

PROFESSOR: Dr. Jackie Gill, Ph.D. Office Location: COB Room 323 Office Phone Number: 817-272-7452 Email: jgill@uta.edu Faculty Profile: https://www.uta.edu/profiles/jacqueline -gill Office Hours: MWF 10:00AM-10:30AM 12:00PM-12:30PM

BCOM 3360 Effective Business Communications; 3 hours; FALL 2015 MWF

Section 011 8:00AM-8:50AM (COB 251)	Section 012 9:00AM-9:50AM (COB 251)
Section 008 11:00AM-11:50AM (COB 252)	Section 005 1:00PM-1:50PM (COB 252)

COURSE DESCRIPTION

This course will develop the student's written and verbal skills necessary for effective communication in a business environment. The course includes resume preparation, interpretation, application letters, business reports, and Internet communication such as email. There will be a special emphasis on the relationship between communication and interpersonal skill development, as well as, a focus on conflict resolution skills, techniques, and methodologies. The course will utilize a variety of methods including lecture, class discussion, case analysis [textbook and personal case experience], and written exercises.

STUDENT LEARNING OUTCOMES

Upon completion of the classroom instruction, including appropriate media, case discussion, & problem-solving simulations, the following student learning outcomes will be achieved:

- 1. The student will be able to implement the appropriate business communication strategy based upon the business problem presented.
- 2. The student will be able to understand and implement the general guidelines for effective communication in letters, emails, presentations, and other forms of business communication.
- 3. The student will be able to create effective resumes, cover letters, and other business related communication documents.
- 4. The student will be able to examine the process of problem solving and conflict management through the negotiation process and by practical application.
- 5. The student will be able to identify and use the various alternative dispute resolution methodologies.
- 6. The student will be able to develop their interpersonal skills through a better understanding of the communication process.
- 7. The student will develop a higher level of confidence when communicating routine business messages.
- 8. The students will be able to understand the process of developing and planning business communications through practical application.

REQUIRED MATERIALS FOR THE COURSE

Supplies

Computer, Stable Internet Connection, 5X7 index cards, Special Materials for Your Presentation

Blackboard

Blackboard is a virtual online classroom for UTA students. You will find important announcements, materials, and assignments here. It is very important that you log in and frequently check Blackboard. I use Blackboard extensively in this class.

Remind 101

Remind 101 is a service that allows me to send you text messages. This service is completely free and secure. Messages sent via Remind 101 for my class only come from me; you cannot respond to me, nor can you contact another student. No information (name, cell phone number, etc.) is given to your classmates or to me. See Blackboard under "Syllabus" for Remind 101 instructions.

Textbook

Business Communication: Developing Leaders for a Networked World; Second Edition; Peter W. Cardon; McGraw-Hill Irwin, New York, New York; 2016.

Where and How to Get your Textbook

Bookstore: Business Communication: Developing Leaders for a Networked World Second Ed. with Connect Plus The textbook is available at the bookstore with a pricing discount. You have two options to choose from: The first option includes the print book, eBook, and the connect access code for \$133.50 (Bundle: Loose Leaf w/ Connect Plus 9781259782756). The second option includes the eBook and a content access code for \$102.75 (Connect Plus Stand-alone access card 9781259795817). Both options require that you register for the course to complete Blackboard assignments. To register, you enter Blackboard, choose the first assignment (Learnsmart) and enter your code. DO NOT GO TO THE CONNECT WEBSITE. Never complete an assignment by accessing the Connect site. A representative from McGraw-Hill will be present on the first day of class to help your register and to answer your questions.

If you chose option two and then decide that you need a hardcopy of the book, you will be able to order one directly from McGraw-Hill for \$40 (a loose-leaf color copy will be sent to your home or campus address).

The above materials are from McGraw-Hill Education; this includes the **textbook content** and **CONNECT (which houses LearnSmart**, and LearnSmart Achieve your adaptive online study tool). IT IS VERY IMPORTANT THAT YOU UNDERSTAND THAT THIS IS <u>NOT AN ONLINE COURSE</u>. Although there is a large online component in this course, you MUST attend classes and complete work in class. You cannot pass this course if you miss the classroom activities.

