

BCOM 3300.001: Professionalism and Communication in Business

Course Information

Course Number/Section	BCOM 3300.001
Course Title	Professionalism and Communication in Business
Term	Fall 2022

Professor Contact Information

Professor	Margaret Garnett Smallwood
Office Phone	972 883-5985
Email Address	margaret.smallwood@utdallas.edu
Office Location	JSOM 4.428
Class Meetings	We will meet each Tuesday from 10- a.m. -12 45 p.m. There are no plans to LiveStream the class so face-to-face attendance is required.
JSOM Room:	JSOM 1.102
MS Teams Office Hours	Tuesday 1:30-3 p.m. via Teams or by appointment. Teams link for regular office hours: https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTcyZGJhYmYtZTAyYS00ZjEzLTg2YzYtOWI5OWNkYzJiZWVj%40thread.v2/0?context=%7b%22Tid%22%3a%228d281d1d-9c4d-4bf7-b16e-032d15de9f6c%22%2c%22Oid%22%3a%224eeeec32-c94e-4412-91bf-98ea22404803%22%7d

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Credit cannot be received for both courses, BCOM 1300 and BCOM 3300.

Course Description from 2020 UTD Catalog

This course is an introduction to the study of business, with exposure to each of the business disciplines. Students will be introduced to the functional areas of business and begin to plan their business careers. Students will focus on developing the skills necessary to communicate professionally in the business world. Particular communication skills include writing and evaluating internal and external communications; analyzing data using appropriate tools; effectively integrating analyzed data into presentations and reports; networking and professional presence; and interviewing professionals in the student's chosen field for career path analysis.

Background on JSOM BCOM sequence

During your time as a JSOM student, you will complete a 2-course Business Communication sequence: BCOM 1300/3300, and BCOM 4300.

- BCOM 1300/3300 focuses on skills needed for communicating as you prepare to enter the business world. Communication is essential as a college student, an intern, an employee, and a campus leader.
- BCOM 4300 focuses on skills needed for communication as a business school graduate, as a manager, and as a professional leader. Recommended: take BCOM 4300 as a junior or senior.

Student Learning Objectives (SLOs)/Outcomes

1. Students will evaluate appropriate communication skills and their own communication ability to improve their transition into JSOM, to find internships, and to begin community engagement.
2. Students will apply appropriate upper-level writing and presentation techniques to professional and academic settings.
3. Students will analyze real-world professional communication best practices, including an elevator pitch, resume, and online interviewing skills, for networking and hiring.

Required Textbooks and Materials

Required Text (Free, nothing to buy): [Business Communication for Success](#)

Required Materials (Free, bought already by JSOM): Quinncia and Grammarly (login to both with your UTD NetID email and password. Email bcom@utdallas.edu if you have access issues.)

Tentative Course Schedule & Topics

See eLearning for weekly agendas with readings and participation activities. The descriptions and timelines contained in this syllabus are subject to change. All changes will be announced via eLearning. All assignments are due by 11:59 p.m. by the due date. Weeks on calendar run from Monday through Sunday.

Explanation of formatting in syllabus:

- 1) Lectures are in regular font. All are considered testable material unless otherwise noted.
- 2) Presentations/lectures in underlined font are informative but not considered testable material.
- 3) *Assignment descriptions given in class are in italics.*
- 4) Class dates are highlighted in green.
- 5) Assignment due dates are highlighted in blue.
- 6) Tests are in red font.

Week	Agenda/Topic	Major Deadlines
Unit 1 Weeks 1-5		
1—8/22-8/28 Class 8/23	Welcome and introductions Lecture 1: Effective Business Communication (Chapter 1, textbook) <i>Assignment Review: Portfolio (Due Week 12 and 13 but you'll work on it at various times of the semester)</i>	Access the free textbook.
2—8/29-9/4 Class 8/30	Lecture 2: Delivering Your Message and Understanding Your Audience (Chapters 2-3 of book) <i>Assignment Review: Team formation (Due Week 4); optional student survey (Due Week 2)</i> Lecture 3: Searching for Jobs, AI and ATS, & Writing Your Resume <i>Assignment Review: LinkedIn profile (Due Week 3)</i>	Optional: Complete and submit confidential student survey. Due 11:59 p.m., Sun., 9/4. Start on LinkedIn profile
3—9/5-9/11 Class 9/6	Lecture 4: Networking & Creating a LinkedIn Profile (LinkedIn presentation, no textbook reading but testable material) Class get-acquainted session #1 <u>Smallwood Presentation 1: How to succeed in class (not testable material)</u>	LinkedIn Profile. This assignment has 2 parts: Part 1: Due by 11:59 p.m., Thurs., 9/8: Your profile. Post URL to eLearning LinkedIn Part 1 discussion board. Part 2: Due by 11:59 p.m. Sun., 9/11: Provide detailed feedback on two other students' profiles. Post comments on eLearning LinkedIn Part 2 discussion board.

