



DEPARTMENT OF MARKETING

BCOM 3360 Lecture: Effective Business Communication (3 hours; Fall 2018)

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Office Hours: MWF 12 PM-1PM
Section: 3360-005 MWF 1:00 -1:50 pm in COBA 150

Course Description

This course will develop the student's written and verbal skills necessary for effective communication in a business environment. The course includes written communication such as business letters, emails, memorandums, proposals, and reports.

This course also covers resume preparation and job application letters. Oral communication is an integral part of this course, and presentations are required.

There will be a special emphasis on the relationship between communication and interpersonal skill development, as well as several chapters on conflict resolution skills, techniques, and methodologies.

The course will utilize a variety of learning methods including lecture, class discussion, case analysis, and writing projects and exercises.

Student Learning Outcomes

Upon completion of the classroom instruction, 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 communication 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 develop their interpersonal skills through a better understanding of the communication process.

6. The student will develop a higher level of confidence when communicating routine, positive and negative business messages.
7. The students will be able to understand the process of developing and planning business communications through practical application.

Required Materials for the Course

Textbook: *Pearson* package available under “MyLab Business Communication” on Blackboard. **YOU CAN ONLY BUY THIS AT UTA BOOKSTORE. DO NOT GO TO PEARSON’S WEBSITE.** This purchase will cover ALL materials for both BCOM 3360 lecture and lab.

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 that total 100%:

Projects (Including Oral Presentation)	20%
Exams 1 & 2	25%
In-Class Activities, including Kahoots	15%
Reading Quizzes	15%
Final Exam	25%
<u>Total</u>	100%

Attendance Policy

Attendance will be taken daily, and will be reported, together with the course grades, to the Registrar’s office at the semester end. Pop Quizzes will be given at the beginning of class to encourage prompt attendance. **THERE ARE NO MAKEUPS ON KAHOTS (POP QUIZZES)**, even if you come to class. If you miss the Kahoot sign in, you are considered late and will not get points for the Kahoot. There are no exceptions.

Example: Student can’t find parking and comes to class ten minutes late, after the class has taken the Kahoot. Student receives a Zero for the Kahoot (pop quiz), but the student will get credit for any in-class assignments that day.

If a student is caught signing another student into the attendance roster, both students will receive ZEROS for participation for the entire semester and will be reported to the Dean’s office for an ethics violation.

If you accumulate more than 4 total absences in a summer/may/wintermester course or 6 total absences (excused or unexcused) in a regular 16-week semester, **you will fail the course**. You cannot pass the class by not attending and trying to submit assignments on Blackboard. In the event of excessive tardies, three tardies=one absence.

Policy on Late Assignments

Projects: All projects are due on the assigned due dates. They may be turned in early, when necessary. All projects are submitted on Blackboard. **Late projects receive a letter grade off per day.** All projects can be submitted more than 1 time. The most recent project submitted will be considered your final and best attempt. If you fail to submit the entire project, you will receive a 25% (1/4), 50% (1/2), 75% (3/4) and so on, depending on what you have submitted on the due date. Blank submissions will receive a Zero. No exceptions. I WILL NOT **REGRADE ANY PROJECTS SUBMITTED AFTER THE DUE DATE BECAUSE YOU DID NOT SUBMIT THE ENTIRE PROJECT.** Preferred submission format: PDF.

Reading Quizzes:

There is no way to make up a Pearson reading quiz. **When the quiz window closes, the quiz is closed forever.** The window opens 48 hours before the quiz is due. Mark these dates and times in your calendar so that you do not get Zeros on quizzes. There are no exceptions to this rule.

In-Class Assignments and Exams: There is no way to make up any daily assignments missed due to an absence. If you miss an exam, you will receive a ZERO. There are no make-up exams. No exceptions. In certain instances, your professor will make arrangements with you to take the exam at a different time. You must discuss this with your professor **BEFORE** the exam.

Journals: We do a lot of writing activities in journals in class. If your journal is not posted before you leave class, you will receive a ZERO for that activity. This includes five minutes after class, one hour after class, one day after class, one week after class, to infinity. No Exceptions.

Religious exemptions: The professor must be notified of religious holy day observances or university-sponsored absences in advance of the day and in person and via email.

No assignments will be accepted via email without specific approval from the professor.

Example: Blackboard is down and an assignment is due. Do not email me the assignment. Simply upload it whenever blackboard is available.

Please do not think that if I answer a question about your work in class that that means I am grading it. We often read our work aloud and I give you feedback. That does not mean I am grading it.

Grading:

The grading scale is as follows:

<u>A</u> 90-100
<u>B</u> 80-89
<u>C</u> 70-79
<u>D</u> 60-69
<u>F</u> below 60

No grades will be rounded up for any reason. Please do not email me and ask me to round up your grade.

This lecture course is tied into the BCOM 3360 lab class. **If you receive a grade < 70% in the lab, you will receive an I (incomplete) in the lecture class and you must retake the lab the following semester.** If you fail to complete the lab the following semester, you will receive a final grade of an F in the BCOM 3360 lecture class. For this reason, I strongly suggest

you regularly attend your BCOM lab and participate.

Resume Workshop Grading Criteria: Each student is required to attend a resume / cover letter workshop one time per semester in the Lockheed Martin Career Development Center. Follow your professor's syllabus for due dates and times. **Failure to participate in this activity will result in a one letter grade reduction in this course.**

Student Responsibilities:

- Arrive to class on time. Turn your work in on time.
- Use laptops to access class presentations/ documents only.
- 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 on average).

University General Policies

Attendance: At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. 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. However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

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

Counseling and Psychological Services (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy: 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.

Title IX Policy: The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.

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 in their courses by 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. Additional information is available at <https://www.uta.edu/conduct/>.

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>.

Campus Carry: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

Student Feedback Survey: At the end of each term, students enrolled in face-to-face and online classes categorized as “lecture,” “seminar,” or “laboratory” are 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 via the SFS database is aggregated with that of other students enrolled in the course. Students’ anonymity will be protected to the extent that the law allows. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: for semester-long courses, 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.

Students should also be encouraged to subscribe to the MavAlert system that will send information in case of an emergency to their cell phones or email accounts. Anyone can subscribe at <https://mavalert.uta.edu/> or <https://mavalert.uta.edu/register.php>

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 IDEAS Center (2nd Floor of Central Library) offers free tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email IDEAS@uta.edu or call (817) 272-6593.

University Tutorial & Supplemental Instruction (Ransom Hall 205): UTSI offers a variety of academic support services for undergraduate students, including: 60 minute one-on-one tutoring sessions, Start Strong Freshman tutoring program, and Supplemental Instruction. Office hours are Monday-Friday 8:00am-5:00pm. For more information visit www.uta.edu/utsi or call 817-272-2617.

The English Writing Center (411LIBR): The Writing Center offers FREE tutoring in 15-, 30-, 45-, and 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Register and make appointments online at <https://uta.mywconline.com>. Classroom visits, workshops, and specialized services for graduate students and faculty are also available. Please see www.uta.edu/owl for detailed information on all our programs and services.

The Library's 2nd floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library's hours of operation. <http://library.uta.edu/academic-plaza>

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