SUPPORT: If you need any Technical Support (forgotten password, wrong code, etc.) contact McGraw-Hill Education Customer Experience Group at (800) 331-5094 (be sure to get your case number for future reference). REMEMBER, I AM TEACHING THE COURSE, I AM NOT TECH SUPPORT. If you have any issues with Connect, you must contact technical support. I have no ability to troubleshoot Connect. If you need me to change anything because of an issue, you MUST have a case number from technical support. I will not change attempt allowances or due dates unless there was some extenuating circumstance that prevented you from completing the assignment. Running out of time because you started too late is not an extenuating circumstance.

FAQs: http://www.connectstudentsuccess.com/



- You must have a case number showing that you contacted technical support before I will consider any requests.
- When you contact technical support, I will receive an email from your technician explaining the issue.
- Pay attention to the above operating times do not wait till the last minute for major assignments.
- You need to make sure you are using Firefox, Chrome, or Safari browsers.
- DO NOT log out in the middle of an exam.
- ALL quizzes and exams are timed. Once time runs out, no extensions will be granted.
- Use a stable internet connection.
- Use a stable computer.
- You may always use a campus computer or check out a computer from the library if you do not have access to stable equipment.

BCOM 3360 – Business Communication Developing Leaders for a Networked World Dr. Gill's Course Calendar for Fall 2015

As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. -Dr. Jackie S. Gill

Sign up for Remind 101 for the Quickest Notification of any Change

	Monday	Tuesday	Wednesday	Thursday	Friday
AUG	<u>24</u>	25	26	27 UTA Classes Begin	28 Course Begins Course Introductions Intro to Connect
SEPT	<u>31</u> Chapter 1: Credibility	1	2 Chapter 1: Credibility	<u>3</u>	4 Online Connect Work
	Z Online Connect Work	<u>8</u> *All Connect Activities for: Chapter 1 DUE by 11:59PM*	9 Presentations: • Pointers • Notes • Grading Sheet • Rubric / Check off Sheet *Team Presentations Assigned	10	11 Chapter 14: Planning Presentations
	<u>14</u> Chapter 15: Delivering Presentations	15	<u>16</u> Chapter 15: Delivering Presentations (cont.) *Work in groups on presentations (time permitting).	17	18 *Work in groups on presentations.
	21 *Work in groups on presentations.	22	23 Chapter 2 Team Presentations: Interpersonal Communication	<u>24</u>	25 Class Discussion: Chapter 2 and Presentations
	28 Chapter 3 Team Presentations: Listening, Team Comm., Difficult Conversations	<u>29</u>	30 Chapter 4 Team Presentations: Comm. Across Cultures	1	2 Class Discussion: Chapter 3 & 4 and Presentations
ОСТ	5 Online Connect Work	<u>6</u>	Z Online_Connect_Work	8 *All Connect Activities for: Chapters 14, 15, 3, 4 DUE by 11:59PM*	9 EXAM 1 Chapters 1, 2, 3, 4, 14,15 (By 11:59PM SUN)

