 

College of Business

Department of Marketing

**INSTRUCTOR**: Michael Buckman

 Office Location: COB Room 620

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Office Hours: TTh 3:30 to 5:00 PM, Sat 7:30 to 8:30 AM or by appointment

**BCOM 3360-012 Effective Business Communication; 3 hours**

**Spring 2019; COB Room 150**

**Class Schedule: Sat 9:00 AM to 11:50 AM**

**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, application letter, business reports, guest speakers, and Internet communication such as email. There will be a special emphasis on the relationship of 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 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 identify and use the various alternative dispute resolution methodologies.
5. The students will be able to develop their interpersonal skills through a better understanding of the communication process.
6. The students will be able to create a higher level of confidence when communicating routine business messages.
7. The students will be able to understand the process of developing and planning business communications through practical application.

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

**BCOM 3360 Custom Package - UTA (CUSTOM)**

Edition: N/AISBN: 9780135722213 By: Pearson

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|  |  |  |  |  |  | **Price**  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | In Stock  | $112.50 |  |

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**BCOM 3360 – 012 Spring 2019 – Mr. Buckman**

**(*All DSM and Quiz assignments are due by 11:59 pm on***

 ***the date indicated in the chart below.*)**

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| DATE | CHAPTER | DSM | QUIZ | OTHER |
|  |  |  |  |  |
| Jan 19 | OVERVIEW |  |  |  30 Second, Cover Letter and Resume |
| Jan 26 | 1 & 2 | Jan 25 | Jan 25 |  |
| Feb 2 | 3, 4, & 5 | Feb 1 | Feb 1 |  |
| **Feb 9** | **TEST 1**  | **CHAPTERS** | **1 THROUGH 5** | **Group Project****You must be in class to take this test on your digital device** |
| Feb 16 | 6 & 7 | Feb 15  | Feb 15 |  |
| Feb 23 | 8 & 9 |  Feb 22 | Feb 22 |  |
| Mar 2 | 10 | Mar 1 | Mar 1 | **CAREER PACK DUE** **AND DELIVER 30 SECOND COMMERCIAL IN CLASS** |
| **Mar 9** | **TEST 2** | **CHAPTERS** | **6 THROUGH 10** | **Guest Speaker****You must be in class to take this test on your digital device** |
|  |  |  |  |  |
| **Mar 16** | **\*\*\*\*\*\*\*** | **SPRING** | **BREAK** | **\*\*\*\*\*\*\*\*** |
|  |  |  |  |  |
| Mar 23 | 11 | Mar 22 | Mar 22 | Presentation Overview |
| Mar 30 | 12  | Mar 29 | Mar 29 | Group Project |
| Apr 6 | 13 | Apr 5 | Apr 5 |  |
| Apr 13 | 14 | Apr 12 | Apr 12 | Presentations |
| Apr 20 | 15 | Apr 19 | Apr 19 | Presentations |
| Apr 27 |   |   |   | Presentations&Wrap Up |
| **May 4** | **TEST 3** | **CHAPTERS** | **11 THROUGH 15** | **You must be in class to take this test on your digital device** |

## REQUIREMENTS FOR CREDIT

**ATTENDANCE POLICY:** - It is strongly recommended that you attend every class. There will be material presented which supplements the textbook and which 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 at the semester end.

**POLICY ON MAKE-UP EXAMS:** - Make-up exams will be given, but you may expect them to be different than those given at the normal time. Make-up exams will **only** be given at the next scheduled class meeting. There will be no make-up for the final exam.

**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. Assignments (including Connect) will be submitted via Blackboard.

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 uploaded or presented on the assigned dates. No make-up presentations will be allowed unless there is a documented illness/injury or uncontrollable circumstance. The instructor must be notified of religious holy day observances or university-sponsored absences in advance so that presentations can be scheduled accordingly. There will be a t**en percent** (10%) reduction per assignment **per day late**.

**WEIGHTING OF GRADING STANDARDS:**

Exam 1 10%

Exam 2 10%

Exam 3 -Final Exam 10%

Oral Presentation 15%

Class Participation/Attendance 10%

Individual Writing Assignments/

Career Pack 15%

Homework Assignments:

LearnSmart 15%

Connect Quizzes 15%

 100%

# THE GRADING SYSTEM ADOPTED FOR THIS COURSE IS

A 90-100 C 70-79

B 80-89 D 60-69 F below 60

***To receive a grade in this class you must complete the Professionalism Lab linked to this course with a Passing grade. If you do not, you will receive an Incomplete.***

**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.

**Student Responsibilities:**

* Arrive to class on time. **Turn off cell phones**; **they cannot be used at any time during class**.
* 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.**
* Apply learning skills on a consistent basis.
* Show respect for all class members and participants.
* Plan to spend at least 4-6 hours a week (in addition to the online class requirements) on assignments, readings, and group work

**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. Your responsibility is to inform me of the disability at the beginning of the semester and provide me with documentation authorizing the specific accommodation. 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.

### Academic Integrity

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).

**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.

**Evacuation 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 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.

**Librarian to Contact:**  If you need help with supplemental information that may be found at the library regarding this subject, please contact me.

**E-Culture Policy:** Thepolicy for receiving email from students.

The University of Texas at Arlington has adopted the University email address as an official means of communication with students. Through the use of email, UT-Arlington is able to provide students with relevant and timely information, designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email.

All students are assigned an email account and information about activating and using it is available at [www.uta.edu/email](http://www.uta.edu/email). New students (first semester at UTA) are able to activate their email account 24 hours after registering for courses. There is no additional charge to students for using this account, and it remains active as long as a student is enrolled at UT-Arlington. Students are responsible for checking their email regularly.

**Make-up Exam Policy**: Reference the grading policy as previously described.

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