



**Course** BCOM 3310.002 Business Communication  
**Professor** Kathryn Lookadoo  
**Term** Fall 2016  
**Class Meetings** MWF 9-9:50 AM, JSOM 2.102

### **PROFESSOR'S CONTACT INFORMATION**

**Professor:** Kathryn L. Lookadoo  
**Office:** I currently do not have a permanent office. I will post an announcement on eLearning when I have a location.  
**Office Hours:** Wednesdays 1-3:30 PM; Additional times available by appointment.  
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**Office Phone** 972.883.5163  
**E-Mail:** Kathryn.Lookadoo@utdallas.edu  
**Note:** If you email me, please send the email using your UTD student email. All email correspondence MUST include the course number and section and information about the email is about in the subject line. Emails will usually be answered within 24 hours during weekdays. Please note that I check my email throughout the “work day” (8am-5pm). Emails outside of that timeframe will most likely be answered the next day.

### **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 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 Text**

The book used in this class is mandatory, for both chapter readings and for access to the online Aplia quizzes. The book is Essentials of Business Communication by Guffey & Loewy, 10<sup>th</sup> edition. Here is a link to Aplia: <http://login.cengagebrain.com/course/73E8-6EEH-2627>. See the “register for ebook/Aplia Guide” document on eLearning under “course information” describing how to purchase your ebook from Aplia. You don’t need a hard copy of the book; the ebook will work fine. You will order your ebook from the Aplia website, following the instructions on eLearning. We’ll also use the Aplia website throughout the course.

**ASSIGNMENTS**

The instructor will grade assignments using a point system. For each assignment there is an assignment description and evaluation form online, which explains the expectations. The point breakdown below represents the maximum credit allowed for each assignment.

<b>Due</b>	<b>Assignment</b>	<b>Pts</b>	<b>Responsibility</b>	<b>Submission</b>
9/16	<b>Email</b>	125	Individual	eLearning dropbox and email to group ('cc professor)
9/21	<b>Team Charter</b>	25	Group (but submit individually)	eLearning dropbox
9/28	<b>Group Proposal Idea</b>	25	Group (but submit individually)	eLearning dropbox
Multiple	<b>Weekly Status Reports</b>	20 (total)	Group	On eLearning group discussion board
10/5	<b>Team Health Check</b>	20	Individual	eLearning dropbox
10/7-12	<b>Practice Presentation</b>	50	Group	In class
10/19-28	<b>Presentation</b>	125	Group	In class Submit powerpoint 12 hours before class time via eLearning
	<b>Presentation Outline</b>	15	Group (but submit individually)	Submit outline 12 hours before class time via eLearning
11/7	<b>Job Search Assignment</b>	105	Individual	eLearning dropbox
11/30	<b>Bad News Email</b>	100	Individual	eLearning dropbox
12/2	<b>Executive Summary</b>	50	Individual	eLearning dropbox
12/5	<b>Proposal</b>	150	Group	eLearning dropbox
12/7	<b>Group Evaluation</b>	50	Individual	eLearning dropbox
Multiple	<b>Aplia Assignments</b> (15 problem sets, drop the lowest)	140	Individual	On Aplia
<b>Total Points</b>		1000		

**Extra Credit**

<b>Date</b>	<b>Opportunity</b>	<b>Points</b>
11/8	Placing (1 <sup>st</sup> , 2 <sup>nd</sup> , or 3 <sup>rd</sup> ) in the all-classes BCOM evening competition	20
11/8	Competing (but not winning) in the all-classes BCOM evening competition	15
11/8	Attending the BCOM evening competition	15
11/8	Winning the in-class presentation competition	15

**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-

**Aplia Quizzes**

When you register with Aplia, you'll have access to the chapter quizzes as well as the e-book. Chapter quizzes must be completed by 8:30 a.m. on the date mentioned in the schedule. Each required quiz is listed on the syllabus. You will take 14 quizzes and I will drop the lowest score on one quiz. You can retake each quiz three times by the due date and Aplia will accept your highest score.

**COURSE POLICIES**

A number of course policies have been implemented and are enforced to ensure quality of education and fairness. It is your responsibility to be familiar and comply with each policy. *If you have any questions about the policies please let your professor know.*

**Attendance**

It is your responsibility to make sure you are counted present in each class. Be honest. Be on time. Be aware. If you forgot to sign in, accept the penalty. You must be present for your group presentations to receive any credit for that assignment.