	12	<u>13</u>	14	15	<u>16</u>
	Writing/Grammar Week LearnSmart Achieve	~~	Writing/Grammar Week LearnSmart Achieve		LearnSmart Achieve Writing and Grammar Assignments DUE by *11:59PM Sunday*
	19 Chapter 5 Team Presentations: Effective Business Messages	<u>20</u>	<u>21</u> Chapter 6 Team Presentations: Improving Readability	22	23 Class Discussion: Chapter 5 & 6 and Presentations
	26 Chapter 8 Team Presentations: Routine Messages	<u>27</u>	28 Chapter 9 Team Presentations: Persuasive Messages	<u>29</u>	30 Class Discussion: Chapter 8 & 9 and Presentations
NOV	2 Chapter 7: Email and Social Media	<u>3</u>	4 Chapter 7: Email and Social Media (cont.)	5 All Connect Activities for: Chapters 5, 6, 7, 8, 9 DUE by 11:59PM*	<u>6</u> EXAM 2 Chapters 5, 6, 7, 8, 9 (By 11:59PM SUN)
	<u>9</u> Chapter 10 Team Presentations: Bad News Messages	10	11 Chapter 11 Team Presentations: Crisis Communication	12	13 Chapter 12 Team Presentations: Research & Planning for Business Reports
	<u>16</u> Chapter 13 Team Presentations: Completing Business Reports	17	18 Class Discussion: Chapter 10, 11, 12 & 13 and Presentations	19	20 Begin Chapter 16: Employment Communications & Resumes * FINAL PROJECT Resumes & Email Assigned (Various pieces will be assigned each class)
	23 Chapter 16: Employment Communications & Resumes (Cont.)	24	<u>25</u> Resume Lab – Take Work to the Writing Center (see end of syllabus for information)	26 No Classes: Thanksgiving	27 No Classes: Thanksgiving
DEC	30 Chapter 16: Employment Communications & Resumes (cont.) *All assigned resume homework DUE*	1	2 Resume & Email In-Class Workshop Bring all Work to Class	3	4 Resume & Email In-Class Workshop Bring all Work to Class
	7 Final Resume Project Check & Workshop	<u>8</u>	<u>9</u> Last Day of Class **Final Resume Project DUE**	10 *All Connect Activities for: Chapters 10, 11, 12, 13, 16 DUE by 11:59PM*	11 EXAM 3 Chapters 10, 11, 12, 13, 16 (By 11:59PM FRI)

Additional Presentation Related Assignments: In addition to the presentation and materials for your presentation, you must complete/turn in the Following (All can be found on Blackboard):

Assignment	Due	Assignment Explanation	
Presentation Grading Sheet & Check Off Sheet	On the day of your presentation BEFORE you begin presenting	All you need to fill out is the topic and your names. This is the sheet where I will write comments.	
Peer Review Sheet	One week following your presentation	This is a confidential sheet on which you reflect about your own and other's performances.	
Team Reflection Paper	One week following your presentation	You will receive class feedback on 5x7 index cards, You need to read that feedback, discuss it as a team, and write a reflective paper.	

REQUIREMENTS FOR COURSE CREDIT

<u>ATTENDANCE POLICY</u>: - It is strongly recommended that you attend every class. There will be material presented which supplements the textbook and that you will be held responsible for on the exams. Roll will be taken daily, and will be reported, together with the course grades, to the Registrar's office.

POLICY ON LATE HOMEWORK/CASE STUDIES:

All major writing and speaking assignments must be submitted by the beginning of class on the assigned due dates unless otherwise specified. They may be turned in early, when necessary. Online assignments (Connect) will be submitted via Blackboard. <u>In-class components must be</u> <u>submitted as a hard copy</u>. I DO NOT ACCEPT EMAILED IN-CLASS ASSIGNMENTS.

Late assignments will receive one of the following grade penalties:

- 10-point deduction if turned in on the same day the assignment is due, but after the deadline.
- 30-point deduction if turned in one calendar day late;
- 50-point deduction if turned in two calendar days late.

The instructor will determine the method of submission for late assignments. Assignments more than two days late will not be accepted. Presentations must be presented on the assigned dates (you choose your presentation date). No make-up presentations will be allowed unless there is a documented illness/injury or uncontrollable circumstance. If you miss your presentation (with documentation), you will have to make arrangements to join another group. Presentations cannot be made up once all groups have presented. The instructor must be notified of religious holy day observances or university-sponsored absences in advance so that presentations can be scheduled accordingly.

Do not come to me the last week(s) of class and ask to make up all in-class work. You are expected to be present in class, take part in the class, and complete your in-class work on time. Remember, if there is an extenuating circumstance, I should hear about it when it happens, not at the end of the semester, and, you must have documentation.

EXTRA CREDIT: The course offers multiple activities to raise your grade including readings, homework, and participation.

