

BCOM4350.502 Business Communications Fall 2016 Syllabus & Schedule of Events

Instructor Information

Instructor: Dr. Kyle Steadham, SPHR, EdD
Office Location: JSOM 2.712
Office Hours at UTD: Wednesdays & Fridays, 6pm to 6:40pm by appointment only
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Schedule: Fridays, 7:00pm-9:45pm located in [JSOM 2.901](#)

Course Description

This course builds on BCOM3311 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. Students in BCOM4350 must have already passed ACCT/BCOM3311.

Student Learning Outcomes

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

Resources Used in Class

Resource	Website	Title	Instructions to Access	Purpose of Tool
CourseSmart eTextbook (\$14) or Hard copy (\$34) REQUIRED	http://www.mypearsonstore.com	<i>Guide to Presentations, 4th ed.</i> (2014) by Lynn Russell & Mary Munter. Prentice Hall. ISBN-10: 0-13-305836-0 Text is not available in the bookstore.	http://www.mypearsonstore.com/bookstore/guide-to-presentations-9780133058369	Access your online or hardcopy textbook.
Wix Website REQUIRED	http://www.wix.com/	Free Wix Account	http://www.wix.com/	This free platform is used to create the website for your Professional Online Portfolio.
Google/YouTube Account	www.google.com	Google Account	https://accounts.google.com/SignUp	Store and retrieve videos.
Online UTD Course Platform REQUIRED	http://elearning.utdallas.edu	UTD elearning platform via Blackboard	Use your netID and password at http://elearning.utdallas.edu	Access your syllabus, schedule, assignment instructions, and submit some work this term.
Online UTD Library	http://www.utdallas.edu/library/	UTD Online Library	Click on <i>Find Articles and Databases</i> . Use your netID and password.	Access this site to secure peer- reviewed articles for some assignments.
Business Communication Professionals	http://jindal.utdallas.edu/student-resources/business-communication-center/ or http://www.utdallas.edu/studentsuccess/writing/index.html	UTD Business Communication Center in 1.213/1.218 or Writing Center	Make an online or in-person appointment to have your assignments reviewed in order to increase potential for points. You may choose from two alternatives: Business Communication Center or the Writing Center. Save written feedback from professionals.	Access this resource for coaching on writing skills.

Overview of Course Assignments

Primary Assignment	Assignment Type	700 Possible Points
Team Reading Presentation 1 of 2	Team	100
Team Reading Presentation 2 of 2	Team	100
Executive Summary for Team Reading Presentation 1 of 2	Individual	25
Professional Online Portfolio (POP)	Individual	200
Video Introduction	Individual	50
Senior Showcase Presentation	Individual	200
POP Reflection	Individual	25

Grading Scale

Letter	Scale	Points	Letter	Scale	Points
A+	98-100	684-700	C	73-77	484-523
A	93-97	644-683	C-	70-72	460-483
A-	90-92	620-643	D+	68-69	444-459
B+	88-89	604-619	D	63-67	404-443
B	83-87	564-603	D-	60-62	380-403
B-	80-82	540-563	F	59 or <	379 or less
C+	78-79	524-539			

Grading Policy

You must submit all writing assignments in order to pass this course. 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.

Attendance

Attendance is strongly recommended for each class. On some scheduled class dates, your attendance will be recorded and incorporated into your final class grade.

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. 'Technological 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. In the rare event late work is accepted, late penalties may apply up to and including 10% deduction for each day late.

Individual Extra Credit

Other than extra credit opportunities offered to the entire class, I am unable to curve individual items, nor do I offer "extra credit" work or "special consideration" to allow individual students a chance to increase scores. 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, my ability to help you is extremely limited. I can work with you more easily if you speak to me when the situation arises.

Additional College Policies & Classroom Citizenship

<http://coursebook.utdallas.edu/syllabus-policies>

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 on a daily basis, errors in forwarding email, and email bounced from over-quota mailboxes are not acceptable excuses for missing course or project-related email or deadlines.

