 

College of Business

Department of Marketing

**INSTRUCTOR**: Linda Wilson

 Office Location: COB Room 323

Office Phone Number: 817-272-1014

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Office Hours: MF 11:15 – 11:45 a.m.

**BCOM 3360-009 Effective Business Communications; 3 hours**

**Spring 2016; COB Room 252**

**Class Schedule: 8 – 8:50 a.m. MWF**

**COURSE DESCRIPTION**

This course will develop the student’s written and verbal skills which will be necessary for effective communication in a business environment. The course includes resume preparation and interpretation. Oral communication is practiced by individual oral presentations. There will be a special emphasis on the business writing process including business letters, organization memos, business reports, and Internet communication such as emails. The relationship of communication and interpersonal skill development within teams will be explained. The course will utilize a variety of methods including lecture, class discussion, and exercises to achieve this purpose.

**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 students will be able to implement the appropriate business communication strategy based upon the business problem presented.

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

**TEXTBOOK (Required Materials for the Course )**

**Business Communication: Developing Leaders for a Networked World**; Peter W. Cardon; McGraw-Hill Irwin, New York, New York; Second Edition, 2016. The buying options for the students: see below.

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

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| --- | --- |
| 1. **UTA Bookstore (discounted price)**:  **Business Communication: Developing Leaders for a Networked World with Connect Plus**)

Loose Leaf Package: CARDON GEN CMB LL BUSN COMM; CNCT 2 2016 NEW ISBN: 9781259832253Access Code: CARDON CNCT AC BUS COMM 2 2016: 9781259795817  What you will need: You will be required to have materials from McGraw-Hill Education which include the textbook content and CONNECT (which houses Learnsmart, your adaptive online study tool). The UTA bookstore has this package which includes the print book and the Connect Code.  (The Connect code you will need to access the online study modules is included in the package.)    |  |

***OR:***

1. **Online**:  All DIGITAL. You can purchase Connect Plus **(no print book, EBook and access to all the Connect/Learnsmart content)** directly from the publisher.

**Registration*:***

**Please wait until the first day of class to register for Connect*.* A representative from the publisher is going to be at the first class to explain how to register and use Connect.**

If you chose to go pure digital, and then decide that you need a hardcopy of the book, you will be able to order one from McGraw-Hill directly from your Connect class site.  A loose leaf color copy can then be sent to your home or campus address.

**SUPPORT: *If you need any Technical Support (forgotten password, wrong code, etc.; please contact McGraw-Hill Education Customer Experience Group at* (800) 331-5094**

(Please be sure to get your case number for future reference if you call the CXG line.)

**FAQs:** [**http://www.connectstudentsuccess.com/**](http://www.connectstudentsuccess.com/)

**BCOM 3360 – Business Communication - Developing Leader for a Networked World**

**Course Outline – Spring Term 2016**

The following schedule is tentative and subject to change at the instructor’s or university’s discretion

**ALL ASSIGNMENTS ARE DUE AT 6 A.M. ON THE DESIGNATED DATE**



## REQUIREMENTS FOR CREDIT

**WHAT STUDENTS ARE EXPECTED TO DO:** Active participation is critical for an optimum learning experience. Prior to coming to class, students will be expected to know the subject and content of scheduled material in order to participate in class discussions/activities. Preparation for class includes a thorough reading of the scheduled material and completed assignments on Connect. Class lectures will also cover information that is supplemental to that found in the text. Any material covered in assigned readings, lectures, or videos shown in class may be included on exams. Please note that videos shown in class may not be available for later viewing. **Make sure you bring your textbook or e-book to each class since it will be used in class activities.**

**STUDENT CLASSROOM BEHAVIOR:** Each class session is a formal meeting. Students are not to engage in any behavior that interferes with the right of other students to learn. Students engaging in such behaviors may be asked to leave class and will not be allowed to return until the next class session. Please refrain from texting or using your cell phone during class. Your cell phone should be out of sight so you are not tempted to “sneak a peek.” Laptop use is permitted, when it is appropriate, as long as it is used for class purposes (not to check email, engage in social media, or to do work not pertaining to BCOM 3360.)

**ATTENDANCE/PARTICIPATION (50 points):** 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. As the instructor of this section, I have established the following attendance policy: Each student is expected to attend each class session, be punctual, remain for the entire class session, and be prepared to actively participate in class discussion. Class starts at 8 a.m. Your attendance is crucial to your getting the most out of this class, including your grade, as material covered in class may not necessarily be found in your textbook, and some assignments and participation activities for points will take place during class. These assignment/participation points can only be earned in class. If you are not present, you will not receive any points for that assignment/participation activity. Students are responsible for all the material presented during their absence.