THE GRADING SYSTEM ADOPTED FOR THIS COURSE IS

А	90-100	С	70-79		
В	80-89	D	60-69	F	below 60

Ethics: Academic honesty and integrity is a requirement for passing this course – the same standard that is necessary to achieve professional success. Failure to demonstrate these characteristics will result in a grade of "F" for the course. Cheating on a test or homework assignment is a violation of this requirement. Homework assignments are individual assignments and will not be completed by teams or with a partner unless stated as such on the assignment.

WEIGHTING OF GRADING STANDARDS:

Weighing of Grading Standards						
Online Components	Exams	45%	Quizzes	15%	Readings & Homework	5%
	 Exam 1 Exam 2 Exam 3 		 There are 16 quizzes – 1 a end of each chapter. 	t the	• There are 16 reading and ho assignments – 1 for each cha	

In Class Components	Presentations	15%	Papers/Writings	15%	Attendance & Participation	5%
	 Team Presentati Team Refl 		 Resume (10%) Email (5%) 	b)	 Attending class and participa discussions. When given, using class time with your team. 	-
					• When given, using class time on written assignments.	to work

BCOM LAB: You are required to take a lab to receive credit for this course. It is important that you understand how this lab affects your grade for this course. The lab is completely SEPARATE from this class. You will have a different instructor and your assignments are not coordinated with this class. However, the grade you receive DOES affect this class. Your lab grade will be graded on a pass/fail basis. If you receive a pass – you are fine, you will receive the grade you earned in this class and get credit for both. If you receive a fail, you will receive an "I" for this course and will be given one semester to make up the lab. If you fail the lab again and/or do not take the lab, the "I" will automatically convert to an "F."

Student Responsibilities:

- Show respect for your professor, all class members, and presenters.
- Arrive to class on time. Do not come and go during class. Turn off cell phones: they cannot be used at any time during class unless directed to do so as part of a class activity.
- Use laptops to access class presentations/documents only. When not in use for a specific class assignment, laptops should remain shut. Laptop use will be denied for students accessing the Internet or other non-related course documents for personal use during class.
- Apply learning skills on a consistent basis.
- Plan to spend at least 8-10 hours a week on assignments, readings, and group work.
- Come to class prepared: have required homework and reading completed BEFORE the class during which the topic(s) will be discussed.
- Many people are allergic to perfumes, perfumed lotions, perfumed hand sanitizers, and colognes. These products can cause headaches and breathing problems. Please refrain from using any of these products during class/within the classroom.

NOTE: Only you can control how often you attend class and the lab; however, your attendance in each will effect your grade. If you fail to show up for your lab, you will receive a Fail and will, in turn, fail this course. If you fail to show up for class, you will lose points via class participation and you will miss important information. In addition, in-class assignments cannot be made up. I find that students who show up and complete all assignments rarely fail their courses.

College of Business University General Policies

Drop Policy:

Students will not be dropped by the instructor for non-attendance. It is the student's responsibility to complete the course or withdraw from the course in accordance with new University Regulations which are effective Fall 2006. Under the new policy, there is only one drop date at the two-thirds point in the semester. A student dropping on or before that date will receive a "W" grade. Students are strongly encouraged to verify their grade status with the instructor before dropping a course and to see their advisor if there is any question about the consequences for dropping a course under the new guidelines. Please refer to the on-line Undergraduate and Graduate catalogs and the Schedule of Classes for specific university policies and dates.

Americans with Disabilities Act

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 93112--The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act--(ADA), pursuant to section 504 of The Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodation" to students with disabilities, so as not to discriminate on the basis of that disability. Four responsibility is to inform me of the disability at the beginning of the semester and provide me will

Student services at UTA include the Office for Students with Disabilities (located in

the lower level of the University Center) which is responsible for verifying and implementing accommodations to ensure equal opportunity in all programs and activities.

The Office for Students with Disabilities, (OSD)www.uta.edu/disabilityor calling 817-272-3364.Counseling and Psychological Services, (CAPS)www.uta.edu/caps/or calling 817-272-3671.

Title IX

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit <u>uta.edu/eos</u>. For information regarding Title IX, visit <u>www.uta.edu/titleIX</u>.

