

Syllabus

Course Number: BCOM 4350
Title: Advanced Business Communications
Term: Fall 2013

Contact Information

Instructor: Kristen A. Lawson, Ph. D.
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Course Prerequisites, Co-requisites, and/or Other Restrictions

Prerequisites: **BCOM 3311** and (**MATH 1326** or **MATH 2414** or **MATH 2419**). Since BCOM 4350 is a challenging, upper-level class, you should have at least college-level writing skills and both written and oral proficiency in English.

Course Description

(3 semester hours) This course builds on **BCOM 3311** 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. Prerequisites: **BCOM 3311** and (**MATH 1326** or **MATH 2414** or **MATH 2419**).

Course Goals/Student Learning Objectives

This course is designed to help you:

- Develop the critical communication skills you need to make oral presentations, communicate interpersonally, work effectively in teams, and use technology professionally.
- Analyze differences in professional audiences/readers and make smart creative choices in your professional communication.
- Understand the importance of oral communication and develop/strengthen habits that will help you a more professional, mature, and independent professional.
- Increase your confidence as someone who can 'think on your feet' and adapt to complex business situations

Required Textbooks and Materials

The required book can be found here: <http://goo.gl/54UsT> (you may purchase the hard copy or rent the ebook). Also, there are MANY required readings that can be found in the course schedule and on e-learning.

Assignments

100 points – Small Talk Journal (4 @ 25 points each)
100 points – Social Media Report

100 points – Refined Elevator Pitch
100 points – Interview
100 points – Group Reading Presentation
150 points – Professional Online Portfolio (POP)
150 points – Portfolio Presentation
50 points – Portfolio Reflection
~~50 points – Reading quizzes~~

900 possible points

Grading Policy

All work should also 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 – even if those violations are inadvertent. By internalizing these skills now, you give yourself an advantage when heading into the workplace – not to mention in keeping yourself out of trouble in school!

Writing Lab

You are strongly encouraged to use the **JSOM Business Communication Center** located in JSOM 1.218 and 1.213. The JSOM Business Communication Center provides support for students of all writing levels and abilities, so do not hesitate to take advantage of what is offered there. The BCC is located on the first floor of the JSOM building.

Visit <http://bcc.utdallas.edu/> to make an appointment, find resources for business writing, and learn how to use APA to cite materials in your writing. Keep in mind that there can be a wait around the time that papers are due, so planning ahead and making an appointment can help you make effective use of your time.

Attendance

Things happen to all of us. You get 2 free absences in this class.

Each absence after that = 10 points off your final grade.

Therefore, make sure you are counted present in each class that you do attend.

COURSE POLICIES:

Late Work

Deadlines in the professional world are a serious matter. Missed deadlines mean lost contracts, delayed product releases, skyrocketing expenses, and, in some cases, the loss, quite literally, of millions of dollars in revenue. Missed deadlines also compromise

professional reputations and careers. Work that does not meet the assignment's constraints is unprofessional and creates administrative headaches. "Technological problems" is not a valid excuse for late work, so plan accordingly.

For these reasons, late or incomplete work is not acceptable in this course EXCEPT in the most extreme and unlikely of circumstances.

Individual Extra Credit

Other than extra credit opportunities offered to the entire class, I do not curve individual items, nor do I offer "extra credit" work or "special consideration" to allow individual students a chance to raise their grade. 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 won't be able to help you. I can work with you more easily if you speak to me when the situation arises.

Classroom Citizenship

In keeping with this course's professional communication mandate, you are expected to use every opportunity in the course to practice communicating in a civil and professional manner. Each class is an opportunity to hone your skills in the effective and efficient use of language, the center of business communications.

Technology Requirements

The course is taught using eLearning, and **you should develop the habit of checking both eLearning and your UTD email often for assignments and announcements. 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.** You also have the responsibility to ensure that you have access to the course for the duration of the semester and must submit all assignments, except for the proposal, through the internet. Failure to check UTD or eLearning email, errors in forwarding email, and email bounced from over-quota mailboxes are not acceptable excuses for missing course or project-related email, just like they would not be acceptable excuses in the workplace. Your classmates and I will be counting on you to stay in contact with us, and you should be able to count on us as well.

Classroom and Equipment Use Policies

No laptops, cell phones, pagers, or other electronic messaging services may be used in the classroom unless you have cleared it with me first. You and your classmates have invested a lot of time and money into taking this class, and you owe it to each other not to disrupt the classroom.

University Policies and Procedures

Please see the following for Student Conduct and Discipline, Religious Holidays, Academic Integrity, Email Use, Withdrawal from Class, Student Grievance Procedures, and other university policies and procedures: <http://coursebook.utdallas.edu/syllabus-policies/>

These descriptions and timelines are subject to change at the discretion of the Professor.