Course Syllabus

Course Number:	BCOM 4350.OU1
Title:	Advanced Business Communication
Term:	Summer 2015
Room:	JSOM 2.102, Tuesdays and Thursdays, 12:30-2:45 p.m.

Contact Information

Instructor:	Margaret Garnett Smallwood, MBA, Senior Lecturer
Office Location:	JSOM 4.428 (4th floor, JSOM)
Office Hours:	Tuesdays 11 a.m.-12:30 p.m., Wednesday 11 a.m.-12:30 p.m. or by appointment
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Course Prerequisites, Co-requisites, and/or Other Restrictions
Students in BCOM 4350 must have already passed ACCT/BCOM 3311. You should have at least college-level writing skills and both written and oral proficiency in English.

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 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 Textbook and Materials
The required book is *Guide to Presentations*, 4th edition, by Lynne Russell and Mary Munter.
The required book can be found here: http://goo.gl/54UsT (You may purchase the hard copy at the UTD bookstore or rent the ebook)

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Also, there are MANY required readings that can be found in the course schedule. These are posted in eLearning by the group presentation date.

Each student will also be required to create a Google account, if you don't already have one. This is so you can upload your video introduction to YouTube. You can do this here: https://accounts.google.com/SignUp

Assignments
75 pts – Small Talk Journal (3 entries/25pts each)
75 pts - Social Media Report
50 pts – Project Revision
50 pts – Video Introduction on YouTube
100 pts – Team Current Event or Workplace Situation Presentation
150 pts – Group Reading Presentation
150 pts – Professional Online Portfolio (aka POP)
130 pts – JSOM Senior Showcase preso/Present Portfolio to class as a Senior Design Project
120 pts – Reading Quizzes (12 quizzes/10 pts each)
100 pts - Participation (50 in-class participation points; see explanation below) and team evaluation based on Group Reading Presentation and Current Event Presentation (50 points)
1000 possible points

Extra Credit: Any extra credit points will be offered to the entire class and will not be part of the 1000 normal course points for the semester.

Team Evaluation Participation Points (50 points)
Your teammates will complete an evaluation of your involvement in the Group Reading Presentation and Current Event Presentation. You will receive the full 50 points if each member of your team says you fully contributed (25 points per assignment). If you do not fully contribute, you will receive no points or a prorated number of points**.**

In-Class Participation Points (50 points)
Class participation is highly encouraged during group presentations, current event presentations and other times. Quality of class contributions will be weighted more heavily than quantity. Frequent and valuable participants are those students who attend most of the classes, participate regularly in every class, and make significant contributions in each class attended. The instructor has the sole authority in assigning participation grades. Use of cell phones, texting, emailing, and surfing the internet are forbidden during class hours. The following criteria are a guideline for your participation grade. These criteria are crucial for your participation in current event and presentation discussions.

50/50 (excellent participation):
Participates regularly in every class attended, and makes at least one significant contribution in each class attended

40/50 (good participation):
Participates regularly in every class attended, and makes significant contributions in most of the classes

attended

30/50 (fair participation):
Participates regularly in most classes attended, and makes significant contributions in a few classes

20/50 (poor participation):
Participates in some of the classes attended, and makes significant contributions in one or two classes only

10/50 (very poor participation):
Participates in some of the classes attended, but makes no significant or insightful comments and contributions

0/50 (no participation):
Does not participate in any classes

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. By internalizing these skills now, you will give yourself an advantage as you head into the work place – not to mention keeping yourself out of trouble in school.

Grading Scale
I grade according to the grading scale:
A+: 98 and above: 980 points and above
A: 94-97.99- 940 to 979 points
A-: 90-93.99 - 900 to 939 points

The B and C scales follow along the same lines.

Business Communication Center
You are strongly encouraged to use the BCC located in the JSOM New Addition 12.106.

Visit http://jindal.utdallas.edu/student-resources/business-communication-center/ to make an appointment, find resources for business writing, learn how to use APA to cite materials in your writing, find out how to check out a video camera, and learn how to strengthen your speaking and PowerPoint design. Keep in mind that there can be a wait when major assignments are due. Planning ahead and making an appointment will help you make more effective use of your time.

Attendance
We all have things happen so you get 2 free absences.
Each absence after that = 10 points off your final grade. **However, if you miss one of the mandatory**

POP presentation days at the end of the semester, you lose 40 points per absence off your final grade.

It is your responsibility to make sure you are counted present in each class that you attend. You must be present for your group presentation to receive any credit for that assignment. You also must be in class to take that day's reading quiz.

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. 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, 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.