Academic Integrity

Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my bonor, to upbold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

Academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form at The University of Texas at Arlington. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Academic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents' Rules and Regulations, Part One, Chapter VI, Section 3, Subsection 3.2, Subdivision 3.22).

Electronic Communication

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

Student Feedback Survey

At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <u>http://www.uta.edu/sfs</u>.

Final Review Week

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Student Support Services Available

The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. They include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

Policy on Nonpayment Cancellations

Students who have not paid by the census date and are dropped for non-payment cannot receive a grade for the course in any circumstances. Therefore, a student dropped for non-payment who continues to attend the course will not receive a grade for the course. Emergency loans are available to help students pay tuition and fees. Students can apply for emergency loans by going to the Emergency Tuition Loan Distribution Center at E. H. Hereford University Center.

Textbook Purchases

Textbooks should be purchased by Census Date. The bookstore policy is to return any unsold textbooks to the publisher after this date.

COBA Policy on Bomb Threats

Section 22.07 of the Texas Criminal Law states that a Class A misdemeanor is punishable by (1) a fine not to exceed \$4,000, (2) a jail term of not more than one year, or (3) both such a fine and confinement. If anyone is tempted to call in a bomb threat, be aware that UTA has the technology to trace phone calls. Every effort will be made to avoid cancellation of presentation/ tests caused by bomb threats to the Business Building. Unannounced alternate sites will be available for these classes. If a student who has a class with a scheduled test or presentation arrives and the building has been closed due to a bomb threat, the student should immediately check for the alternate class site notice which will be posted on/near the main doors on the south side of the Business building. If the bomb threat is received while class is in session, your

instructor will ask you to leave the building and reconvene at another location. Students who provide information leading to the successful prosecution of anyone making a bomb threat will receive one semester's free parking in the Maverick Garage across from the Business Building. UTA's Crime stoppers may provide a reward to anyone providing information leading to an arrest. To make an anonymous report, call 817-272-5245.

COBA Policy on Food/Drink in Classrooms

College policy prohibits food and/or drinks in classrooms and labs. Anyone bringing food and/or drinks into a classroom or lab will be required to remove such items, as directed by class instructor or lab supervisor.

Emergency Exit Procedures

In the event of an evacuation of the College of Business building, when the fire alarm sounds, everyone must leave the building by the stairs. With the fire alarm system we now have, the elevators will all go to the first floor and stay there until the system is turned off. All those in the North tower side of the building should proceed to the fire escape stairs located on the East and West sides of that wing.

For disabled persons: please go to the Northeast fire stairs. We have an evacuation track chair located on the 6⁻ floor stairwell. We have people trained in the use of this chair and there will be someone who will go to the 6⁻ floor to get the chair and bring it to any lower floor stairwell to assist disabled persons. Faculty members will notify the Dean's Office at the beginning of each semester of any disabled persons in their classes.

Should this be a real emergency, the Arlington Fire Department and UTA Police will also be here to help.

Grade Grievance Policy: Reference the university policy as described in the catalog.

IMPORTANT INFORMATION

Library Home Page	. <u>http://www.uta.edu/library</u>
Subject Guides	. <u>http://libguides.uta.edu</u>
Subject Librarians	http://www.uta.edu/library/help/subject-librarians.php
Course Reserves	. http://pulse.uta.edu/vwebv/enterCourseReserve.do
Library Tutorials	. http://www.uta.edu/library/help/tutorials.php
Connecting from Off- Campus	. http://libguides.uta.edu/offcampus
Ask A Librarian	. http://ask.uta.edu

The English Writing Center

(411LIBR): Hours are 9 am to 8 pm Mondays-Thursdays, 9 am to 3 pm Fridays and Noon to 5 pm Saturdays and Sundays. Walk In *Quick Hits* sessions during all open hours Mon-Thurs. Register and make appointments online at <u>http://uta.mywconline.com</u>. Classroom Visits, Workshops, and advanced services for graduate students and faculty are also available. Please see <u>www.uta.edu/owl</u> for detailed information.

Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381