



Course BCOM 3310.008 Business Communication
Professor Dr. Sarah E. Moore
Term Fall 2019
Class
Meetings Friday, 1-3:45, JSOM 2.103

Professor's Contact Information

Office Phone 972.883.5129
Office Location JSOM 3.810

Email Address semoore@utdallas.edu (checked once per 24 hours on weekdays. **Include your full section number in the subject line.**)

Office Hours Monday and Wednesday, 2:15-3:30. Additional times by appointment (see eLearning for announcements of any changes)

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 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.

Background on the Business Communication Sequence
During your time as a JSOM student, you will complete the 3-course Business Communication sequence: 3100/3200 Professional Development, BCOM3310 Business Communication, and BCOM4350 Advanced Business Communication. Each of these courses will help you develop a particular set of skills and attitudes BUT you will also do things that overlap and build off work you did in earlier BCOM courses. The work gets harder and the standards get higher as you progress through the sequence. This repeated opportunity to develop a wide range of high-need business communication skills will ensure that you complete the sequence ready to hit the ground running in whichever field you enter after graduation.

Required Texts & Materials

MindTap / MINDTAP - Guffey and Loewy, *Essentials of Business Communication*, Cengage Publishing, ISBN-13: 9781285858913. Purchased directly through the publisher for \$85. See below on this page about Cengage Unlimited options. See eLearning for instructions on purchasing access to the textbook and quiz system. You do not need to buy through the bookstore unless you need to or opt to do so. You do not need a hard copy in class. You must take the quizzes and do the assignments on MINDTAP to earn above a D in the class. Register at: <https://www.cengage.com/student-training/mindtap/blackboard/ia-no/>

Assignments

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

Earned Pts	Assignment	Pts	Responsibility	Submission
	Aplia (quizzes & workshops)	300	Individual	On Cengage website
	Background/Need Presentation	50	Group	In class
	Proposal Draft	50	Group	eLearning dropbox
	Proposal Presentation	150	Group	In class; Submit visual to eLearning
	Resume	70	Individual	Print hard-copy and eLearning
	Executive Summary	70	Individual	eLearning dropbox
	Email Response Assignment, Bartleby story	50	Individual	eLearning dropbox
	Final Proposal	125	Group	eLearning dropbox
	Participation & Preparedness	135	Involves individual & group work such as peer reviews, in-class activities, etc.	
Total Points		1000		

MINDTAP/Aplia Quizzes, Workshops, and Written Assignments

When you purchase the “ebook”, you’ll have access to these assignments. Chapter quizzes and writing workshops must be completed by the deadline stated on MINDTAP. Dates are given on the syllabus calendar; MINDTAP has the times. **Late work is accepted per the penalty posted on Aplia. No further extensions will be given without serious extenuating circumstances.**

From the publisher: “The materials required for this course are included in [Cengage Unlimited](#), a subscription that gives you access to all your Cengage access codes and online textbooks for \$119.99 per term, \$179.99 per year, or \$239.99 for 2 years. No matter how many Cengage products you use, they are included in Cengage Unlimited and the price stays the same. You can purchase access to Cengage Unlimited in the bookstore, or at www.cengage.com.”

For additional support, please visit:

- Getting started materials: www.cengage.com/start-strong
- Training site for Cengage platforms: www.cengage.com/training
- FAQs: <https://www.cengage.com/faq>
- Cengage Customer Support: cengage.com/support or 1-800-354-9706

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+ , 96-94 = A , 93-90 = A- , 89-87 = B+ , 86-84 = B , 83-80 = B- , 79-77 = C+ , 76-74 = C , 73-70 = C-

Please be prepared to show your CometCard ID when inquiring about grades in person. Grade disputes are considered for grading errors or issues 48 hours after the assignment grade has been posted. Please allow time for the professor and TA to review the inquiry. You have up to 10 days to inquire about a grade. Rubrics are available for all assignments.

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.

All written work for this class is scanned by TurnItIn to detect scholastic dishonesty. This includes the resume.

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 = 30 points off your final grade (out of 1000 points)

You should take 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. Be sure to double check ALL uploads to TurnItIn through eLearning.

