

BCOM 3360-005 Business Communication

Summer 2 2020

Instructor Information

Instructor

Tatia Jacobson Jordan, Ph. D.

Office Number

COB 605

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Faculty Profile

<https://mentis.uta.edu/explore/profile/tatia-jacobson-jordan>

Office Hours

By Appointment

Course Information

Section Information

BCOM 3360-005

Time and Place of Class Meetings

Online Delivery - **Some Synchronous Assignments- Mark Your Calendar on Day 1!**

Monday - Thursday 10:30AM - 12:30 PM; You must be available during these times for synchronous meetings on Teams and/or group work.

Description of Course Content

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, memorandums, proposals, and reports. This course also covers resume preparation, job application letters, and Internet communication such as email and social media, as well as oral presentations. There will be a special emphasis on the relationship between communication and interpersonal skill development, as well as discussion of 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 | The student will be able to:

1. Implement the appropriate business communication strategy based upon the business communication problem presented.
2. Apply general guidelines for effective communication in letters, emails, presentations, reports, proposals, and other forms of business communication.

3. Create effective resumes, cover letters, and other business-related communication documents.
4. Solve communication problems and manage conflict in the workplace.
5. Develop their interpersonal skills through a better understanding of the communication process.
6. Exude a higher level of confidence and skill when communicating routine, positive and negative business messages.
7. Develop and plan business communications through practical application.

Required Textbooks and Other Course Materials

Textbook: Peter W. Cardon, Business Communication: Developing Leaders for a Networked World, 3rd edition (McGraw Hill, 2020). Please buy the McGraw Hill Connect package and code from the UTA bookstore, as we have specialized this course. The package comes with an E-Book.

Canvas: Canvas 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 Canvas 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%
Exam 1	25%
Participation, including Discussion Board	15%
Reading Quizzes	15%
Exam 2	25%
<u>Total</u>	100%

Descriptions of Major Assignments and Examinations

Projects

There will be four projects due over the course of the semester. Project 1: Resume/Cover Letter; Project 2: Correspondence; Project 3: PitchBook; Project 4: Oral Presentation. The oral presentation is a required component of the course and a student cannot pass without its completion.

Exams

There will be three exams due over the course of the semester. Please refer to the list of assignments for due dates and chapters. The final exam is cumulative and optional. If taken, it will replace the score of your lowest scoring exam.

Quizzes

One quiz will be due for each chapter. No late quizzes will be allowed at any time for any reason. Quizzes are open book and open note.

Make-up Exams

There will be no make-up exams. All exams need to be completed during the exam time. Please let me know if there are extraordinary circumstances which would prevent you from completing the exam during the exam window.

Expectations for Out-of-Class Study

It is expected that students will spend a minimum of 10 hours per week doing the required readings, participating in discussions, and completing the assignments. It is expected that students will login and interact on Canvas daily.

Late Submission of Work

In general, late submission of work will be graded with penalty of 10 points per day up to 48 hours after the assignment is due. Grade penalties will be up to 50% of the total points. After 48 hours the submission will not be graded, and you will receive a zero for the assignment. Please inform me if you have circumstances that will prevent you from submitting on time. 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. There is no way to make up missed attendance points for absences or for any daily assignments missed due to an absence. All exams must be completed during exam time. There are no late exams allowed. No exceptions. The professor must be notified of religious holy day observances or university-sponsored absences in advance in writing. **No Due Dates will be amended at any time because of work conflicts.** Please let the professor know ahead of time IN PERSON if you will be absent so that you can turn your work in before your absence.

Course Schedule

Module 1- Business Communication & Interpersonal Communication Theories & Overview - July 13-16

Module 2 - Resumes & Cover Letters - July 20-23

Module 3 - Good Writing; Emails & Digital Communication- July 27-28

Module 4 - Business Correspondence: Positive, Negative, Persuasive, & Neutral- July 29-August 4

Module 5 - Business Reports & Proposals - August 5-11

Module 6 - Business Presentations - August 12-14

Academic Integrity

Academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. All written assignments submitted through Canvas will go through an online plagiarism check. Discipline may include suspension or expulsion in addition to a failing class grade.

“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).

In accordance with the Rules and Regulations of the Board of Regents of The University of Texas System (Rule 50101), institutional procedures regarding allegations of scholastic dishonesty are outlined in Part Two, Chapter 2, of the UT Arlington Handbook of Operating Procedures. Students found responsible for dishonesty in their academic pursuits are subject to penalties that may range from disciplinary probation to suspension or expulsion from the University.

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.

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>.

