



BCOM 3200-001: Introduction to Business and Professional Development

Instructor Information

Instructor	Ryan Brown
E-mail	Ryan.Brown2@UTDallas.edu
Office Hours	M 2:00 – 3:00 PM and by appointment (Teams)

Course Information

Term	Fall 2020
Meeting Times	R 9:30 – 11:20 AM (Virtual/Remote)
Course Platforms	Microsoft Teams, Blackboard eLearning

Required Text

Illustrated Course Guides: [Professionalism - Soft Skills for a Digital Workplace](#), Butterfield, 2nd Edition, 0538469781 Cengage.

Course Access and Navigation

eLearning

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.

Asynchronous Learning Guidelines

As per UTD's Asynchronous Learning Guidelines (<https://www.utdallas.edu/fall-2020/asynchronous-access-for-fall-2020/>), students are entitled to the option of an asynchronous modality. To record your modality selection, there will be an eLearning quiz. Please also see the following link for information on the University's COVID-19 resources for students and instructors of record: <http://go.utdallas.edu/syllabus-policies>

Course Description

This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMG 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMG 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. (2-0) S

Learning Objectives and Outcomes

Background on the Business Communication Sequence

During your time as a JSOM student, you will complete the 3-course Business Communication sequence: BCOM 3100/3200: Professional Development, BCOM 3310: Business Communication, and BCOM 4350: Advanced Business Communication. Each of these courses will help you develop a particular set of skills and attitudes, but you will also do things that overlap and build on work you did in earlier BCOM courses. The work gets harder and the standards get higher as you progress through the sequence. This repeated opportunity to develop a wide range of high-need business communication skills will ensure that you complete the sequence ready to hit the ground running in whichever field you enter after graduation.

Objectives

1. Students will be introduced to multi-media career development and job-preparedness by creating a JSOM-standard resume.
2. Students will be introduced to intra-firm communication by writing an executive summary of an informative article.
3. Students will be introduced to external communication by creating a presentation of an informative article.

Course Policies

Participation and Preparedness

Regular class participation is expected regardless of course modality. Your participation grade will be based on a holistic assessment of your engagement over the entirety of the semester, taking into account your preparation and the consistency of your involvement in class activities, group work, projects, or other assigned activities.

Class Recordings

Any recordings of this course 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](#).

Grades

All submitted coursework should demonstrate the same professional and ethical standards expected of you in the workplace. This includes proofreading and editing carefully all the assignments you submit. Professionalism also means that you use appropriate source citation

wherever and whenever necessary so that you avoid violations of copyright— even if those violations are inadvertent. Assignment grades will be posted as letter grades in eLearning.

Graded Assignments

Assignment	Percent
Participation &	10%
Unit Quizzes	20%
Executive Summary	5%
LinkedIn Profile &	5%
Resume	10%
StrengthsFinder	5%
Team Presentation	10%
Presentation	5%
Social Engagement	10%
Alumni Interview	15%
End-of-Term Quiz	5%

Grade Scale

A+	97-100%
A	94-96%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	60-66%
F	≤59%

Workplace-based Rubric

Letter Grade	Description
A	Your supervisor would forward this document without any changes. Management would be impressed and remember your work when a promotion is discussed. Your work could be shown when training someone new.
B	Your supervisor would forward this document with minor editing. Your work would “get the job done.” Management would be satisfied and have to spend minimal time suggesting any edits.
C	Your supervisor would ask you to revise and to edit before allowing people outside of your department to see the document. Management would be neutral or even dissatisfied and have to spend some time suggesting edits and revisions.
D	Your supervisor would be troubled by the poor quality of work. Revision and editing are essential. The document must be rewritten before being sent or distributed within or outside of your department. Management may feel time has been wasted on the part of you or your supervisor.
F	Your supervisor would consider the poor quality of work or your sloppiness as a sign that you may need to be replaced. Your document shows a misunderstanding of communication basics and writing conventions. Management would look for someone else to do this job.

Late Work

In the professional world, missed deadlines are a serious matter that can result in lost contracts, delayed product releases, and the loss of millions of dollars in revenue. Failing to meet an assignment's constraints is unprofessional and creates administrative headaches. Late submissions for work submitted through TurnItIn will be docked 1 percent per hour. Late Discussion Board posts and presentations are not accepted except for cases of exceptional and documented circumstances.

Extra Credit

All BCOM classes *do not* offer extra credit. This is a department-wide policy. Due to this policy, there are no special considerations or any extra assignments available at the end of the semester. Instead, I encourage you to work with me, your peers, and the Business Communication Center during the semester to attain the highest grades possible.

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: <http://go.utdallas.edu/syllabus-policies>

Course Expectations

Classroom Decorum

It is important that all students feel comfortable enough in our classroom environment to develop their skills and voice their thoughts and concerns. Students are expected to use every opportunity in this course to practice communicating in a civil, respectful, and professional manner.

Academic Integrity

Plagiarism is the act of submitting someone else's ideas, words, data, or research material as your own work, intentionally or unintentionally. You must appropriately cite any work borrowed from any other source, whether you are quoting directly or paraphrasing. Use APA format for citations and references when appropriate. The penalty for plagiarism and other forms of scholastic dishonesty can include a 0 on the assignment or greater penalties depending on the severity. Consider contacting the [Business Communication Center](#) for tutoring if you need help determining how and when to cite sources.

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.”

Student Resources

Office of Student AccessAbility

I am committed to providing all students with the support they need to succeed in the classroom and beyond. Students who need accommodations are encouraged to register with the [Office of Student Accessibility](#).

Business Communication Center

You are strongly encouraged to use the [BCC](#) for support in strengthening your communication and presentation skills.

Tentative Course Calendar

Week	Date	Topic	Assignments Due
1	August 20	Introduction to Course; Introduce Alumni Interview, Social Engagement, Unit Quizzes	Introduce yourself on the Discussion Board
2	August 27	Academic Writing in JSOM lecture, E-mail Writing; Introduce Executive Summary	Discussion Board activity (due 11:59 PM, Aug. 28)
3	September 3	Unit A, Networking Lecture; Introduce LinkedIn assignment, Resume	Unit A Quiz
4	September 10	Video: "Learning LinkedIn for Students"	Executive Summary (due 11:59 PM, September 11)
5	September 17	Unit B; Resume Writing lecture; CMC Resume Videos	Unit B Quiz; LinkedIn assignment to Discussion Board (due 11:59 PM, Sept. 18)
6	September 24	Interview Stream; Introduce StrengthsFinder assignment	Resume assignment (due 11:59 PM, Sept. 25)
7	October 1	Resume Workshop (Breakout Rooms)	Resume (due 11:59 PM, Oct. 2)
8	October 8	Unit C	Unit C Quiz; StrengthsFinder assignment (due 11:59 PM, Oct. 9)
9	October 15	Unit D; Introduce Presentation, Form Presentation Teams	Unit D Quiz

10	October 22	Presentation Work Day	Meet with your group in Teams
11	October 29	Presentations	Record your video and post the link to it in eLearning
12	November 5	Presentation Wrap-up	Discussion Board Post about Presentations
13	November 12	Unit E	Unit E Quiz; Social Engagement assignment (due 11:59 PM, Nov. 13)
14	November 19	Course Wrap-up; End-of-Term Quiz	Interview assignment (due 11:59 PM, Nov. 25)
15	November 26	Thanksgiving – NO CLASS	Interview assignment (due 11:59 PM, Nov. 25)