

## Course Syllabus

**Course Number:** BCOM 4350.5U1  
**Title:** Advanced Business Communication  
**Term:** Summer 2016  
**Room:** JSOM 2.112, Mondays 6-10 p.m.

### Contact Information

**Instructor:** Margaret Garnett Smallwood, MBA, Senior Lecturer  
**Office Location:** JSOM 4.428 (4<sup>th</sup> floor, JSOM)  
**Office Hours:** Wednesdays 11:30-12:30 p.m. or by appointment  
**Office Phone:** 972 883-5985  
**Cell Phone:** 214 755-6697

Email (Please use your UTD student email to email me):

[Margaret.smallwood@utdallas.edu](mailto:Margaret.smallwood@utdallas.edu)

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

BCOM3310 or BCOM3311 and (MATH 1326 or MATH 2414 or MATH 2419).

### Course Description

This course builds on BCOM 3311/3310 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:

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 Textbook and Materials

The required book is *Guide to Presentations*, 4<sup>th</sup> 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.)

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 – Small Talk Reflection

50 pts—Video Introduction Script  
100 pts—Video Introduction on YouTube  
100 pts – Team Current Event presentation  
115 pts – Group Reading Presentation—Read your assigned chapter and create a presentation on a topic that interests Millennials and that applies the chapter information. This is not a presentation on the chapter itself.  
125 pts – Professional Online Portfolio (aka POP)  
125 pts – JSOM Senior Showcase preso/Present Portfolio to class as a Senior Design Project  
10 pts—In-class quizzes Chapters 5 and 6 (each quiz worth 5 pts)  
50 pts - Participation based on team evaluations of Group Reading Presentation and Current Event Presentation (25 possible points for each presentation for a total of 50 possible points)  
**825 possible points**

**Extra Credit: Any extra credit points will be offered to the entire class and will not be part of the 825 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.

#### **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: 808 points and above

A: 94-97.99- 775 points to 807 points

A-: 90-93.99 – 742 points to 774 points

Any decimals will be rounded up or down according to standard rounding practice.

The B and C scales follow along the same lines.

#### *Handwritten Assignments*

**Do not turn in handwritten assignments. If you submit a handwritten assignment, you will receive no credit for the assignment.**

#### **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 1 free absences. Because the class meets only eight times, 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 presentations to receive any credit for that assignment.

### **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 16 Course Schedule

Date/Theme	What's Happening in Class
<b>Mon., May 23—Welcome!</b>	<ul style="list-style-type: none"> <li>• Introduction, review syllabus</li> <li>• Review Group Presentation Assignment guidelines</li> <li>• Go over Team Current Event assignment</li> <li>• Watch Ted Talks video “Juan Enriquez: Your online life, permanent as a tattoo” in class</li> <li>• Questions, goals, expectations for class</li> <li>• Class get-acquainted event</li> <li>• Form groups for Chapter Presentations (start 6/20) and Current Event/Workplace Situation Presentations (start 6/6)</li> <li>• Assign presentation dates for both presentations</li> <li>• All students: Read Chapters 5 and 6 of the book for guidelines on how to create and deliver presentations before class on June 6</li> </ul>
Monday, May 30 No school. Memorial Day Holiday. Have a great holiday.	
<b>Monday, June 6</b>	<ul style="list-style-type: none"> <li>• <b>Read Chapters 5 and 6 of book before class</b></li> <li>• Take in-class quizzes on Chapters 5 and 6 of book</li> <li>• Teams 1-2-3 give Current Event presentations</li> <li>• Watch Amy Cuddy Ted Talk</li> <li>• Review Small Talk assignment</li> </ul>
<b>Monday, June 13</b>	<ul style="list-style-type: none"> <li>• <b>Due at beginning of class: First Small Talk Assignment</b></li> <li>• Teams 4-5-6 give Current Event presentations</li> <li>• Review video and POP assignments</li> <li>• Review video script assignment</li> <li>• Group in majors and watch POP advice from program directors</li> </ul>
<b>Monday, June 20</b>	<ul style="list-style-type: none"> <li>• <b>Due at beginning of class: Video Script</b></li> <li>• Team 1 presents on topic of their choosing (of interest to Millennials) that puts into practice material from Chapter 1—This is not a presentation on Chapter 1 itself</li> <li>• Team 2 presents on topic of their choosing (of interest to Millennials) that puts into practice material from Chapter 2—This is not a presentation on Chapter 2 itself</li> <li>• Watch TedTalk “Personal Branding: Four Measures of Online Reputation”</li> </ul>
<b>Monday, June 27</b>	<ul style="list-style-type: none"> <li>• <b>Due at beginning of class: Second Small Talk Journal Assignment</b></li> <li>• <b>Due at beginning of class: Video introduction</b></li> <li>• Watch Ted Talk on “New Way to Work”</li> <li>• Team 3 presents on topic of their choosing (of interest to Millennials) that puts into practice material from Chapter 3—This is not a presentation on Chapter 3 itself</li> <li>• Team 4 presents on topic of their choosing (of interest to Millennials) that puts into practice material from Chapter 4—This is not a</li> </ul>

	<p>presentation on Chapter 4 itself</p> <ul style="list-style-type: none"> <li>• Watch Ted Talk video on “Silver Spoons vs. Scrappers”</li> </ul>
Monday, July 4 No school due to July 4 <sup>th</sup> holiday. Enjoy!	
<b>Monday, July 11</b>	<ul style="list-style-type: none"> <li>• <b>Due at 10 a.m.: Submit URL to POP to Google Drive</b></li> <li>• Team 5 presents on topic of their choosing (of interest to Millennials) that puts into practice material from Chapter 5—This is not a presentation on Chapter 5 itself</li> <li>• Team 6 presents on topic of their choosing (of interest to Millennials) that puts into practice material from Chapter 6—This is not a presentation on Chapter 6 itself</li> <li>• View TedTalk video “5 Ways to Listen Better”</li> </ul>
<b>Date</b>	<b>What’s Happening in Class</b>
<b>Monday, July 18</b>	<ul style="list-style-type: none"> <li>• <b>Due at beginning of class: Small Talk #3</b></li> <li>• <b>Mandatory attendance</b></li> <li>• <b>POP Presentations</b></li> <li>• View video on “Active Listening Exercises”</li> </ul>
<b>Monday, July 25—Last day of class</b>	<ul style="list-style-type: none"> <li>• <b>Due at beginning of class: Small Talk Reflection</b></li> <li>• <b>Mandatory attendance</b></li> <li>• <b>POP Presentations</b></li> </ul>