Week #	Friday	Section 502's Agenda (Subject to change at the discretion of the professor)	What to Bring to Class
1	Aug. 26	<ol style="list-style-type: none"> 1. Provide instructor introduction & mission. 2. Describe 3 A's for Success. 3. Differences between BCOM3311 & BCOM4350 <ul style="list-style-type: none"> • Instructor led vs. student-driven • Learn & listen vs. Teach & facilitate • Structure vs. Agility • Written communication vs. Verbal, online & facilitation • Produce something for yourself vs. Produce something of value to others 4. Present the <i>Syllabus & Schedule of Events</i>. 5. Discuss <i>Team Reading Presentation Assignment</i> & verify dates 6. Discuss <i>Executive Summary Individual Assignment</i> for the first round of presentations only. 7. Form 7 teams of 4. 8. Review schedule for conflicts and reshuffle teams as needed. 9. Meet within teams for remaining duration of class to <ul style="list-style-type: none"> • Exchange contact information. • Review <i>Team Reading Presentation Assignment</i>. • Begin to select team leader. 	<i>Syllabus & Schedule of Events Team Presentation Assignment & Executive Summary Individual Assignment</i>
2	Sept. 2	<ol style="list-style-type: none"> 1. Review how all assignments fit together. 2. Show and Tell a sample Team Reading Presentation Assignment from Fall 2015 including video. 3. Discuss <i>Video Introduction Assignment</i>. 4. Read UTD NewsCenter article on POPs in teams. 5. Discuss <i>Professional Online Portfolio (POP) Assignment</i>. 6. Assign Homework: Create the Wix website for your POP. 7. Use remaining time to meet as a team. 	<i>Video Introduction Assignment Professional Online Portfolio (POP) Assignment</i>
3	Sept. 9	<ol style="list-style-type: none"> 1. To demonstrate attendance #1, provide a hard copy of evidence that Wix website has been created in your name. 2. Discuss Team Member Evaluations. 3. Discuss the importance of "the audience" for your <i>Team Reading Presentation Assignment</i>. 4. Coaching for Teams 1 & 2. 	
4	Sept. 16	<ol style="list-style-type: none"> 1. To demonstrate attendance #2, provide evidence quote and professional picture are posted on website. 2. Activity on Public Speaking. 3. Use class time to work in teams or on POPs. 4. Coaching for Team 3 & 4. 	
5	Sept. 23	<ol style="list-style-type: none"> 1. To demonstrate attendance #3, provide proof that LinkedIn Profile and resume are included on website. 2. Team 1 delivers <i>Team Reading Presentation Assignment 1</i> and submits <i>Executive Summary Individual Assignment</i>. 3. Team 2 delivers <i>Team Reading Presentation Assignment 1</i> and submits <i>Executive Summary Individual Assignment</i>. 4. Use remaining class time to work on POPs. 	

