

# 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: Fall 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 009 must use** [mcclain.watson+009@gmail.com](mailto:mcclain.watson+009@gmail.com)

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

Students in BCOM 4350 must have already passed BCOM 3310.

## **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 master multi-media career development and job-preparedness by creating a POP website.
2. Students will master the ability to construct intra-firm communication documents by writing an executive summary of a career development article.
3. Students will master to construct effective presentations for external stakeholders by constructing a Senior Showcase presentation.

## **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)

100pts – [JSOM Senior Showcase preso](#)

50pts - **Executive Summary**  
180pts – Reading Quizzes (18 quizzes / 10pts each)  
**830 total possible 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.

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 class worth of quizzes 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.