

Syllabus

Course Number: BCOM 4350.0U3 / Monday and Wednesday / 12:30-2:45 p.m. / JSOM 2.102

Course Number: BCOM 4350.0U1 / Tuesday and Thursday / 12:30-2:45 p.m. / JSOM 2.102

Title: Advanced Business Communication
Term: summer 2016

Contact Information

Instructor: Michele Lockhart, Ph.D.
Office Location: JSOM 4.425

Office Hours: M: 11 a.m.-12 p.m. & T: 10 a.m.-12 p.m.
Additional times available by appointment.

Email: michele.lockhart@utdallas.edu
LinkedIn: <http://www.linkedin.com/in/michelelockhart>

Office Phone: (972) 883-5998

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

Prerequisites: BCOM 3311/3310 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 3311/3310 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.

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). In addition to this, we will be using many outside readings, links to which can be found within the syllabus.

Assignments

Assignment	Possible Points
Small Talk Journal (2 @ 25 points each)	50
Social Media Report (3 @ 75 points each)	225
Current Event Conversation Leader (due the Sunday before you present)	85
Group Reading Team Presentation	100
Elevator Pitch Assignment (video introduction)	90
Professional Online Portfolio (POP)/Web site^	200
Portfolio Presentation / Recorded Video	150
Portfolio Reflection Paper	100
	1000

^If you already have a Web site and are the owner / operator of the site *and* prefer not to create an additional Web site for this course, read the following: NO LATER THAN Friday, June 10, 2016, send me an e-mail indicating that you prefer not to create an additional Web site for this class, send screen shots of all pages of your current Web site, describe why you created your Web site, and note the date when you created your Web site. I will review the materials and determine if you will need to create an additional Web site for this course or not. If you are not required to create an additional Web site, you are to update your Web site with particular components detailed in the class assignment, I will detail which components you are to revise / update within your site, and I will provide more information on completing the course assignment based on your current Web site. NOTE: You will still have to present the Web site in class, and the details of the revision from the previous to the current site will be described, among other things.

Grading Scale

Points Earned	Letter Grade
970-1000	A+
940-969	A
900-939	A-
870-899	B+
840-869	B
800-839	B-
770-799	C+
740-769	C
700-739	C-
670-699	D+
640-669	D
600-639	D-
0-599	F

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!

Business Communication Center (BCC)

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

Here is a link to the sample resume:

http://jindal.utdallas.edu/files/Resume_Writing.pdf

Attendance

It is your responsibility to make sure you are counted present in each class—attendance is taken at the beginning of class. If an assignment is due on a day you are absent, you must e-mail me in advance; I will reply and provide guidance on how to submit the assignment. One cannot simply e-mail the assignment and not attend class—that assignment will not be accepted.

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. “I had technological problems” is not a valid excuse for late work. For these reasons, late or incomplete work is not acceptable in this course except in the most extreme and unlikely of circumstances.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Plagiarism, including portions of papers for other classes, is unacceptable. All suspected cases of academic dishonesty will be referred to the Office of Judicial Affairs. The minimum penalty for academic dishonesty is a grade of zero on the assignment.

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. My classrooms are “safe places” where students do not need to worry about feeling uncomfortable when it comes to race, ethnicity, gender, sexual orientation, religion, and/or political affiliation, for example.

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.

Technology Requirements

You should develop the habit of checking both E-Learning 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 presentation booklets, through WebCT. Failure to check UTD email, errors in forwarding email, and email bounced from over-quota mailboxes are not acceptable excuses for missing course or project-related email.

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.

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

Descriptions are subject to change at the discretion of the Professor.

Assignments & Academic Calendar

Readings are due on the date on which they are listed; come to class ready to discuss the readings.

