

Advanced Business Communication

Remote Course Syllabus

Course BCOM 4350.002
Course Title Advanced Business Communication
Professor Victoria McCrady
Term Fall 2020
Meetings MWF 9:00 AM – 9:50 AM

Professor's Contact Information

Office Phone 972-883-5984
Office Location Microsoft Teams (and, in other semesters, JSOM 4.420)
Email Address
Office Hours

Mondays & Wednesdays – 3 PM to 5 PM

These student conference hours allow students to ask for clarification, seek additional help, or get advice on assignments or coursework. Unlike class time, Student Conference Hours allow for the privacy of an office so things like grades can also be discussed.

Other Information

When emailing, use your UTD email and include a descriptive subject line such as "BCOM 4350 Presentation Question".

Course Modality and Expectations

Remote Instructional Mode	<ul style="list-style-type: none"> • Synchronous online learning at the day and time of the class. • The instructor delivers the instruction from home or the office. • Students complete the course at a distance. <p>Refer here for more information. https://www.utdallas.edu/fall-2020/fall-2020-registration-information/</p>
Course Platform	<p>Class meets MWF from 9:00 AM to 9:50 AM in Microsoft Teams.</p> <p>Please download the app, make sure that your microphone and sound work, and test your webcam. You will need all of these for the course.</p>
Mode Expectations	<p>Students will self-enroll in a group in eLearning that describes the mode in which they will interact and complete work in the class. After initial enrollment, students who plan to change mode will contact the professor by email. This is important because a group project in this course requires extensive cooperation and work with other students.</p>
Asynchronous Learning Guidelines	<p>Students who take the course asynchronously will complete all of the same work and be held to the same deadlines as students completing the course synchronously. These students are expected to review course meeting videos instead of attending class. Review https://www.utdallas.edu/fall-2020/asynchronous-access-for-fall-2020/</p>

COVID-19 Guidelines and Resources

The information contained in the following link lists the University's COVID-19 resources for students and instructors of record. Please see <http://go.utdallas.edu/syllabus-policies>.

Advanced Business Communication**General Course Information**

Pre-requisites, Co-requisites, & other restrictions	BCOM3310 or BCOM3311 and (MATH 1326 or MATH 2414 or MATH 2419)
Course Description	This course builds on BCOM 3310 by helping students work towards mastery of three critical communication competencies: business speaking, professional use of social media/technology in/for work, and the development of a professional online presence. Students will gain experience engaging in many different kinds of oral communication for business, both individually and in teams.
Learning Outcomes	<ol style="list-style-type: none">1. Students will master multi-media career development and job-preparedness by creating a position-specific resume.2. Students will master the ability to construct effective intra-firm communication documents by writing an executive summary.3. Students will master the ability to construct effective presentations for key external stakeholders by constructing an online presentation.
Required Texts, Free & Online	<p>Stand up, Speak Out: The Practice and Ethics of Public Speaking</p> <p>This book is a free, Open Educational Resource textbook. There is nothing to purchase. A PDF of the textbook and links to view it online are available on eLearning.</p>
Course Participation	Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the Student Code of Conduct .
Course Recordings	Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student

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AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Class Materials

The Instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

Course Access and Navigation

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information.

To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

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Communication This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Distance Learning Student Resources Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the eLearning Current Students webpage for more information.

Server Unavailability or Other Technical Difficulties The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online eLearning Help Desk. The instructor and the [eLearning Help Desk](#) will work with the student to resolve any issues at the earliest possible time.

Major Assignments

Description	Points	Responsibility
Individual Application		
Position-Specific Resume	25	Individual
Optimized LinkedIn Profile	50	
LinkedIn Learning Courses	125	
Slide Assignment	35	
Qualtrics Survey Responses	25	
Class Activities & Participation		
Discussion Posts and Activities	150	Individual
Team Presentation Video	100	Team
<i>Executive Summary (Research)</i>	70	Individual
<i>Team Meeting Reflection</i>	100	
<i>Meeting Minutes & Status Report #1</i>	10	Team
<i>Meeting Minutes & Status Report #2</i>	10	
<i>Presentation Reflection</i>	50	Individual
Test 1	150	Individual
Test 2	100	
Total	1,000	

