

Syllabus

Course Number: BCOM 4350

Title: Advanced Business Communication

Term: Summer 2015

Contact Information

Instructor: [McClain Watson, PhD](#)

Office Location: [4.415 SOM](#)

Office Hours: Monday/Wednesday 9 - 10am or by appointment

Office Phone: 972.883.4875

Email (heads up here!):

Section 0U2 must use mcclain.watson+0U2@gmail.com

Section 5U1 must use mcclain.watson+5U1@gmail.com

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

Students in BCOM 4350 must have already passed ACCT/BCOM 3311.

Course Description

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 and for work, and the a professional online presence. Students will gain experience engaging in many different kinds of oral communication for business, both individually and in teams.

Student Learning Objectives/Outcomes:

This course will 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](#) (you may purchase the hard copy or rent the ebook)

Also, there are MANY required readings that can be found on the course schedule OR in the Readings folder in elearning.

Each student will also be required to create a Google account, if you don't already have one. [You can do this HERE.](#)

Assignments

100pts – [Small Talk Journal](#) (4 entries/25pts each)

50pts – [Video Introduction](#)

100pts – [Group Reading Presentation](#)

150pts – [Professional Online Portfolio](#) (aka POP)

150pts – [JSOM Senior Showcase preso](#)

25pts – [Portfolio Reflection](#)

XXXpts/XXXpts – Reading Quizzes (10pts each)

XXX possible points for Sections 0U2

XXX possible points for Section 5U1

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 and academic honesty – even if those violations are inadvertent.

100-97% = A+ , 97-93 = A , 92-90 = A- , 89-87 = B+ , 86-83 = B , 82-80 = B- , 79-77 = C+ , 76-73 = C , 72-70 = C-

Business Communication Center

You are strongly encouraged to use the BCC located in 1.218 and 1.213.

Visit <http://bcc.utdallas.edu/> to make an appointment, find out how to check out a video camera, and learn how to strengthen your speaking and powerpoint design.

Attendance

You get 2 free absences.

Each absence after that = 10 points off your final grade

It is your responsibility to make sure you are counted present in each class.

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. "I had technical 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, students are expected to use every opportunity in the course to practice communicating in a civil and professional manner.

Technology Requirements

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. Failure to check your UTD email account, errors in forwarding email, and email bounced from over-quota mailboxes are not acceptable excuses for missing course or project-related email or deadlines.

Classroom and Equipment Use Policies

No laptops may be used in the classroom unless you have cleared it with me first.

Additional policies can be found here: <http://coursebook.utdallas.edu/syllabus-policies>

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

4350.0U2

Date	Reading/Assignment Due	Class Activities
May27		Walk Through Syllabus
	"Are They Really Ready To Work?" "School Success v Work Success" "What It Takes to Make New College Graduates Employable" "6 Harsh Truths That Will Make You A Better Person" (OPTIONAL - this piece is excellent but has lots of curse words and may offend you. I highly recommend it but am NOT requiring you to read it.)	School Skills v. Professional Skills
Date	Reading/Assignment Due	Class Activities
June1	Julian Treasure video (in class) "Active Listening" by HOPPE (box folder) "First Impressions: The Science of Meeting People" "Leveraging the Power of Nonverbal Communication"	Listening Activity Discuss SmallTalk.Journal assignment
		Activity Get in groups - Learn presentation date Group Preso assignment GOOGLE YOURSELF before next class! (put your name in quotes) Take note of the top 5 search results.
Date	Reading/Assignment Due	Class Activities
June3	Enriquez video (in class) "The Brand Called You" by PETERS (all in box folder) SCHAWBEL: Ch8, 9 "What's Your Personal Social Media Strategy?" by DUTTA	
	Blog posts mentioned in class: 1 , 2 Class vid 1 , 2 , 3 UTD NewsCenter article on POPs	Discuss PORTFOLIO assignment Discuss Video Introduction assignment Small Talk Journal #1 due in class

Date	Reading/Assignment Due	Class Activities
June8		POP Work.Session (Bring computer) MANDATORY ATTENDANCE
Date	Reading/Assignment Due	Class Activities
June10	Jim Friedberg 'Dynamic Interviewing' presentation	MANDATORY ATTENDANCE Bring a name tent to class!
Date	Reading/Assignment Due	Class Activities
June15	Weiner Ch6 (box folder) Weiner Ch7 (box folder)	Group 1 Preso Group 2 Preso

Date	Reading/Assignment Due	Class Activities
June17	Neil Johnson LinkedIn/Networking Preso	MANDATORY ATTENDANCE IN JSOM 12.110C!!!
Date	Reading/Assignment Due	Class Activities
June22	Kiron et al. (box folder)	Group 3 preso Small Talk Journal #2 due in class
		Social Media Activity (in class)
Date	Reading/Assignment Due	Class Activities
June24	3 HBR posts: Bughin , Willyerd , Huy	Group 4 preso

	McDaniel Ch20-22 (box folder)	Group 5 preso
Date	Reading/Assignment Due	Class Activities
June29	McDaniel Ch23-25 (box folder)	Group 6 preso
		POP WorkSession (bring computer) MANDATORY ATTENDANCE
Date	Reading/Assignment Due	Class Activities
July1	Russell & Munter Ch1	Group 7 preso
	Elmore (box folder)	Group 8 preso
Date	Reading/Assignment Due	Class Activities
July6	Russell & Munter Ch2	Group 9 preso
	Russell & Munter Ch5	Group 10 Preso
		Small Talk Journal #3 due in class
Date	Reading/Assignment Due	Class Activities
July8	RUSSELL & MUNTER: Ch4 RUSSELL & MUNTER: Ch6	Group 11 Preso Group 12 Preso
Date	Reading/Assignment Due	Class Activities
July13	HUMPHREY: Ch1,2,3,4 (box folder)	Group 13 preso Discuss JSOM Senior Showcase preso assignment

Date	Assignment(s) Due	Class Activities
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July15		POP WorkSession (bring computer) MANDATORY ATTENDANCE

Date	Assignment(s) Due	Class Activities
July20	Weiner Ch5 (box folder)	Group 14 preso
		SmallTalk.Journal Entry #4 Due

Date	Assignment(s) Due	Class Activities
July22		

Date	Assignment(s) Due	Class Activities
July27	POP CONSULTATION IN MY OFFICE	

Date	Assignment(s) Due	Class Activities
July29	FINAL POP WORKSESSION MANDATORY ATTENDANCE	PORTFOLIOS DUE by 5pm FRIDAY, July31! Put POP link by your name HERE: OU2

Date	Assignment(s) Due	Class Activities
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August3 - August5	Senior Showcase Presentations Hard copy of Portfolio Reflection due in class!		Senior Showcase Presentations