6	Sept. 30	<ol style="list-style-type: none"> 1. To demonstrate attendance #4, provide proof that your contact page is set up and included on website. 2. Team 3 delivers <i>Team Reading Presentation Assignment 1</i> and submits <i>Executive Summary Individual Assignment</i>. 3. Team 4 delivers <i>Team Reading Presentation Assignment 1</i> and submits <i>Executive Summary Individual Assignment</i>. 4. Team 5 delivers <i>Team Reading Presentation Assignment 1</i> and submits <i>Executive Summary Individual Assignment</i>. 5. Use remaining class time to work on POPs. 	
7	Oct. 7	<ol style="list-style-type: none"> 1. To demonstrate attendance #5, provide proof that your Professional Goal is distinct and included on website. 2. Team 6 delivers <i>Team Reading Presentation Assignment 1</i> and submits <i>Executive Summary Individual Assignment</i>. 3. Team 7 delivers <i>Team Reading Presentation Assignment 1</i> and submits <i>Executive Summary Individual Assignment</i>. 4. Describe and assign <i>Mid-Course Team Feedback Activity</i> in class. 	<i>Mid-Course Team Feedback Activity</i>
8	Oct. 14 Substitute Instructor	<ol style="list-style-type: none"> 5. Discuss and assign <i>Senior Showcase Assignment</i>. 6. Submit <i>Mid-Course Team Feedback Activity</i> to thread in eLearning. 7. Submit <i>Video Introduction Assignment</i> YouTube link in eLearning for feedback and grade. 	<i>Senior Showcase Presentation Assignment</i>
9	Oct. 21	<ol style="list-style-type: none"> 1. Work on teams or on POP. <p>NOTE: Your mid-term grade will be posted as "MN" because we have not finished the bulk of work.</p>	
10	Oct. 28	<ol style="list-style-type: none"> 1. Team 1 delivers <i>Team Reading Presentation Assignment 2</i> 2. Team 2 delivers <i>Team Reading Presentation Assignment 2</i> 	
11	Nov. 4	<ol style="list-style-type: none"> 1. Team 3 delivers <i>Team Reading Presentation Assignment 2</i> 2. Team 4 delivers <i>Team Reading Presentation Assignment 2</i> 3. Team 5 delivers <i>Team Reading Presentation Assignment 2</i> 4. Use class time to work on POPs. 	
12	Nov. 11	<ol style="list-style-type: none"> 1. Team 6 delivers <i>Team Reading Presentation Assignment 2</i> 2. Team 7 delivers <i>Team Reading Presentation Assignment 2</i> 3. Describe and assign <i>Portfolio Reflection Assignment</i>. 4. Describe and assign <i>Senior Showcase Presentations</i>. 5. Use class time to work on POPs. 6. Team Member Evaluations Due 	<i>Portfolio Reflection Assignment And Senior Showcase Presentation Assignment</i>
13	Nov. 18	<ol style="list-style-type: none"> 1. Submit POPs, POP Reflection Assignment, and Video Introductions for final evaluation by adding the link by your name HERE by 5pm (Dr. K Insert Google Doc here.) 2. Conduct 1st half <i>Senior Showcase Presentations</i> by order of Class Roster chart in syllabus. 	Mandatory Attendance
	Nov. 28	Thanksgiving Holiday	
14	Dec. 5	<ol style="list-style-type: none"> 3. Conduct 2nd half <i>Senior Showcase Presentations</i> by order of Class Roster chart in syllabus. 	Mandatory Attendance

Team Presentation Assignment #1	
All articles are located in elearning under “BCOM4350 Syllabus, Articles & Videos” except Russell and Munter.	
Team 1	Russell & Munter’s Chapter 1- Analyze Your Audience
Team 2	Russell & Munter’s Chapter 2- Identify Your Intent
Team 3	Russell & Munter’s Chapter 3- Make the Most of the Message
Team 4	Russell & Munter’s Chapter 4- Craft Your Content
Team 5	Russell & Munter’s Chapter 5-Design Your Visuals
Team 6	Russell & Munter’s Chapter 6- Refine Your Nonverbal Delivery
Team 7	<p>These 4 articles:</p> <ul style="list-style-type: none"> • Are They Really Ready To Work? • School Success v Work Success • What It Takes to Make New College Graduates Employable (Use This article for your Executive Summary Individual Assignment.) • 6 Harsh Truths That Will Make You A Better Person (This piece is excellent but has lots of curse words and may offend you. I highly recommend it but am not requiring you to read it.)
Team Presentation Assignment #2	
All articles are located in elearning under “BCOM4350 Syllabus, Articles & Videos”	
Team 1	So Smart, But Looks Like He Lacks Executive Presence
Team 2	So Smart, But Isn’t a People Person
Team 3	So Smart, But Thinks He Knows it All
Team 4	The Art of Engaging Conversation
Team 5	<p>Speaking As a Leader</p> <ul style="list-style-type: none"> • Chapter 1- Begin with Vision • Chapter 2- Think Beyond Hierarchies
Team 6	<p>Speaking As a Leader</p> <ul style="list-style-type: none"> • Chapter 3- Move from information to Inspiration • Chapter 4- Move from Negatives to Positives
Team 7	<p>Speaking As a Leader</p> <ul style="list-style-type: none"> • Chapter 5- Speak with Conviction • Chapter 6- Listen. Listen. Listen.

****work may be submitted advance; student must be physically present to submit work.**