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Course Policies

Grading Criteria	All work should demonstrate the same professional and ethical standards expected of you in the workplace, including proofreading and editing carefully all work you submit in this class. Professionalism also means that you use appropriate source citation wherever and whenever necessary so that you avoid violations of copyright and academic honesty – even if those violations are inadvertent. In terms of the grading scale, final grades will be rounded up from the 0.50 mark. 100-98% = A+, 97-94 = A, 93-90 = A-, 89-87 = B+, 86-84 = B, 83-80 = B-, 79-77 = C+, 76-74 = C, 73-70 = C- (and so on).
Potential Academic Dishonesty	All allegations of scholastic dishonesty will be submitted to the Office of Judicial Affairs who will determine guilt or innocence. If a determination of guilt is found, at minimum a grade of zero will be recorded for the assignment/activity in question. All written assignments for this class are scanned by TurnItIn to detect scholastic dishonesty.
Make-up Exams	We want to treat all students fairly and equally. If you have a legitimate reason for missing an exam, please contact me immediately.
Extra Credit	Extra credit is not offered in any BCOM course in JSOM.
Late Work	It is <u>your responsibility</u> to submit any due assignments before the deadline. Understand how online submission works. <u>Double-check</u> immediately after you submit a document to make sure that it is in the system. “I had technical problems” is not a valid excuse for late work, so plan accordingly. Late submissions will be docked 1 percent per hour late. For example, a paper submitted 39 minutes late would lose 1 percent. A paper 100 hours late receives no credit. Please submit late work to the assignment’s eLearning TurnItIn dropbox or the Late Work assignment dropbox.
Reviewing Assignments	The Business Communication Center is the best place to get a document review. However, I also can review your assignments during Office Hours, which are Student Conference Hours for all of your professors. However, I will not review assignments and give feedback over email as it is often more beneficial to discuss documents in person. Instead, please visit during Student Conference Hours if possible or make an appointment for a review online through Microsoft Teams. Please try to allocate enough time (at least 24 hours) to see me in advance of the assignment deadline so that you have time to make recommended revisions.
Class Attendance	Students who do well are those who attend regularly. Research has found that those who miss four or more classes tend to have decreased final grades (source). For Fall 2020, there is no traditional attendance grade. Your engagement is graded based on your participation in weekly assignments. You must make sure you keep up with those deadlines. You are responsible for knowing the material covered and any announcements made. The best way to do this is to refer to the posted instructor videos. You can also get notes and information from your fellow students. Generally, you should avoid asking a professor “did I miss anything” as that question is considered impolite.

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Challenging a grade: I am always willing to discuss your grades. Upon receiving your grade, please **wait 24 hours** before contacting me. Use this time to think over your questions, read my comments, and compare your submission to the assignment/rubric. To challenge a grade, you must schedule a meeting with me **within one week** of the assignment being returned to you. Prior to our meeting, email me your concerns in writing (this can be included in the same email you send to schedule a meeting). Please note that a challenge may result in grades being raised or lowered.

Questions on grading: If you want to meet not to challenge your grade but just to gain a clearer understanding behind my grading, I am happy to do that as well. If you think I made a mistake in entering your grade, don't hesitate to email me and ask (you can do so before the 24-hour wait period).

TurnItIn

Some assignments in this class will be submitted through the TurnItIn portal on eLearning. Many students make the mistake of uploading the paper and thinking it's done. There is a second step, which is to confirm submission. TurnItIn will confirm a submission with an on-screen digital receipt that contains a Submission ID. **If the second step isn't confirmed, the paper will not be submitted, and there will be no digital receipt.** If there is an issue with your assignment (e.g., I do not see a submission on your end), I will ask for your Submission ID number as submission proof. If you do not have this, you will not get credit for turning in the assignment. **I strongly urge you to take a screenshot of or write down your Submission ID for every assignment you submit.** I will not accept document edit dates as proof that you finished your assignment prior to the deadline. To be fair to the whole class, I grade submitted assignments, not completed, un-submitted ones.

**Classroom
Citizenship &
Participation**

Please come prepared and participate in the discussion and activities for the day. In keeping with the course's professional communication mandate, students are expected to use every opportunity in the course to practice communicating in a civil and professional manner.