Institution Information

UTA students are encouraged to review the below institutional policies and informational sections and reach out to the specific office with any questions. To view this institutional information, please visit the [Institutional Information](https://resources.uta.edu/provost/course-related-info/institutional-policies.php) page (<https://resources.uta.edu/provost/course-related-info/institutional-policies.php>) which includes the following policies among others:

- Drop Policy
- Disability Accommodations
- Title IX Policy
- Academic Integrity
- Student Feedback Survey
- Final Exam Schedule

Additional Information

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. It is expected that you will login and participate on Canvas several times per week at a minimum if not daily.

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 Canvas. This date is reported to the Department of Education for federal financial aid recipients.

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

Library Information

Research or General Library Help

Ask for Help

- [Academic Plaza Consultation Services](http://library.uta.edu/academic-plaza) (library.uta.edu/academic-plaza)
- [Ask Us](http://ask.uta.edu/) (ask.uta.edu/)
- [Research Coaches](http://libguides.uta.edu/researchcoach) (http://libguides.uta.edu/researchcoach)

Resources

- [Library Tutorials](http://library.uta.edu/how-to) (library.uta.edu/how-to)
- [Subject and Course Research Guides](http://libguides.uta.edu) (libguides.uta.edu)
- [Librarians by Subject](http://library.uta.edu/subject-librarians) (library.uta.edu/subject-librarians)
- [A to Z List of Library Databases](http://libguides.uta.edu/az.php) (libguides.uta.edu/az.php)
- [Course Reserves](https://uta.summon.serialssolutions.com/#!/course_reserves) (https://uta.summon.serialssolutions.com/#!/course_reserves)
- [Study Room Reservations](http://openroom.uta.edu/) (openroom.uta.edu/)

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BCOM 3360
Business Communication: Summer 2
Lecture: Monday – Thursday 10:30AM – 12:30 PM
Lab: Thursday 12:30 – 1:20 PM

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
SYNCHRONOUS=You Must be Available on Microsoft Teams at this Time

Unit 1| Business Communication and Interpersonal Communication Theories/Overview

July

13	M	Introduction to the Course Materials SYNCHRONOUS (Teams) 10:30 – 11:30 AM
14	T	Chapter 1 Connect Due; SYNCHRONOUS (Teams) 10:30 – 11 AM
15	W	Chapter 2 Connect Due; SYNCHRONOUS (Teams) 10:30 – 11 AM
16	R	Chapter 3-4 Connect Due; Project 1 Assigned

Unit 2| Resumes & Cover Letters

20	M	Chapter 16 Connect Due; SYNCHRONOUS (Teams) 10:30 – 11 AM
21	T	Project 1 Rough Draft Due – Peer Review Due SYNCHRONOUS (Teams) 10:30 – 11 AM
22	W	Project 1 Final Due
23	R	Exam 1: Chapters 1,2,3,4,16

Unit 3| Good Writing | Emails & Digital Communication

27	M	Chapter 5-6 Connect Due
28	T	Chapter 7-8 Connect Due; SYNCHRONOUS (Teams) 10:30 – 11 AM

Unit 4| Business Correspondence: Positive, Negative, Persuasive & Neutral

29	W	Start Projects 2 & 4
30	R	Chapter 9-10 Connect Due; Part 1 Project 2; SYNCHRONOUS (Teams) 10:30 – 11 AM
3	M	Chapter 11 Connect Due; Parts 2&3 Project 2; SYNCHRONOUS (Teams) 10:30 – 11 AM
4	T	Project 2 Final Due; Start Project 3

Unit 5| Business Reports & Proposals

5	W	Exam 2: Chapters 5, 6, 7, 8, 9, 10, 11
6	R	Chapters 12-13 Connect Due; SYNCHRONOUS (Teams) 10:30 – 11 AM
10	M	Project 3 Draft Due; Chapter 15 Due; SYNCHRONOUS (Teams) 10:30 – 11 AM
11	T	Project 3 Final Due; Project 4 Part 1 Due

Unit 6| Business Presentations

12	W	Project 4 Part 2 Due; SYNCHRONOUS (Teams) 10:30 – 11 AM
13	R	Final Exam: Cumulative & Optional

BCOM Lab Assignments:

July 16– Discussion Topic: “Mind Your Manners: Etiquette in the Workplace”

July 23– Discussion Topics: “LinkedIn,” “Interviewing,” “Interview Stream”

July 30– Discussion Topic: “Dining Etiquette”

August 6– Discussion Topic: “Professional Dress”

Due on August 14: All assignments completed in Canvas Lab; Interview Stream; Professionalism Badge invitation will be emailed to you.