You get **three free absences**. Each absence after that equals a loss of ten points from your final grade. However, if you **miss one of the mandatory presentation days, you lose 40 points per absence** off your final grade.

If you are absent/tardy for any reason, you are responsible for the material covered and any announcements made. Continual tardies will negatively affect attendance grades.

Receiving an excused absence means you will not be penalized for excessive absences; it does not mean you are relieved from responsibility or are entitled to turning in the work or making up a missed assignment without penalty. If you have a university-approved excused absences, submit documentation (a note from your doctor, etc.) of that absence to “absence documentation” on eLearning.

**Late Work**

In everyday life people must learn to cope with a variety of deadlines and plan their work and personal schedules around them. 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.

For these reasons, late or incomplete work is not accepted in this course.

A rigid policy is followed in this class for the following reasons:

- To encourage and emphasize the importance of meeting deadlines
- To enable course time management
- To maximize consistent grading
- To avoid attempting to determine the validity or priority of one student's excuse over another student's excuse
- To ensure fair treatment for students who complete their work on time

It is your responsibility to submit any due assignments to eLearning before the deadline.

Understand how the eLearning TurnItIn.com works. Double-check immediately after you submit a document to make sure that it is in the system. "I had technical problems" is not a valid excuse for late work, so plan accordingly. **Late work will not be accepted.**

Obviously, there are sometimes extreme and unlikely circumstances. In those cases, which involve university-excused absences, late work will be accepted.

If you have a university-excused absence, technical issues, or some other issue that means that you complete an assignment after the deadline, submit it to eLearning in the "Anything else you want considered" assignment and then make an appointment to speak to the professor in her office. Submissions of late work to the dropbox without university-approved documentation and a conference are usually given a few points of credit at the end of the semester (2 to 5).

### **Grade Disputes**

I am always willing to discuss your grades with you. Upon receiving your grade you need to **wait 24 hours** before contacting me so that you take time to think over your questions, compare it to the assignment and rubric, and read my comments. To challenge a grade, you must schedule a meeting with me **within one week** of the assignment being returned to you. Prior to our meeting, you will email me your concerns in writing (this can be included in the same email you send to schedule a meeting). Please note that a challenge may result in grades being raised or lowered. If you want to meet not to challenge your grade but just gain a clearer understanding behind my grading, I am happy to do that as well.

### **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.

### **Handwritten Assignments**

Do not turn in handwritten assignments. If you submit a handwritten assignment, you will receive no credit for the assignment.

### **Participation**

I expect students to come prepared and actively participate in the discussion and activities for the day. 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.

*Cell phones and Laptops:* The policy for this course is that cell phones and/or laptops are not allowed for use during class time. This is in place for three reasons: 1) you need to be paying attention to what is occurring during class, 2) your use of a device may be a distraction to others in the class, 3) your use of a device may be a distraction to the Professor. If you have a specific need for these devices during class time, please see me for approval.

### **Technology Requirements**

Reliable and frequent internet connectivity is indispensable – not having internet access will make your group projects more difficult and will not serve as a valid excuse for shortcomings. Get into the habit of checking both eLearning and your UTD email for assignments and announcements. I post many class announcements in eLearning. Failure to check your UTD email account, errors in forwarding email, and email bounced from over-quota mailboxes are not acceptable excuses for missing course or project- related email or deadlines.

### **Email Use**

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. All official student email correspondence will be sent only to a student's UT Dallas email address and UT Dallas will only consider email requests originating from an official UT Dallas student email account. This allows the University to maintain a high degree of confidence in the identity of each individual's corresponding via email and the security of the transmitted information. The University of Texas at Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Office of Information Technology provides a method for students to have their UT Dallas mail forwarded to other email accounts. To activate a student UT Dallas computer account and forward email to another account, go to <http://netid.utdallas.edu>.

### **AccessAbility Services**

It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with your professor and allow one week advance notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact OSA for a confidential discussion. OSA is located in the Student Services Building, SSB 3.200. They can be reached by phone at 972-883-2098, or by email at [studentaccess@utdallas.edu](mailto:studentaccess@utdallas.edu).