If a personal situation arises during the semester that may affect your classroom performance, please talk to me sooner rather than later. If you wait until the end of the semester, I may be able to help you as much as I could earlier in the semester. I can work with you more easily if you speak to me when the situation arises.

**Course-Specific
Technology
Requirements**

This course requires use of current communication tools including recording a presentation, giving feedback online, and viewing online course supplement videos. The BCC and the library offer some of these tools such as cameras on a "check out" basis. UTD offers numerous computer labs where work can be completed on campus as well.

Reliable and frequent internet connectivity is indispensable – not having internet access will make your group projects more difficult and will not serve as a valid excuse for shortcomings. Get into the habit of checking both eLearning and your UTD email for assignments and announcements. I post many class announcements in eLearning. Failure to check your UTD email account, errors in forwarding email,

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and email bounced from over-quota mailboxes are not acceptable excuses for missing course or project-related email or deadlines.

Additional Resources

Business Communication Center You are strongly encouraged to use the BCC.
<https://jindal.utdallas.edu/student-resources/business-communication-center/>

JSOM Career Management Center (CMC) The CMC (JSOM 12.110) is a great resource to JSOM students. They offer services like career coaching, resume and cover-letter critiques, mock interviews, etc. They also have many events and workshops designed to help you succeed. Visit their website at <http://jindal.utdallas.edu/career-management-center/> .

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

Syllabus Calendar

As you review the detailed calendar below, please note that all assignments each week are due on the Sunday at the end of the week before 11:59 PM.

Week of	Wk	Pts	Reading, Assignment or Activity	Est. Time
17-Aug-20			Week #1: Introductions & First Impressions	
	1		Attend class in Microsoft Teams or watch course videos. <i>Note: Our class meets MWF from 9:00 AM to 9:50 AM in Microsoft Teams.</i>	03h 00m
	1		See Workload video	00h 02m
	1	10	LinkedIn Learning Course: Delivering an Authentic Elevator Pitch	00h 38m
	1	10	LinkedIn Learning Course: Learning LinkedIn	01h 30m
	1	10	Discussion 1.1: LinkedIn Analysis	01h 30m
	1	10	Discussion 1.2: Intro to the Class - Authentic Pitch	01h 30m
24-Aug-20			Week #2: Building Presentation Skills & Assessing Online Presence	
	2		Attend class in Microsoft Teams or watch course videos	03h 00m
	2		Reading Prep (Test #1): Ch. 1, 2, 3 & 5	01h 30m
	2	10	LinkedIn Learning Course: Communicating Nonverbally	00h 27m
	2	10	LinkedIn Learning Course: Master Confident Presentations	01h 50m
	2	70	Discussion 2.1: Optimized LinkedIn Profile Submission & Discussion Board	03h 00m
31-Aug-20			Week #3: Management Communication Basics	

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	3		Attend class in Microsoft Teams or watch course videos	03h 00m
	3		Reading Prep (Test #1): 4, 6, 7 & 8	02h 00m
	3	5	LinkedIn Learning Course: Interviewing Techniques	01h 17m
	3	5	LinkedIn Learning Course: Teamwork Foundations	01h 25m
	3	10	Discussion 3.1: Presentation Analysis	02h 00m
	3	10	Discussion 3.2: Set SMART Goals to Address Communication Apprehension	00h 45m
7-Sep-20			Week #4: Team Communication & Meetings	
	4		Attend class in Microsoft Teams or watch course videos	03h 00m
	4		Reading Prep (Test #1): 9, 10, 11 & 12	02h 00m
	4	25	Submit Polished CMC Template Resume	02h 00m
	4	10	LinkedIn Learning Course: Communication within Teams	01h 08m
	4	10	LinkedIn Learning Course: Leading Productive Meetings	01h 04m
14-Sep-20			Week #5: Online/Remote Communication Skills	
	5		Attend class in Microsoft Teams or watch course videos	03h 00m
	5		Reading Prep (Test #2): Ch. 13, 14 & 15	02h 00m
	5	10	LinkedIn Learning Course: Leading Virtual Meetings	00h 32m
	5	20	Discussion 5.1: Record Your Verbal Presentation Analysis (No Visual Aid)	03h 00m
21-Sep-20			Week #6: Inclusion & Application of Communication Vocabulary	
	6		Attend class in Microsoft Teams or watch course videos	03h 00m
	6	5	LinkedIn Learning Course: Inclusion During Difficult Times	00h 37m
	6	20	Discussion 6.1: Movie & Test Review	03h 00m
28-Sep-20			Week #7: Test Review & Test 1	
	7		Attend class in Microsoft Teams or watch course videos	03h 00m
	7		Test 1 Review Questions	04h 00m
	7	150	Test 1	02h 00m
5-Oct-20			Week #8: Visual Aid Skills	
	8		Attend class in Microsoft Teams or watch course videos	03h 00m
	8		Team Formation for Group Presentation	00h 30m
	8	35	Slide Assignment	02h 00m
	8	10	YOU PICK! Either LinkedIn Learning Course: Designing a Presentation OR	00h 56m
			LinkedIn Learning Course: PowerPoint Tips and Tricks	01h 53m

