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**BCOM 5375-001 Lecture**: Advanced Business Communication Theory & Practice; 3 hours

FALL 2015

Thursdays 7:00 –9:50pm / Room 154 COBA

**Course Description**

This course will examine advanced business communication theory while developing the student’s written and verbal skills necessary for effective communication in a business environment. The course includes techniques for resume preparation, job application letters, business proposals and reports, and Internet communication such as email and social media. 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 have an understanding of business communication theory and methodology.

2. 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, reports, proposals, 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**

**Textbook:** *Business Communication: Developing Leaders for a Networked World*; Peter W. Cardon; McGraw-Hill Irwin, New York, New York; 2014. See the final page for buying options.

**Blackboard:** Blackboard is the virtual online classroom for UTA students. You will find important announcements, materials, and assignments here. It is very important that you log in and check Blackboard daily.

**Major Assignments and Examinations**

The grading system adopted for this course is based on key content areas, including the students’ demonstration of their understanding of the theory behind the course, and its practical application through written communication, oral communication, and professional development as measured by the following assignments, totaling 100%:

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| Written Communication * Memorandum
* Email
* Positive Letter
* Negative Letter
* Executive Summary
* Agenda & Work Plan
* Cover Letter / Resume
 | 20% |
| * Research Report (*Midterm)*
 | 10% |
| Reader Response Papers | 20% |
| Reading Quizzes  | 15% |
| Oral Communication * Oral Report, Presentation Outline & Power Point
* Interview Questions
 | 10% |
| Final Exam  | 15% |
| Participation/In-Class Assignments  | 10% |
| Total | 100% |

**Attendance Policy**

At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students’ academic performance, which includes establishing course-specific policies on attendance.

It is strongly recommended that you attend every class. There will be material presented in class that you will be responsible for on the final exam. Attendance will be taken daily, and will be reported, together with the course grades, to the Registrar’s office at the semester end. Participation and in-class assignment points are worth 10% of your final grade.

**Policy on Late Assignments**

All 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. No assignments will be accepted via email. Late assignments receive a letter grade off per day. Please let the professor know ahead of time if you will be absent so that you can turn your work in before your absence. There is no way to make up missed attendance points for absences or for any daily assignments missed due to an absence. The professor must be notified of religious holy day observances or university-sponsored absences in advance so that presentations can be scheduled accordingly.

**Grading:**

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| A 90-100  |
| B 80-89 |
| C 70-79 |
| D 60-69 |
| F below 60 |

**Student Responsibilities:**

* Arrive to class on time.
* Use laptops to access class presentations/documents only. **Laptop use will be denied for students accessing the Internet or other non-related course documents for personal use during class.**
* Show respect for all guest speakers, class members, and participants.
* Plan to spend at least 9 hours a week on assignments and group work (3 hours per credit hour).

**University General Policies**

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/aao/fao/>).

**Disability Accommodations: UT** Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA),* and *Section 504 of the Rehabilitation Act.* All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD).** Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

**The Office for Students with Disabilities, (OSD)** [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364.

**Counseling and Psychological Services, (CAPS)** [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**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 uta.edu/eos. For information regarding Title IX, visit www.uta.edu/titleIX.

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

*I pledge, on my honor, to uphold 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.*

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents’ Rule* 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University.

**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 <http://www.uta.edu/sfs>.

**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.

**Emergency Exit Procedures:** Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

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 6th floor stairwell. We have people trained in the use of this chair and there will be someone who will go to the 6th 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.

**Student Support Services**:[Required for all undergraduate courses]UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>

**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 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

Textbook Information:

You are required to have materials from McGraw-Hill Education; this includes the Textbook and Connect, which are the online resources. You will need to log in to Connect, which houses LearnSmart, your adaptive online study tool that you use to take your reading quizzes.

Where and How to Get It: *Student Options for Purchasing*

1. Bookstore*: Business Communication: Developing Leaders for a Networked World* with Connect Plus.

Your bookstore has the package that includes the print book and the Connect Code. To register, you follow the same steps as those shown below but you will enter the code included in the package. Your Bookstore will also have Stand-alone Connect Plus access code cards if you want to rent the textbook elsewhere.

Remember these are custom with a discount! These ISBNs will not be recognized anywhere but the bookstore. The only item custom is the price.  For clarity, all content is the same as the national text.

* What the students will purchase at the bookstore?
	+ LL + Access Code: CARDON GEN CMB LL BUSN COMM; GRM 2 2016: **9781259782756**   $133.50 (Includes discount)

OR

* + Access Code: CARDON CNCT AC BUS COMM 2 2016: **9781259795817**  $102.75 (Includes discount)

 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 if you call the CXG line). FAQs: http://www.connectstudentsuccess.com/

2. You can buy the book off campus but it is more expensive. We have a discounted rate with the publisher. Either way, you must purchase the access code to Connect because that is part of your grade in the class.



**BCOM 5375– Advanced Business Communication Theory & Practice: Fall 2015**

The following schedule is subject to change at the professor’s or university’s discretion

**ALL ASSIGNMENTS ARE DUE ON THE DESIGNATED DATE BEFORE CLASS TIME**

# **Unit 1| Business Communication and Interpersonal Communication Theories/Overview**

***August***

27 R Introduction to the Course ***/*** Intro to Theories of Communication

***September***

 3 R Chapters 1 - 2 LS Quizzes Due; Chapter Exercises 1.15 & 2.18 Due

 10 R Chapters 5 - 6 LS Quizzes Due; Reader Response Paper 1 Due

# **Unit 2| Business Correspondence: Positive, Negative, Persuasive & Neutral**

 17 R Writing Project 1 Assigned Chapters 7 & 9 LS Quiz Due

 17 R Chapter 10 LS Quiz Due

 24 R In-Class Workshop Project 1; Chapters 10-11 LS Quiz Due;

Reader Response Paper 2 Due

# **Unit 3| Business Reports & Proposals**

***October***

 1 R Writing Project 1 Due; Writing Project 2 Assigned

 Chapter 12 LS Quiz Due; Chapter 13 LS Quiz Due

 8 R In-Class Workshop Project 2

 15 R Writing Project 2 Due; Writing Project 3 Assigned

#  20 R In-Class Workshop Project 3; Reader Response Paper 3 Due

# **Unit 4| Business Presentations**

 29 R Writing Project 3 Due; Project 4 Assigned; Chapter 15 LS Quiz Due

# ***November***

 5 R Chapter 3 LS Quiz Due; Groups Meet to Discuss Presentations

#  Chapter 4 LS Quiz Due

#  12 R Class Presentations; Reader Response Paper 4 Due

# **Unit 5| Resumes & Cover Letters**

 19 R Writing Project 5 Assigned; Chapter 16 LS Quiz Due; 16.9 & 16.19 Due

 Resume & Cover Letter Discussion

 26 R Thanksgiving Break – No Class

***December***

 3 R Project 5 Due; Reader Response Paper 5 Due; End of Semester/ Culminating Activity

 10 R Final Exam Review Session

 12-18 Final Exams – See University Final Exam Schedule

Key: LS=LearnSmart