### **Cheating**

From [UTDSP5003 §.49.10]: Includes but is not limited to the use or attempted use of unauthorized materials, information, or study aids in any academic exercise; the use of sources beyond those authorized by the instructor in completing any academic exercise or, engaging in

any behavior specifically prohibited by the faculty member in the course syllabus or class discussion. Academic exercise includes all forms of work submitted for credit or hours.

**Statement Regarding Potential Academic Dishonesty**

All allegations of scholastic dishonesty will be submitted to the Office of Judicial Affairs who will determine guilt or innocence. If a determination of guilt is found, at minimum a grade of zero will be recorded for the assignment/activity in question. The descriptions and timelines contained in this syllabus are subject to change at the discretion of the professor.

**University Policies**

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. <http://coursebook.utdallas.edu/syllabus-policies>

**ADDITIONAL RESOURCES****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, learn how to use APA to cite materials in your writing, and learn how to strengthen your speaking and PowerPoint design. Keep in mind that there can be a wait when major assignments are due. Planning ahead and making an appointment will help you make more effective use of your time. **The BCC is a wonderful resource for JSOM students that I urge you to use.**

**JSOM Career Management Center (CMC)**

The CMC (JSOM 12.110) is a great resource to JSOM students. They offer services like career coaching, resume and cover-letter critiques, mock interviews, etc. They also have many events and workshops designed to help you succeed. Visit their website at <http://jindal.utdallas.edu/career-management-center/>.

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All Reading and Aplia Assignments are due at 8:30 AM on the date specified


Everything listed in the “Assignments” column is due on eLearning at 11:59 PM on the date specified (unless noted otherwise)

Week	Date	Topic	Reading(s)/ Aplia Due	Assignment(s)
1	M 8/22 (Day 1)	Introduction to class; Overview of syllabus and Aplia		
	W 8/24 (Day 2)	“Communications in the Digital-Age Workplace”		
	F 8/26 (Day 3)	<i>Review proposal project and required weekly updates; Review sample proposals</i>		
2	M 8/29 (Day 4)	Form teams of four; one team will have three members Meet with team, start brainstorming ideas	<b>By 8/29 at 8:30 AM</b> 1. Read Ch 1 & do problem set 2. Guide on how to use Aplia (practice) 3. Grammar Tutorial on Aplia	
	W 8/31 (Day 5)	Proposal groups present ideas to class— Class Brainstorm <i>Introduce team health check, charter, and email assignment</i>	Writing Tutorial on Aplia	
	F 9/2 (Day 6)	“Planning Business Messages” & “Organizing and Drafting Business Messages”	1. Read Ch 2 & do problem set 2. Read Ch 3 & do problem set	
3	M 9/5 (Day 7)	No class. Happy Labor Day!		
	W 9/7 (Day 8)	“Revising business messages”	Read Ch 4 & do problem set	
	F 9/9 (Day 9)	“Short Workplace Messages & Digital Media”	Read Ch 5 & do problem set	Submit weekly team report
4	M 9/12 (Day 10)	“Positive Messages” & “Persuasive Messages”	1. Read Ch 6 & do problem set 2. Read Ch 8 & do problem set	
	W 9/14 (Day 11)	“Positive Messages” and “Persuasive Messages”		
	F 9/16 (Day 12)	Peer Review Day: Bring <b>printed copy of email draft</b> to class	<b>Email due</b> (submit to eLearning AND send email to team’s UTD emails & cc professor at Kathryn.Lookadoo@utdallas.edu Submit weekly team report	

