov 14	DUE: Chapter 13 & 14 Quizzes Meet in Teams
	W Nov 16	<b>Lecture by Career Management Center on Resume Writing</b>
	F Nov 18	Workshop Resume & Cover Letter Assignment DUE: TT Chapter 21 Review
<b>13</b>	M Nov 21	<b>FALL BREAK – NO CLASS OR ITEMS DUE</b>
	W Nov 23	<b>FALL BREAK – NO CLASS OR ITEMS DUE</b>
	F Nov 25	<b>THANKSGIVING BREAK – NO CLASS OR ITEMS DUE</b>
<b>14</b>	M Nov 28	Workshop Team Collaborative Proposal – Bring 1 copy per team to class
	W Nov 30	<b>DUE: Resume &amp; Cover Letter Assignment</b> Meet in Teams
	F Dec 2	Discuss TED Talks
<b>15</b>	M Dec 5	Meet in Teams
	W Dec 7	Meet in Teams
	F Dec 9	Meet in Teams DUE: TT Chapter 19 & 20 Review
<b>16</b>	M Dec 12	<b>DUE: All Extra Credit Assignments in one file</b>
	W Dec 14	<b>DUE: Collaborative Proposal Assignment</b>