**CONNECT (320 points):** Each chapter has a **Learnsmart** assignment (10 points each) and a quiz (10 points each). Both of these are on *Connect.* You can access all of *Connect* assignments through Blackboard. All *Connect* assignments have a due date and time. See the above table for each chapter’s due date. You will not receive any credit for late submission of your work. No Learnsmart assignment or Connect quiz will be dropped; you need to complete each chapter by the due date and time for credit.

**EXAMS (300 Points):** There will be three exams during the semester. Exams will be taken electronically, so you must bring your laptop, tablet, or smart phone with you to class on the exam dates. Exams might be multiple choice, a writing assignment, short answer, and/or essay question format and may include some case study or video scenario questions in addition to any material covered in the chapters and/or class discussions. All backpacks and book bags must be closed and not opened during the exam.

Students entering an exam period after the start of the exam will not be allowed to take the exam.  **No make-up exams** will be administered without complete documentation of a university approved excuse **and** prior permission from instructor. Missing a scheduled exam for an **unexcused** reason will result in a zero recorded for that exam. If permission is given for a make-up exam, it will be a short answer exam. A student taking a make-up exam will not receive any “curve” on the exam.

**ASSIGNMENTS (70 POINTS):** There are various assignments throughout the semester. All assignments will be explained in class. Assignments need to be typed and printed before coming to class. Assignments are individual work, not group work, be careful not to paraphrase too closely the examples in the text. All assignments are due at the beginning of class and must be submitted when asked for, no exceptions. If you cannot be in class the day the assignment is due, you may email me your assignment, but it must be sent *before* the start of class (8 a.m.). **You may utilize this e-mail option only ONE time during the semester, and it can only be used if you cannot come to class.**  Be sure to send your assignment in a WORD document; put your section number in the subject line (BCOM 3360-009). If I am unable to open your assignment, you will receive a zero. No late assignments will be accepted unless for a university approved excuse.

**ORAL PRESENTATION** **(50 points)** – All students taking BCOM 3360 are required to give a five- to-seven minute oral presentation. This assignment is not an option; it is a mandatory portion of the class. The details of the presentation will be explained in class.

**UTA HONOR CODE** and **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.

Your first assignment is to print a copy of the UTA Honor Code (on Blackboard under Course Materials) and bring your signed copy to class on **Jan. 25.** Points (5) for turning in your signed Honor Code can only be earned on the due date. However, everyone must turn in a signed Honor Code in order to take the first exam.

**EMAIL** - As per the UTA policy, I cannot accept ANY email from students unless it is from a UTA e-mail address (@mavs.uta.edu). This policy includes all email correspondence.

**There is no extra credit.**

**FINAL GRADES**: Grade information cannot be given via telephone, mail, or email. Final grade information will be provided by the Registrar’s Office. The following grading scale will be utilized for determining each student’s **total points** earned.

**GRADING**

**Connect Assignments……… 320 Points**

**Exam #1……………………….. 100 Points**

**Exam #2……………………….. 100 Points**

**Exam #3……………………….. 100 Points**

**Assignments……………….…. 70 Points**

**Oral Presentation……………. 50 Points**

**Participation Points…………. 50 Points**

**Total Points…………………… 790 Points**

**EVALUATION**

**A = 711 – 790 points (90 – 100%)**

**B = 632 -- 710 points (80 – 89%)**

**C = 553 -- 631 points (70 – 79%)**

**D = 474-- 552 points (60 – 69%)**

**F = Below 474 points (0 – 59%)**

The syllabus and other documents needed for class can be found on Blackboard.

**The instructor reserves the right to change this syllabus. It is each student’s responsibility to be aware of any and all changes that may occur.**

### *College of Business Administration / 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*](http://www.uta.edu/hr/eos/index.php)*. For information regarding Title IX, visit* [www.uta.edu/titleIX](http://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, which is located on the first floor of the Business Building. 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.

**Student Support Services**: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

**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 [http://uta.mywconline.com](http://uta.mywconline.com/). Classroom Visits, Workshops, and advanced services for graduate students and faculty are also available. Please see [www.uta.edu/owl](http://www.uta.edu/owl) for detailed information.