5	M 9/19 (Day 13)	“Professionalism at Work” Teams meet: Put together team charter (talk about timeline, research, & responsibilities); bring laptops.	Read Ch 11 & do problem set	
	W 9/21 (Day 14)	“Informal Reports” and “Proposals and Formal Reports” <i>Assign one-page written summary of team proposal idea</i>	1. Read Ch 9 & do problem set 2. Read Ch 10 & do problem set	<b>Team Charter due (all team members submit it)</b>
	F 9/23 (Day 15)	Research and citation lecture. APA fun times!		Submit weekly team report
6	M 9/26 (Day 16)	<i>Team work day: meet and put together research</i>		
	W 9/28 (Day 17)	<i>Team work day</i>		<b>One-page, written summary of team proposal idea due</b>
	F 9/30 (Day 18)	“Business presentations”	Read Ch 12 & do problem set	
7	M 10/3 (Day 19)	“Business presentations” continued <i>Professor meet with teams in class</i>		
	W 10/5 (Day 20)	<i>Professor meet with remaining teams in class</i>		<b>Team Health Check Due</b>
	F 10/7 (Day 21)	<b>Mandatory attendance</b> Practice presentation day #1 (3 groups)		Submit weekly team report
8	M 10/10 (Day 22)	<b>Mandatory attendance</b> Practice presentation day #2 (3 groups)		
	W 10/12 (Day 23)	<b>Mandatory attendance</b> Practice presentation day #3 (3 groups)		
	F 10/14 (Day 24)	<i>Group Work Day</i>		Submit weekly team report
9	M 10/17 (Day 25)	<i>Group Work Day</i>		
	W 10/19 (Day 26)	Team proposal presentations-In class competition; <b>Mandatory attendance</b>		
	F 10/21 (Day 27)	Team proposal presentations-In class competition; <b>Mandatory attendance</b>		Submit weekly team report
10	M 10/24 (Day 28)	Team proposal presentations-In class competition; <b>Mandatory attendance</b>		



	W 10/26 (Day 29)	Team proposal presentations-In class competition; <b>Mandatory attendance</b>				
	F 10/28 (Day 30)	Team proposal presentations-In class competition; <b>Mandatory attendance</b> <i>Team selected to participate in Business Gives Back Competition</i>		Submit weekly team report		
11	M 10/31 (Day 31)	“Job Search and Resumes in the Digital Age” & “Interviewing and Following Up” <i>Assign Job Ad, Resume, &amp; Cover Letter</i>	Read Ch 13 (No problem set; available for practice)			
	W 11/2 (Day 32)	“Job Search and Resumes in the Digital Age” & “Interviewing and Following Up” (continued) <i>Assign Executive Summary of Proposal</i>	Read chapter 14 & do problem set			
	F 11/4 (Day 33)	<i>To be decided, working on arranging a guest speaker</i>			Submit weekly team report	
12	M 11/7 (Day 34)	<i>No official class meeting, instructor will meet with team in Business Give Back competition. This is a great time to meet with your team and work on your written proposal.</i>			<b>Job search assignment due</b>	
	<b>Extra credit opportunity:</b> BGB competition on Tuesday night 11/8 in Davidson. Doors open at 5:30 pm (arrive early to get seats), event begins at 6pm. Reception (with pizza) after the event.					
	W 11/9 (Day 35)	APA refresher Class workday on proposals				
	F 11/11 (Day 36)	Team meeting in class	<b><u>Due at beginning of class:</u> All teams bring rough draft of proposal (typed, printed out) to class for professor review</b>		Submit weekly team report	
13	M 11/14 (Day 37)	Peer Review Day	<b><u>Due at beginning of class:</u> All teams bring typed, printed proposal to class for peer review (Required) as well as updated proposal for professor’s review</b>			<b>Mandatory attendance day</b>
	W 11/16 (Day 38)	“Negative Messages” <i>Assign bad news email</i>	Read Ch 7 & do problem set			
	F 11/18 (Day 39)	Class workday on proposals. All teams receive feedback from professor on updated proposal. <b>Mandatory attendance day.</b>			Submit weekly team report	

	11/21-25	No class this week. Happy Thanksgiving! 		
14	M 11/28 (Day 40)	Peer Review Day for Bad News Email Bring <b>printed copy of email draft</b> to class		
	W 11/30 (Day 41)	Team work day. <i>No official class meeting, your group determine whether or not to meet.</i> Professor Lookadoo will come to class and is happy to meet with groups that come in with questions about the proposal.		<b>Bad News Email due</b>
	F 12/2 (Day 42)	Team work day. <i>No official class meeting, your group determine whether or not to meet.</i> Professor Lookadoo will come to class and is happy to meet with groups that come in with questions about the proposal.		<b>Individual Executive Summary of Team Proposal Due</b> Submit weekly team report
15	M 12/5 (Day 43)	Team work day. <i>No official class meeting, your group determine whether or not to meet.</i> Professor Lookadoo will come to class and is happy to meet with groups that come in with questions about the proposal.		<b>Final Proposal Due</b>
	W 12/7 (Day 45)	This day is set aside as a “catch-up” day. If we have class canceled due to unforeseen reasons, this day is set up to account for the shift in schedule. If we do not have to shift our schedule, we will not have class this day.		<b>Group Evaluation Due</b>