



Course BCOM 3310.008 – Business Communication
Professor Jennifer Fry
Term Fall 2016
Meetings Friday 1:00-3:45 PM, JSOM Room 2.901

Professor's Contact Information

Office Phone 469-995-5771
Other Phone 972-883-5852
Office Location JSOM Room 2.712
Email Address Jennifer.fry@utdallas.edu
Office Hours Friday 10:45 – 11:45 AM or by appointment

General Course Information

Pre-requisites, Co-requisites, & other restrictions RHET 1302 and (ACCT 3100 or BA 3100 or BCOM 3100 or FIN 3100 or HGMT 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*, 10th edition, Cengage Publishing, ISBN-13:9781285858913. Purchased directly through the publisher so DO NOT buy a hard copy!

Suggested Texts, Readings, & Materials Aplia instructions will be distributed separately.

Assignments & Academic Calendar

100 points – Email
100 points – Claim Letter
100 points – Bad News Letter
200 points – 11 Chapter Quizzes (on aplia.com)
250 points – Collaborative Proposal (Peer reviewed)
100 points – Team Presentation (Peer reviewed)
50 points – Resume
50 points – Executive Summary of Proposal
50 points – Team and Class Contribution
1,000 possible points

Course Policies

Grading (credit) Criteria	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+, 96-93=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 JSOM 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.
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 practicable. If you wait until the end of the semester, I will not be able to help you. I can work with you more easily if you speak to me when the situation arises.
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 as a hard copy.
Special Assignments	Aplia Quizzes – Chapter Quizzes must be completed by 11:00 PM on the Friday after we work with the chapter in class. You get 1 free quiz deadline extension as long as you notify me within 48 hours of missing the deadline.
Class 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 by signing in at the beginning of class. As this class meets only once per week, it is imperative to make every effort to attend each class.
Classroom Citizenship and Classroom Equipment Use Policies	In keeping with the professional communication mandate of this course, students are expected to use every opportunity in the course to practice communication in a civil and professional manner. No laptops may be used in the classroom unless you have cleared it with me first.
Comet Creed	<i>The UT Dallas student body voted to approve this creed in 2014. It is a standard that Comets choose to live by and encourage others to do the same:</i> <i>“As a Comet, I pledge honesty, integrity, and service in all that I do.”</i>
UT Dallas Syllabus Policies and Procedures	<i>The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.</i> <i>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</i>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.