4—9/12-9/18 Class 9/13	<p>Lecture 5: Presentation Giving - topics and audience (Chapter 10)</p> <p>Lectures 6: Presentation Research, Outlines, and Content (Chapters 12-13)</p> <p>Lecture 7: APA (no textbook reading but testable material)</p> <p>Class get-acquainted session #2</p> <p>Teams announced in eLearning</p>	<p>Due by 11:59 p.m., Fri., 9/16: Form teams of five. Have one person on your team email me with your teammates' full names. I will finalize teams 9/19 and post an announcement in eLearning.</p> <p>Begin individual test review.</p>
5—9/19-9/25 Class 9/20	<p>Lectures 8-9: Presenting Nonverbally, Q&A, Slides (Chapter 11.3-11.5)</p> <p>Test 1 Review (will be recorded)</p> <p><i>Assignment Review: Team Assignments, Paradigm Solutions:</i> 1. Recommendation report due (Due Week 6) 2. Presentation due (Due Week 7);</p>	<p>Test 1: Take in UTD Testing Center Thursday, 9/22; Friday, 9/23, or Sat., 9/24</p> <p>*You must book your test time with the Testing Center at least 72 hours in advance of test date. *No walk-ins allowed. *Recommend booking both tests for class at start of semester to get your desired time slots.</p>
Unit 2: Weeks 6-11		
6—9/26-10/2 Class 9/27	<p><u>Smallwood Presentation 2: Explanation of team assignments (not testable material)</u></p> <p>Team work day in class</p>	Work on team presentation.
7—10/3-10/9 Class 10/4	<p>Team presentations for teams 1-5 in class</p> <p><i>Assignment Review: Portfolio assignment (Due Weeks 12-13)</i></p> <p>Lectures 10-11: Business Writing Principles and Writing Preparation (I'll cover Chapter 4)</p>	<p>Due by 11:59 p.m. Mon., 10/3: Teams presenting in class 10/4 turn in final slides. Use TurnItIn link in eLearning to submit.</p> <p>Due by 11:59 p.m., Sun., 10/9: All teams turn in team report regardless of presentation date. Use TurnItIn link in eLearning to submit.</p>
8—10/10-10/16 Class 10/11	<p>Team presentations for teams 6-10 in class</p> <p>Lectures 10-11: Business Writing Principles and Writing Preparation (I'll cover Chapter 5)</p> <p><i>Assignment Review: Portfolio status report (Due Week 9)</i></p>	<p>Due by 11:59 p.m. Mon., 10/10: All teams turn in final slides. Use TurnItIn link in eLearning to submit.</p> <p>Due 11:59 p.m. Sun., 10/16: Self and team evaluation. Use TurnItIn link in eLearning to submit.</p>
9—10/17-10/23 Class 10/18	<p>Lectures 12-13: Revising and Giving Feedback, and Emailing (Chapter 7, Chapter 9.1)</p> <p><i>Assignment Review: Email discussion board (Due Week 10)</i></p>	<p>Due by 11:59 p.m. Sun., 10/23: Turn in portfolio status report to TurnItIn submission link in eLearning.</p>

10—10/25-10/31 Class 10/25	Lectures 14-15: Direct and Indirect Strategies & Bad News, and Document Format (Chapters 6, 17.1), textbook)	Email discussion board: Part 1: Due by 11:59 p.m. Wed., 10/26: Post one original post to eLearning email discussion board. Part 2: Due by 11:59 p.m., Sun., 10/30: Post two responses total. Respond to two different students' posts for Part 1 of discussion board. Post your responses to eLearning email discussion board. Begin individual review for Test 2
11—10/31-11/6 Class 11/1	Test review in class (will be recorded)	Test 2: Take in UTD Testing Center Thurs., 11/3, Fri., 11/4 or Sat., 11/5 *You must book your test time with the Testing Center at least 72 hours in advance of test date. *No walk-ins allowed. *Recommend booking both tests for class at start of semester to get your desired time slots.
Unit 3: Weeks 12-16		
12—11/7-11/13 Class 11/8	Lecture 16: Communication Goal Setting / Portfolios (not testable material) <i>Assignment Review: Portfolio (draft and final); look at sample portfolios (Due Weeks 12-13)</i> Optional: Week 13 (between 3- 5 p.m. on Tues., Nov. 15) to review grades or discuss any concerns. Click the Google drive link in the week 12 folder to sign up. Sign up by 11:59 p.m., Friday, 11/11. We will meet by Teams. I will send you an invite 11/14.	Due by 11:59 p.m., Sunday, 11/13: Draft Portfolio Turn in to draft portfolio TurnItIn link in eLearning
13—11/14-11/20 Class 11/15	CommWork: Portfolio Review <u>Smallwood Presentation 3: Quinncia assignments (not testable material)</u> Work on portfolios/Optional conferences	Due by 11:59 p.m., Wed., 11/16: Peer review of 2 other students' draft portfolio and self-review of your own portfolio. This means you will do 3 reviews. Do the reviews as an individual, using TurnItIn's PeerMark system in eLearning. Due by 11:59 p.m., Sun., 11/20: Turn in your final portfolio. Use the TurnItIn submission link in eLearning.

