

# **BCOM 3310**

## **Business Communication**

**University of Texas, Dallas**  
**Spring 2017**

**Instructor:** Burcak Zoe Aydin

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**Class Hours and Location:** F 1:00-3:45 (24936) or 4:00-6:45 (24947)

**Office Hours:** F 12:00-1:00 pm and available by appointment

### **I. COURSE DESCRIPTION AND OBJECTIVES**

#### **Course Description:**

This class is an 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.

#### **Pre-requisites:**

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 Learning Objectives:**

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.

### **II. REQUIRED TEXTS**

We will use the 10th edition of *Essentials of Business Communication* by Guffey and Loewy, ISBN-13: 9781285858913.

DO NOT purchase a used version of this book or an earlier edition. You MUST purchase the ebook+Aplia chapter quizzes here:

<http://login.cengagebrain.com/course/KYS7-BEML-B935>

The course key is: KYS7-BEML-B935

Supplemental readings will be provided by instructor throughout the semester.

### III. ASSIGNMENTS

**\*\* (Detailed descriptions of assignments are in “Assignment Guidelines” packet, to be distributed in class!!!)**

**1. Celebrations of knowledge / Aplia Quizzes**

Chapter quizzes **must be completed by 10pm on Thursday** before the class on Friday.

**2. Email Assignment**

You will be writing an email to your boss about business use of IM. Why businesses use it, what the challenges are, etc. You will try to find anything about IM use in an Accounting context since that would be most relevant to your job.

**3. Bad News Letter**

You will be given a scenario and write a DIRECT and INDIRECT bad-news letters to your wholesale clients.

**4. Collaborative Proposal**

The Dallas Regional Chamber of Commerce has developed a friendly competition, “Business Gives Back,” in order to promote social responsibility and community engagement among Dallas-area businesses. The competition asks businesses to create a program, event, or community action project that is designed to address an important need in the Dallas area. The Chamber will pay half of the cost of the winning project.

Your boss has wholeheartedly embraced this competition. He recognizes that it is important for businesses to give back to their communities (not to mention he really wants to win). He has created several teams and instructed each team to create an *informal proposal* for an internal, company-round of the competition. Your boss and the Community Engagement Committee (CEC) will be the only ones reading these proposals. After evaluating all company proposals, your boss and the CEC will select one team to represent the company in the actual Chamber of Commerce competition.

**5. Team Presentation**

Your writing team will prepare a 12-minute oral presentation of your proposal. Your audience for this presentation is made up of members of the Chamber of Commerce, judges for the competition, and interested members of the public. Although the judges were supposed to have read your proposal prior to the presentation, do not assume that they know anything about your proposal, the need/issue you have selected, or the project you have developed.

**6. Resume**

This exercise will help you continue developing your resume writing skills by targeting a resume to a particular job advertisement in your field.

**You must use the CMC [resume template for undergraduates \(http://jindal.utdallas.edu/files/resume\\_writing\\_guidelines\\_handout.pdf\)](http://jindal.utdallas.edu/files/resume_writing_guidelines_handout.pdf) in order to receive credit for this assignment. Resumes in other formats will receive reduced or no points.**

#### **7. Executive Summary**

The ability to summarize, paraphrase, and ‘get to the point’ is an extremely important skill that you need to develop in your time at the Jindal School. This assignment gives you a chance to continue developing your ability to 1) identify key points in a document and 2) communicate those points to readers in a clear and effective way. This is an individually written assignment. You must not work on this with your teammates.

#### **\*\*A Note on Documentation:**

When working on the papers, you should keep a record, in the form of full citations, of all books and articles you actually read as a background for the writing projects. Be sure to give credit to anyone whose ideas you have borrowed and, especially, to those whose work you have quoted, paraphrased, or summarized. Document both papers. **American Psychological Association (APA)** method of documentation, which includes parenthetical citations in the paper identifying the author and the page as well as a full bibliographical citation at the end of the paper.

### **IV. COURSE POLICIES**

#### **Class Participation:**

In class, students are expected to be good citizens and active learners, which entails coming to class on time and prepared, asking clarification when needed, answering questions asked by the instructor and other students, handing in all assignments, respecting the opinions of others, and doing your best work at all times.