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12-Oct-20			Week #9: Running an Online Meeting	
			<i>Note: Class will not be held this week because of the heavy workload & team meeting. Class hours are additional office hours and are available for scheduled conferences. Contact the professor to arrange a conference.</i>	
	9		Reading Prep (Test #2): Ch. 16, 17 & 18	02h 00m
	9		Team Meeting #1	01h 00m
	9		Team Meeting #1: Submit Link to Recorded Video File	00h 20m
	9	10	Team Meeting Minutes & Status Report #1	01h 00m
	9	100	Individual - Team Meeting Reflection	03h 00m
19-Oct-20			Week #10: Data & Research	
	10		Attend class in Microsoft Teams or watch course videos	03h 00m
	10		Qualtrics Survey Creation & Distribution	02h 00m
	10	10	LinkedIn Learning Course: Executive Presence on Video Conference Calls	00h 34m
	10	70	Executive Summary of Individual Research Article for Group Presentation	03h 00m
26-Oct-20			Week #11: Address Data & Build the Team Visual Aid	
			<i>Note: Class will not be held this week because of the heavy workload & team meeting. Class hours are additional office hours and are available for scheduled conferences. Contact the professor to arrange a conference.</i>	
	11		Team Meeting #2: Submit Link to Recorded Video File	01h 00m
	11	10	Team Meeting Minutes & Status Report #2	01h 00m
	11	25	Qualtrics Survey Responses (As an individual, respond to other teams' surveys.)	03h 00m
	11	10	LinkedIn Learning Course: PowerPoint: Creating an Infographic	01h 42m
	11	10	YOU PICK! Either LinkedIn Learning Course: Data Visualization: Storytelling OR	01h 37m
			LinkedIn Learning Course: Excel Data Visualization: Mastering 20+ Charts and Graphs	02h 23m
2-Nov-20			Week #12: Share Presentation (Deliverable)	
	12		Attend class in Microsoft Teams or watch course videos	03h 00m
	12	100	Group Presentation Video (10-11 min) Created & Link Posted	03h 00m
9-Nov-20			Week #13: Audience Presentation Feedback	
	13		Attend class in Microsoft Teams or watch course videos	03h 00m
	13	50	Discussion 13.1: Presentation Responses	03h 00m

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16-Nov-20			Week #14: Reflection & Test 2	
	14		Attend class in Microsoft Teams or watch course videos	03h 00m
	14	50	Individual Presentation Reflection	01h 30m
			Test 2 Review Questions	02h 00m
	14	100	Test 2	02h 00m
23-Nov-20			Week #15: Overall Assessment & Conclusion	
	15		Attend class in Microsoft Teams or watch course video	01h 15m
	15		Course Wrap-Up	
		1000	Course Totals	114h 12m*

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor or direction of the university.

* In the US undergraduate college credit system, each hour in class should correspond to two hours outside of class completing required reading, assignments, drafts, analyses, reviews, etc. Three credit courses meet as a class 45 hours per semester ("contact hours"); thus, 90 hours outside of class are expected to master the concepts and complete assignments. A three credit hour course should demand 135 hours total. The total above is much lower. The total above assumes that the student spends the full time in class or watching class videos (45 hours). Leeway is given, though, since group meetings and practices might take longer than anticipated, students might encounter occasional internet connection problems or access issues and students are encouraged to access the Business Communication Center or address gaps in knowledge via additional practice or study groups in order to meet course learning objectives.