		11/15: Optional conferences If you want an optional conference on 11/15 between 3-5 p.m., sign up by Fri., 11-11. Sign up on Google sheet in eLearning. We will meet by Teams.
14—11/21-11/27	Thanksgiving break. No class! Have a good holiday.	
15—11/28-12/4 Class 11/29	Lectures 17-18: Resumes & Interviews (not testable) <i>Assignment Review: Quinncia resume and interview (Due Week 15)</i> Last class 11/29	Due by 11:59 p.m., Wed., 11/30 Quinncia resume Due by 11:59 p.m., Fri., 12/2 Quinncia interview Final Scores downloaded directly from Quinncia. Nothing for you to turn in. .
16—12/5-12/9	No class. Good luck on your final exams. Optional final conferences Tues., 12/6. Sign up by Mon., 11/28 on Google sheet in eLearning.	12/6 Optional conferences during class time. We will meet by Teams. I will send you an invite by 11-30.

Assignments & Grading Policy

Assignments	Value	Grading Scale
Class Activities (includes LinkedIn profile, presentation, report, Peer Reviews, email assignment, Quinncia Resume, Quinncia Interview, etc. See detailed list below).	400 points (40%)	100-98% = A+ 97-94 = A
Tests (2)	150 points each, 300 points total (30%)	93-90 = A- 89-87 = B+ 86-84 = B 83-80 = B-
Final Portfolio Project	200 points (20%)	79-77 = C+ 76-74 = C 73-70 = C- (and so on)
Lab Grade	100 points (10%)	
Total	100% or 1000 points	
Grading Policy		
I do not round grades up or down. Your grade is based on your percentage without any decimal points. 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. See rubrics for written assignments.		

Class Activities* All assignments due by 11:59 p.m., Central time, on due date.

Assignment	Value	Due Dates
Class Activities	400 pts total	
• (Optional) Confidential student survey	0 points	Sun., 9/4

• LinkedIn profile, Part 1 (your own)	30 pts	Thurs., 9/8
• LinkedIn, Part 2: Analysis and feedback on 2 other students' profiles	10 pts each, 20 pts total	Sun., 9/11
• Team presentation slides due 10/2 at 11:59 p.m. for all teams regardless of presentation date. No separate point for slides	Included in points for actual team presentations	Sun., 10/2
• Team report (for all teams regardless of presentation date)	70 pts	Sun., 10/9
• Team presentation	100 pts	Tues., 10/4 and Tues., 10/10: presentations in class
• Team evaluation	10 pts	Sun., 10/16
• Portfolio status report	20 pts	Sun., 10/23
• Email assignment, Part 1 (1 original post)	20 pts	Wed., 10/26
• Email assignment, Part 2 (2 response posts)	10 pts each, 20 pts total	Sun., 10/30
• Draft portfolio	No points but required for peer review	Sun., 11/13
• Draft portfolio (Peer review of 2 other students' portfolios, plus self-review)	30 pts each, 90 pts total	Wed., 11/16
• Final portfolio (not included in class activities)	200 points	Sun., 11/20
• Quinncia resume	10 pts	Wed., 11/30
• Quinncia interview	10 pts	Fri., 12/2
	Total: 400 pts (excludes final portfolio)	

Course Policies

1. General

- Announcements are made in eLearning announcements or by UTD email.
- Office hours are student conference hours for clarification, seeking additional help, or getting advice on assignments or your coursework. Unlike class time, Student Conference Hours allow for the privacy so things like grades can be discussed.

