

Syllabus

Comet Creed: "As a Comet, I pledge honest, integrity, and service in all that I do."

Course Number: BCOM 4350

Title: Advanced Business Communication

Term: Summer 2016

Contact Information

Instructor: [McClain Watson, PhD](#)

Office Location: [4.415 JSOM](#)

Office Hours: Monday 12:30 - 2pm or by appointment

Office Phone: 972.883.4875

Email (heads up here!):

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

Section 5E1 must use mcclain.watson+chec@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:

1. Students will demonstrate multi-media career development and job preparedness.
2. Students will construct effective intra-firm communication documents and presentations.
3. Students will construct effective documents and presentations for key external stakeholders.

Required Textbooks and Materials

The required book can be found [HERE](#) (you may purchase the hard copy or rent the ebook). The book is Russell and Munter, Guide to Presentations, 4th edition, 0-13-305836-0.

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](#)

200pts – [Group Reading Presentations](#) (2 x 100pts each)

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

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

50pts - [Executive Summary](#)

25pts – [Portfolio Reflection](#)

180pts – Reading Quizzes for 0U2 (10pts each)

140pts - Reading Quizzes for 5E1 (10pts each)

855 total possible points for 0U2

805 total possible points for 5E1

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 [12.106](#).

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.

You may make up 1 quiz IF you notify me no later than 48 hours after missing the 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.

Date	Reading/Assignment Due	Class Activities
May23		Walk Through Syllabus
	<p>"Are They Really Ready To Work?"</p> <p>"School Success v Work Success"</p> <p>"What It Takes to Make New College Graduates Employable"</p> <p>"6 Harsh Truths That Will Make You A Better Person"</p>	School Skills v. Professional Skills
Date	Reading/Assignment Due	Class Activities
May25	<p>Julian Treasure video (in class)</p> <p>"Active Listening" by HOPPE (box folder)</p> <p>"First Impressions: The Science of Meeting People"</p> <p>"Leveraging the Power of Nonverbal Communication"</p>	<p>Listening Activity</p> <p>Discuss SmallTalk.Journal assignment</p>
	ALPFA intro at 10am	<p>Activity</p> <p>Get in groups - Learn presentation date</p> <p>Group Preso assignment</p> <p>GOOGLE YOURSELF before next class! (put your name in quotes) Take note of the top 5 search results.</p>
Date	Reading/Assignment Due	Class Activities
May30	MEMORIAL DAY - NO CLASS	
Date	Reading/Assignment Due	Class Activities
June1	<p>Enriquez video (in class)</p> <p>"The Brand Called You" by PETERS (all in box folder)</p> <p>SCHAWBEL: Ch8, 9</p> <p>"What's Your Personal Social Media Strategy?" by DUTTA</p>	

	<p>Blog posts mentioned in class: 1, 2</p> <p>Class vid 1, 2, 3</p> <p>UTD NewsCenter article on POPs</p>	<p>Discuss PORTFOLIO assignment</p> <p>Discuss Video Introduction assignment</p> <p>Small Talk Journal #1 due in class</p>
Date	Reading/Assignment Due	Class Activities
June6		<p>POP Work.Session (Bring computer)</p> <p>MANDATORY ATTENDANCE</p>
Date	Reading/Assignment Due	Class Activities
June8	<p>Weiner Ch6 (readings folder)</p> <p>Weiner Ch7 (readings folder)</p>	<p>Group 1 Preso - Preso 1</p> <p>Group 2 Preso - Preso 1</p>

Date	Reading/Assignment Due	Class Activities
June13	Neil Johnson LinkedIn/Networking Preso	MANDATORY ATTENDANCE IN JSOM 12.110C!!!
June 15		
Date	Reading/Assignment Due	Class Activities
June20	Kiron et al. (readings folder)	<p>Group 3 preso - Preso 1</p> <p>Small Talk Journal #2 due in class</p>
		Social Media Activity (in class)
Date	Reading/Assignment Due	Class Activities
June22	<p>3 HBR posts: Bughin, Willyerd, Huy</p> <p>McDaniel Ch20-22 (readings folder)</p>	<p>Group 4 preso - Preso 1</p> <p>Group 5 preso - Preso 1</p>
Date	Reading/Assignment Due	Class Activities

June27	McDaniel Ch23-25 (readings folder)	Group 6 preso - Preso 1
		POP WorkSession (bring computer) MANDATORY ATTENDANCE
Date	Reading/Assignment Due	Class Activities
June29	Russell & Munter Ch1	Group 7 preso - Preso 1
	Elmore (readings folder)	Group 8 preso - Preso 1
Date	Reading/Assignment Due	Class Activities
July4	Russell & Munter Ch2	Group 1 preso - Preso 2
	Russell & Munter Ch3	Group 2 preso - Preso 2
		Small Talk Journal #3 due in class
Date	Reading/Assignment Due	Class Activities
July6	NO CLASS	
Date	Reading/Assignment Due	Class Activities
July11	RUSSELL & MUNTER: Ch4 RUSSELL & MUNTER: Ch5	Group 3 preso - Preso 2 Group 4 preso - Preso 2

Date	Assignment(s) Due	Class Activities
July13	RUSSELL & MUNTER: Ch6	Group 5 - Preso 2
	HUMPHREY: Ch1,2,3,4 (readings folder)	Group 6 - Preso 2 Discuss JSOM Senior Showcase preso assignment

Date	Assignment(s) Due	Class Activities
July20	Humphrey Ch 14 - 17 (readings folder)	Group 7 - Preso 2
	Weiner Ch5 (readings folder)	Group 8 - Preso 2 SmallTalk.Journal Entry #4 Due

Date	Assignment(s) Due	Class Activities
July 25	Optional POP consultation in my office	

Date	Assignment(s) Due	Class Activities
July27	POP WORKSESSION IN CLASS MANDATORY ATTENDANCE	PORTFOLIOS DUE by 5pm FRIDAY, July29! Put POP link by your name HERE:

Date	Assignment(s) Due	Class Activities
August1 - August3	Senior Showcase Presentations Hard copy of Portfolio Reflection due in class!	Senior Showcase Presentations

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