#### **Due Dates:**

Assignments are due on assigned days. **No late assignments will be accepted.** Extensions and make-ups are NOT available. Documented illness or emergencies are the only exception to this policy. If an emergency arises, you must contact the instructor as soon as possible. I do not accept any assignments via e- mail or fax. **The assignments need to be handed to me in person.**

#### **Attendance:**

I will be taking attendance each day. Absences due to personal illness or medical emergencies must be cleared via written documents on the day you return to class. Changes in work schedule, personal celebrations, transportation problems, etc. are NOT considered to be legitimate reasons for me to excuse an absence. You are allowed only 1 absence in this class. **Coming to class late twice equals to 1 absence. After 1 absence or two late arrivals, 5% will be deducted from your final grade.**

**Academic Honesty:**

You are responsible for understanding and adhering to University policies regarding academic honesty. Cheating in any form or plagiarizing any part or parts of any oral or written work is automatic grounds for receiving a failing grade in the course.

**Business Communication Center**

You are strongly encouraged to use the JSOM Business Communication Center. Tutors in the BCC will help you improve your writing and speaking skills and assignments.

Visit <http://bcc.utdallas.edu/> to make an appointment, find resources for business writing, and learn how to use APA to cite materials in your writing.

**Emphasis on Social and Environmental Sustainability**

Responsible business leaders of the 21st century will not only need to ensure the profitability of their company but will also need to be able to identify and manage the many ways in which their organization impacts its natural environment and social community. Leaders must also be able to communicate these commitments to the public in an effective and accurate way.

In this class, you will complete a major writing project that will help you imagine the ways in which North Texas businesses can 'give back' to their community through a significant community action program. This project will not only help you improve your teamwork and communication skills, but will also bring you into a closer relation to your community and its needs.

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

## V. GRADING

(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-)

<b>APLIA QUIZES</b>	<b>15%</b>
<b>CLAIM LETTER</b>	<b>10%</b>
<b>BAD NEWS LETTER</b>	<b>10%</b>
<b>EMAIL ASSIGNMENT</b>	<b>10%</b>
<b>COLLABORATIVE PROPOSAL</b>	<b>20%</b>
<b>TEAM PRESENTATION</b>	<b>15%</b>
<b>RESUME</b>	<b>10%</b>
<b>EXECUTIVE SUMMARY</b>	<b>10%</b>
<b>TOTAL:</b>	<b>100%</b>

### Tentative Weekly Schedule (Subject to Change)

- Week 1 1/13:** Course Introduction  
Review Syllabus  
Chapter 1: Communication in the Digital Workplace  
Chapter 11: Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings  
**Review Proposal Assignment Meet Teams**
- Week 2 1/20:** Chapter 2: Planning Business Messages  
Chapter 3: Organizing and Drafting Business Messages  
**Review Email Assignment**  
**Team Meeting**
- Week 3 1/27:** Chapter 5: Short Workplace Messages and Digital Media  
**Workshop Email assignment; Bring a hard copy of the draft of your Email for Peer Review**  
Team Meeting
- Week 4 2/3:** Chapter 6: Positive Messages  
Chapter 8: Persuasive Messages

- Review Claim Letter Assignment  
**Email assignment due; Bring a hard copy to class!**  
 Team meeting
- Week 5 2/10:** Chapter 12: Business Presentations  
**Workshop Claim Letter assignment; Bring a hard copy of the draft of Claim Letter for peer review**  
 Review Presentation Assignment  
 Team meeting
- Week 6 2/17:** Chapter 7: Negative Messages  
 Review Bad News Letter Assignment  
 Team Meeting
- Week 7 2/24:** Chapter 10: Proposals and Formal Reports  
 Review format for Proposal document  
 Review Executive Summary Assignment  
**Claim Letter due; bring a hard copy to class!**  
 Team meeting
- Week 8 3/3:** **Career Management Center Workshop**
- Week 9 3/10:** **Presentations**
- Week 10 3/17:** **Spring Break**
- Week 11 3/24:** Resume Workshop  
 Review Resume assignment  
 Workshop Bad News Letter assignment; Bring a hard copy of the draft of Bad News letter for peer review  
 Team Meeting
- Week 12 3/31:** Chapter 4: Revising Business Messages  
 In Class Activity (must be in class to participate)  
 Team Meeting
- Week 13 4/7:** Chapter 13: The Job Search and Resumes in the Digital Age  
**Resume due; Bring a hard copy to class!**  
 Team Meeting
- Week 14 4/14:** Chapter 14: Interviewing and Following Up  
**Bad News Letter due; Bring a hard copy to class!**
- Week 15 4/21:** Workshop Proposal assignment; Bring 2 hard copies of Proposal document to class!  
 Team proposal work session

**Week 16 4/28:** Proposal work session  
PROPOSAL AND EXECUTIVE SUMMARIES DUE

**Please Note:** I reserve the right to adjust final course grades based on your attendance, late arrivals, early departures, and overall performance on all in class learning exercises and group activities. Final grades will not be given via e-mail.