- c. When emailing, use your UTD email and include a descriptive subject line such as "BCOM 1300 Tuesday/Thursday 1 pm Presentation Question." Emails from non-utdallas.edu emails will not be answered. Reviewing Assignments: I do not review by email; I can review during office hours or after class.
- d. All assignments, quizzes, and projects will be checked for scholastic dishonesty. This includes using TurnItIn for papers. A finding of scholastic dishonesty may result in a grade of 0.
- e. The instructor reserves the right to change the grading policy, the course schedule, and the assignments; the instructor reserves the right to change published grades if there is a miscalculation.
- f. There is no extra credit in any BCOM course.
- g. Grade Questions: Email within one week of grades being posted to request a meeting. Include in this email the concerns or questions. A challenge may result in grades being raised or lowered.
- h. Academic Support Resources: Please go to [Academic Support Resources](#) webpage.
- i. School-wide Policies: The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

2. Assignments

- a. Submit early to avoid technical issues.
- b. Only submitted assignments in eLearning are graded. (Submission Folder)
- c. See rubrics on assignment descriptions for how they are graded. (Assignments Folder)
- d. Late Work: Late submission of the final portfolio will be docked 1 percent per hour late based on when it's submitted to the drop box.
- e. Late Work: Peer review, activities, and discussion boards cannot be done late.

3. Tests

- a. For Fall 2022, the tests are in the Testing Center. The Testing Center requires you to book your test time and does not accept walk-in test takers.
- b. Students must book an appointment with the Testing Center at least 72 hours before the test. We recommend booking both test appointments the first week of classes. Failure to register for a test will result in an automatic 30 percent deduction. Contact your professor in that situation. Failure to take the test will result in a 0 on the test.
- c. The two tests are multiple choice and true/false. They both have 60 questions.
- d. Tests must be done individually. Collaboration, if proven, will result in a referral to Judicial Affairs.
- e. The tests are 90 minutes.
- f. The tests are open note, but limited to one typical sized piece of paper - 8 x 11.5, front and back. The Testing Center will collect your note page when you finish the test. Notes can be typed or handwritten.
- g. If you attempt to bring more than the allowed notes into the Testing Center, the proctors will notice this and notify me. This may be regarded as an academic integrity violation.
- h. Test makeups may be allowed at the instructor's discretion and only due to documented medical emergencies. In this case, makeup tests may be closed book, essay and short answer instead of multiple choice and true false.
- i. If the modality of the course changes during the semester, the testing procedures will change as well.

4. Class Participation & Attendance **Attendance**

- a. Research has found that those who miss four or more classes tend to have decreased final grades ([source](#)).
- b. Professional communication is expected. Show up ready to learn.
- c. **Class attendance is required.** Attendance will be taken regularly but not at every class. I will not announce in advance when I will take attendance, but I will take it both during our online sessions and face to face.
- d. Two missed classes are excused; additional absences other than those excused in advance will result in point deductions.
- e. Exceptions are made for absences due to university-sponsored events and university-required absences such as Covid quarantines.
- f. For every absence beyond two or excused absences, 2 points will be deducted from your class points. For example, if you miss four extra classes beyond the allowed 2, eight points will be deducted. **This policy is not negotiable.**
- g. You must get my permission beforehand if you intend to record a class discussion or lecture on your own.

Participation

- a. Regular class participation is expected regardless of whether we are meeting online or face to face.
- b. In online classes, students are expected to turn on their cameras and join class discussions.
- c. In class, students are expected to participate in class discussions and other activities
- d. Instructor reserves the right to restrict personal technology use as needed.
- e. No class presentations, lectures, or discussions except the test review sessions will be recorded. You will not be able to stream a recording of a class session, as none will be recorded.

5. Group Assignments

- a. You will form your own team. However, if you are not able to form a team, I will assign you to a group. The group is responsible for determining roles, including the people who submit work.
- b. No additional team members will be added if someone drops.
- c. The instructor reserves the right to remove a noncompliant team member; teams cannot make this choice on their own. To request a review of a noncompliant team member, the team lead should submit in writing three things: meeting agendas with attendance; deadline documentation; and a record of communication attempts.
- d. Your grade on the team project will be based, in part, on your teammates' evaluations of you and your self-evaluation.

Need additional coaching or advice? Use these JSOM-only resources

- 1. Document and Presentation Coaching? See Business Communication Center.
<https://jindal.utdallas.edu/student-resources/business-communication-center/>
- 2. Internship and Job Searching? See JSOM Career Management Center (CMC) The CMC (JSOM 12.110 offers career coaching, resume and cover-letter critiques, mock interviews, etc.
<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."