

TO: **Victoria McCrady & BCOM Department Team**

FROM: **Ethan Pham**

DATE: **2-November-2023**

SUBJECT: **Memo Report**

### Purpose:

Students in the BCOM 1300.012 are introduced to a new book, Business and Professional Communication by Kory Floyd and Peter Cardon, where students will learn a deeper understanding of the role of communication and successfully access situations.

### Data:

This data shows the experience that students felt when working through the book. **(Figure A, Figure B)**

Row Labels	Count of How friendly was the website to navigate?
Friendly (good experience but could be improved)	16
Very Friendly (easy to go where desired)	9
Neutral	4
<b>Grand Total</b>	<b>29</b>

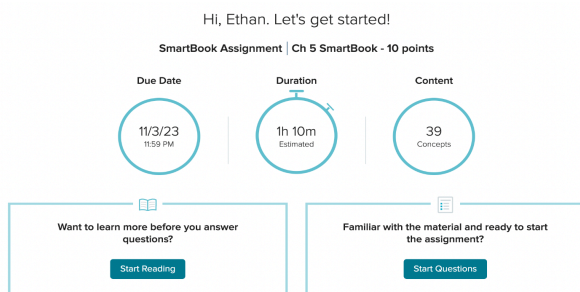
**Figure A**

Row Labels	Count of Would you recommend UTD to implement this for the upcoming semesters?
Yes	27
No	2
<b>Grand Total</b>	<b>29</b>

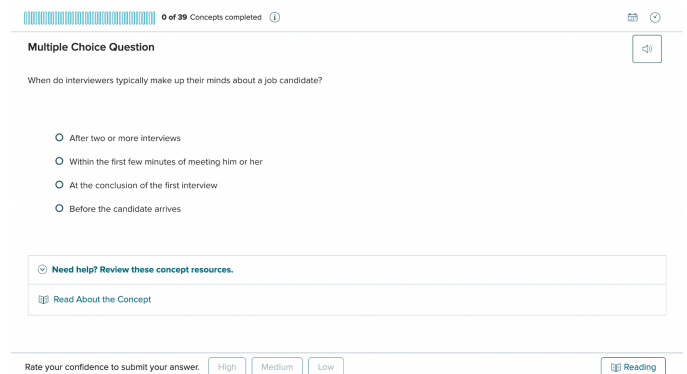
**Figure B**

### Personal Experience:

One of the assignments I was assigned was reading a chapter and doing a series of questions that went along with the chapter. Students were given the option to either read the chapter first **(Figure 1)** or just go straight onto the questions **(Figure 2)**; my choice was to go straight to the questions. Going directly to the questions allowed me to think for myself, and that is why I passed test 2; the questions played a substantial role in my doing well on test 2, and If I was ever confused, then I had the book at my disposal.



**(Figure 1)**



**(Figure 2)**

## Pros and Cons:

- Pros
  - Very easy to access the e-book.
  - Straightforward UI (User Interface) to navigate.
  - Straightforward process
  - Integration with Blackboard is seamless and easy to use.
  - Assignment completion, for students, is straightforward and easy to use.
  - Allows students to know what they did incorrectly if stuck on a question.
- Cons
  - Limited learning tools
  - Not a real book
  - No offline access
  - Faster navigation would be excellent if implemented

With the list of pros and cons, even with the list being entirely subjective to the class, the pros outweigh the cons by a substantial amount, with students wanting to implement this mode of learning for future BCOM students. **(Figure A, Figure B, Figure C, Figure D)**

Row Labels	Count of How friendly was the website to navigate?
Friendly (good experience but could be improved)	16
Very Friendly (easy to go where desired)	9
Neutral	4
<b>Grand Total</b>	<b>29</b>

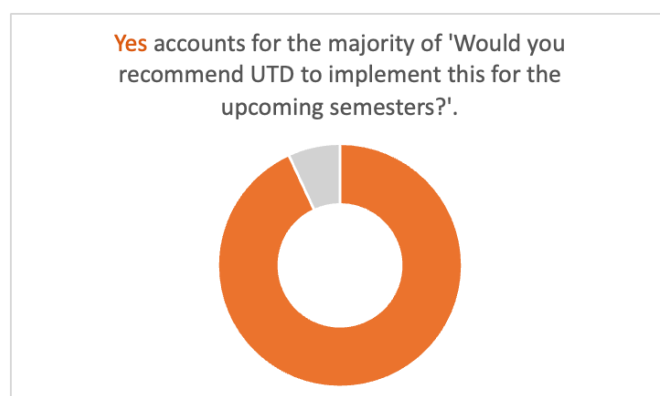
**Figure A**

Row Labels	Count of Would you recommend UTD to implement this for the upcoming semesters?
Yes	27
No	2
<b>Grand Total</b>	<b>29</b>

**Figure B**

Row Labels	Count of How frequently did you find yourself referring to the textbook to study or review material?
Weekly	16
Occasionally	9
Rarely	4
<b>Grand Total</b>	<b>29</b>

**Figure C**



**Figure D**

## References

Somerstein, J., Krieger, C., Khan, Z., & Chu, A. (2023). [Unpublished raw data on BCOM 1300 Textbook Pilot]. The University of Texas at Dallas

*Business and Professional Communication*. (2023, January 27).  
<https://www.mheducation.com/highered/product/business-professional-communication-floyd-cardon/M9781260262551.html>