The late penalty for written work is 1 percent per hour. For example, late submissions for the email, proposal, resume, and executive summary will be docked 1 percent per hour. For example, a paper submitted 39 minutes late would lose 1 percent. A paper 100 hours late receives no credits. Late quizzes and late presentations are generally not accepted for credit.

Individual Extra Credit

As a BCOM-wide policy, extra credit is not offered in any BCOM 3310 course.

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>

Instructor reserves the right to make changes to this calendar. All changes will be announced through eLearning. Refer to the University's policy on closures due to inclement weather or other reasons.

Course Themes	Date	Topic	MINDTAP/Aplia Assignment (s)	Upload / Turn In / Attend
Business Communication, Weeks 1-3	8/23	Course Introduction	MINDTAP Writing Tutorial & Grammar Tutorial assigned	
	8/30	Communications in the Digital-Age Workplace (1) <i>Activity: Team Formation and Brainstorming</i>		
		Planning Business Messages (Ch 2) <i>Activity: Research the Audience (Chamber)</i>	Ch. 1. Aplia Assignment Ch. 2 Aplia Assignment	
	9/6	Organizing and Drafting Business Messages (Ch 3)	Ch. 3: Aplia Assignment	
		Revising Messages (Ch 4)	Ch. 4: Aplia Assignment Aplia Writing Tutorial (2/2) Aplia Grammar Tutorial (2/2)	Upload Response Paper (email/short story assignment prompt)
Business Documents, Weeks 4-5	9/13	Short Workplace Messages & Digital Media (Ch 5)	Ch. 5: Writing Workshop Ch. 5: Aplia Assignment	
		Positive Messages (Ch 6)	Ch. 6: Aplia Assignment Ch. 6. Writing Workshops	
	9/20	Proposals (Ch 9 & 10) <i>Activity: Team Proposal Outlining</i>	Ch. 9: Writing Workshop Ch. 9: Aplia Assignment Ch. 10: Writing Workshop Ch. 10: Aplia	
Presentations, Weeks 5-9	9/27	Presentation Giving	Ch. 12: Writing Workshop Ch. 12: Aplia Assignment	
		Proposal Work Day	Ch. 11: Writing Workshop Ch. 11: Aplia Assignment	Upload Proposal Draft by 11:59 p.m. Complete online peer review by 10/20. All class members must review.
	10/4	Pitch Day / Work Day		Give Team Pitch as team, see assigned times. Work as a team when not pitching.
		Pitch Day / Work Day		Give Team Pitch as team, see assigned times. Work as a team when not pitching.
Business Documents, Continued	10/11	Negative Messages (Ch 7)	Ch. 7: Writing Workshops Ch. 7: Aplia Assignment	Negative Messages (Ch 7)
		Persuasive Messages (Ch 8)	Ch. 8: Writing Workshops Ch. 8: Aplia Assignment	Persuasive Messages (Ch 8)
	10/18	Resume Writing, advanced techniques	Ch. 13: Aplia Assignment Ch. 13: Writing Workshop Ch. 14: Writing Workshop Ch. 14: Aplia Assignment	

		Interviewing and Job Search		See eLearning for instructions on this video-based review. This counts towards your participation grade.
	10/25	Proposal Planning & Work		By 11:59 p.m. submit individual action plan for proposal changes. This counts towards your participation grade.
	11/1	Presentations		All groups turn in evaluation scores in class. All groups present.
	11/8	Presentation Review		See eLearning for instructions on this video-based review. This counts towards your participation grade.
		Proposal Planning & Work		By 11:59 p.m. submit individual action plan for proposal changes. This counts towards your participation grade.
Job Documents	11/15	Resume Conferences		Upload resume final draft Conferences, teams 1&2
		Resume Conferences		Conferences, teams 3&4
	11/22	Resume Conferences		Upload Executive Summary final draft Conferences, teams 5&6
		Resume Conferences		Conferences, teams 7&8
Final Proposal and Resume Submission		Proposal Editing Project Submission by 10 a.m., Wednesday, 12/4		Upload resume revision (for participation points)
				Upload 1. Proposal Final Draft and 2. PDF with tracked changes since 9/27. Complete team evaluation online by 11:59 p.m..

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