Advanced Business Communications Summer 15 Course Schedule

Date/Theme	What's Happening in Class
Thurs., May 28--	• Introduction, review syllabus, log into eLearning

Introduction	• Class get-acquainted event • Form groups for Chapter Presentations and Articles Presentations (start 6/4) and Current Event/Workplace Situation Presentations (start 6/2) • Groups go over assigned chapter or article; volunteers for each week: • Review Group Presentation Assignment guidelines • Go over Team Current Event or Workplace Situation assignment; assign dates • Watch Ted Talks video "Juan Enriquez: Your online life, permanent as a tattoo" in class • Questions, goals, expectations for class
Tues., June 2-Presentations	• Watch program directors' videos with advice on POP • Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A • Team 12 presents Current Event or Workplace Situation; team leads class discussion • Work in teams on the chapter/article presentations • Go over Portfolio Assignment and Personal Pitch video assignments. • Go over Small Talk Journal Assignment • Watch Amy Cuddy Ted Talk • Group work and or portfolio development time will be allotted in each class after presentations are completed.
Thurs., June 4-Presentations	• Team 1 presents: Group presentation/activity/quiz on Chapter 1 in the textbook • Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A • Team 11 presents Current Event or Workplace Situation; team leads class discussion • Review Revision Assignment • View YouTube video in class: "Presentation Tip-Use Your Voice More Effectively" • Group work and or portfolio development time
Tues., June 9—Interpersonal Skills	• **First Small Talk Journal Assignment due in hard copy at beginning of class** • Team 2 presents: Group presentation/activity/quiz on "First Impressions: The Science of Meeting People" article and "Bosses Say 'Pick Up the Phone'" article (both in eLearning) • Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A • Team 10 presents Current Event or Workplace Situation; team leads class discussion • Discuss Social Media Report assignment • Group work and or portfolio development time
Thurs., June 11—Interpersonal Skills	• Team 3 presents: Group presentation/activity/quiz on Chapter 2 in the textbook • Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A • Team 9 presents Current Event or Workplace Situation; team leads

	class discussion
	• **Social Media Activity Day—bring laptops to class**
	• Google yourself in class; group discussion
	• Discuss Reppler social media tool
	• Group work and/or portfolio development/Senior Design presentation
Date/Theme	**What's Happening in Class**
Tues., June 16—What is Your Intent in Communicating?	• **Revision Assignment due in hard copy at beginning of class**
	• Team 4 presents: Group presentation/activity/quiz on "What's Your Personal Social Media Strategy" and "Parents Take Babies Off Facebook"articles (both in eLearning)
	• Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A
	• Team 8 presents Current Event or Workplace Situation; team leads class discussion
	• View TedTalk video "5 Ways to Listen Better"
	• Group work and/or portfolio development/Senior Design presentation after presentations are completed
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Date/Theme	**What's Happening in Class**
Thurs., June 18	• No class. Use class time to work on team projects or portfolio with partner
	• Provide professor write-up of status of portfolio and which three (minimally) work or school assignments will post. This is due in class on June 23.
Tues., June 23— Listening/Social Media	• **Second Small Talk Journal Assignment due in hard copy at beginning of class**
	• **Written report due to professor on portfolio status**
	• View video on "Active Listening Exercises"
	• Listening exercise
	• Team 5 presents: Group presentation/activity/quiz on Chapter 3 in the textbook
	• Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A
	• Team 6 presents Current Event or Workplace Situation; team leads class discussion
	• Group work and/or portfolio development/Senior Design presentation after presentations are completed

Thurs., June 25—Social Media	• Midpoint portfolio check: Show professor work on portfolio so far • Team 6 presents: Group presentation/activity/quiz on "Leveraging the Power of Nonverbal Communication" article (in eLearning) • Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A • Team 7 presents Current Event or Workplace Situation; team leads class discussion • Group work and/or portfolio development/Senior Design presentation •
Tues., June 30—Social Media/Listening z	• **Small Talk Reflection due in hard copy at beginning of class** • Team 7 presents: Group presentation/activity/quiz on Chapter 6 in the book • Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A • Watch TedTalk "Personal Branding: Four Measures of Online Reputation" • Team 5 presents Current Event or Workplace Situation; team leads class discussion • Portfolio review • Group work and/or portfolio development/Senior Design presentation •
Thurs., July 2	• Team 8 presents: Group presentation/activity/quiz on "An Economic Force Awaiting Its Turn" and "5 Tips for Managing Millenials" articles (both in eLearning) • Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A • Team 4 presents Current Event or Workplace Situation; team leads class discussion
Date/Theme	**What's Happening in Class**
Tues.., July 7--The World of Work	• Team 9 presents: Group presentation/activity/quiz on Chapter 4 in the textbook • Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A • Team 3 presents Current Event or Workplace Situation; team leads class discussion •
Thurs., July 9	• Team 10 presents: Group presentation/activity/quiz on "No One Should Have to Work for Free" and "Good News, Bad News for New Grads" articles (both in eLearning)

	- Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A - Team 2 presents Current Event or Workplace Situation; team leads class discussion
Tues., July 14—Your Brand	- **Video Introductions due by 10 a.m. (upload to Google drive doc)** - **Social Media Report due in hard copy at beginning of class** - Team 11 presents: Group presentation/activity/quiz on Chapter 5 in the book - Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A - Team 1 presents Current Event or Workplace Situation; team leads class discussion - **Presentation, Gary Matthews, local business owner**
Thurs., July 16—Portfolio Review	- **Professional Online Portfolios due by 10 a.m.** - Team 12 presents: Group presentation/activity/quiz on "The Brand Called You" article and the "Four Social Styles" (both in eLearning) - Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A
Tues., July 21	- **No class; work on portfolio presentation** - **Professor will be in class to answer POP questions (optional)**
Thurs., July 23—Portfolio Presentations	**Mandatory Attendance: Senior Design Portfolio Presentations**
Tues., July 28-- Portfolio Presentations	**Mandatory Attendance: Senior Design Portfolio Presentations**
Thurs., July 30—Portfolio Presentations	**Mandatory Attendance: Senior Design Portfolio Presentations**