Week	Assignment
Week 1 May 23	<p>Meeting 1</p> <p>Introduction; Student Information Sheet</p> <p>Review Syllabus</p> <p>Google Yourself. Take note of the top 5 search results.</p> <p>Meeting 2</p> <p>No in-classroom meeting.</p>
Week 2 May 30	<p>Meeting 1</p> <p>Campus Closed: Memorial Day</p> <p>Google Name Findings Discussion</p> <p><u>Review</u> Group Reading Team Presentation Assignment</p> <p><u>Review</u> Current Event Conversation Leader</p> <p>Meeting 2</p> <p>Sign-up for Presentation Dates</p> <p><u>Review</u> Small Talk Assignment</p> <p>Additional Required Reading:</p> <p>“First Impressions: The Science of Meeting People”</p>
Week 3 June 6	<p>Meeting 1</p> <p><u>Review</u> Elevator Pitch Assignment (video introduction)</p> <p><u>Review</u> POP assignment</p> <p>Current Event Conversation Leader 1:</p> <p>Meeting 2</p> <p>Current Event Conversation Leader 2:</p>
Week 4 June 13	<p>Meeting 1</p> <p><u>Review</u> previous examples of POPs</p> <p>Identify POP presentation partner & meet with him/her in class</p> <p>DUE: Small Talk Assignment #1</p> <p>Current Event Conversation Leader 3:</p>

	<p>Meeting 2</p> <p><u>Review Social Media Report Assignment</u> (continued...)</p> <p>Chapter 2: Reading Presentation Team:</p> <p>Current Event Conversation Leader 4:</p>
<p>Week 5</p> <p>June 20</p>	<p>Meeting 1</p> <p>Chapter 3: Reading Presentation Team:</p> <p>Current Event Conversation Leaders 5 & 6:</p> <p>Meeting 2</p> <p>In Class Writing Activity / Assignment (& Potential Extra Credit)</p>
<p>Week 6</p> <p>June 27</p>	<p>Meeting 1</p> <p>No in-classroom meeting.</p> <p>Meeting 2</p> <p>Chapter 4: Reading Presentation Team:</p> <p>DUE: Social Media Report #1</p> <p>Additional readings: “Use Social Media to Build Emotional Capital”</p> <p>Current Event Conversation Leaders 6 & 7:</p>
<p>Week 7</p> <p>July 4</p>	<p>Meeting 1</p> <p>Monday, July 4: University Closed</p> <p>Additional Readings (read before class): “What Prospective Employers Hope to See in Your Facebook Account”</p> <p>Current Event Conversation Leader 8 & 9:</p> <p>Meeting 2</p> <p>Current Event Conversation Leaders 10 & 11: DUE: Elevator Pitch Assignment (video introduction)</p>

<p>Week 8 July 11</p>	<p>Meeting 1 Chapter 5: Reading Presentation Team:</p> <p>DUE: Social Media Report # 2 Current Event Conversation Leaders 12:</p> <p>Meeting 2 Current Event Conversation Leaders 13 & 14:</p> <p>Chapter 6: Reading Presentation Team:</p> <p>Additional Readings (read before class): “What It Takes to Make New College Graduates Employable” “Look Beyond Your ‘Social Media Presence’” “Social Media Tools Can Improve Employee Onboarding”</p>
<p>Week 9 July 18</p>	<p>e-Learning: Discussion Board Activities (available 8 a.m. Monday, July 18-11:59 p.m. Friday, July 22); no formal classroom meeting.</p>
<p>Week 10 July 25</p>	<p>Meeting 1 DUE: Social Media Report # 3 Pre-POP Presentation Tips Chapter 1 Reading Presentation Team:</p> <p>DUE: ALL POP links are due via e-mail no later than Friday, July 29 by 11:59 p.m.</p> <p>Meeting 2 Pre-POP Presentation Tips Current Event Conversation Leaders 15 & 16: DUE: Small Talk Assignment #2</p>
<p>Week 11 August 1</p>	<p>Meeting 1 POP PRESENTATIONS: (1/2 of class members)</p> <p>Meeting 2 POP PRESENTATIONS: (1/2 of class members) DUE: POP Reflection Paper Final class wrap-up</p>

List of potential class videos: [“Four Measures on Online Reputation”](#) / [“Your online life”](#) / [Julian Treasure video](#) / [“Boost Power Through Body Language”](#)