Course	BCOM4350.008 Advanced Business Communication
Professor	Victoria Deen McCrady
Term	Fall 2016
Class Meetings	Tuesday & Thursday: 10:00 AM -11:15 AM

Professor's Contact Information

Office Phone	972-883-5984
Office Location	JSOM 4.420
Email Address	Victoria.McCrady@UTDallas.edu
Office Hours	Tuesday: 1 - 2:15 PM Wednesday: 10 AM - 11 AM & 12 PM - 1 PM Thursday: 1 - 2:15 PM Additional times available by appointment.

General Course Information

Pre-requisites, Co-requisites, & other restrictions	BCOM3310 or BCOM3311 and (MATH 1326 or MATH 2414 or MATH 2419)
Course Description	This course builds on BCOM 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.
Learning 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 Texts & Materials	The required book can be found HERE (you may purchase the hard copy or rent the ebook) 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

Pts	Assignment	Due
Networking & Orienting Yourself		
10	Syllabus Quiz	1-Sept
5	Student Background & Contact Information at TurnItIn.com	1-Sept
10	Networking Activity	1-Sept
Self-Assessment , Key Concepts & Analysis		
100	Small Talk Reflections – Recount the verbal and nonverbal elements of three separate conversations & analyze each. Look at 1.) Active Listening 2.) Conflict & 3.) Interviewing/Networking. Print a copy & submit to TurnItIn.com. NOTE: These will be used or referenced in class throughout the semester.	6-Sept
50	Executive Summary of an Article (for the Group Presentation)	15-Sept & 4-Oct
10	Active Listening Reading Quiz (eLearning/Blackboard)	6-Oct
150	Russell & Munter Textbook Quizzes (eLearning/Blackboard)	6-Oct
100	Group Presentation Reflection (Using Terms & Analysis from Textbook)	20-Oct
10	Written Answers to 10 Class Interview Questions	20-Oct
50	"Google Yourself" Assignment - Submit to TurnItIn.com & bring print-out to class!	27-Oct
10	"Memory Palace Challenge" (Opportunity for extra credit!)	27-Oct
Evaluating a Project & Selling Yourself		
5	POP Status Report	1-Nov
50	Video Introduction (Viewed in Class)	3-Nov
10	Updated LinkedIn Profile (List changes. Connect with classmates!)	10-Nov
Professional Application of Concepts		
190	Professional Online Portfolio (aka POP)	10-Nov
190	JSOM Senior Showcase presentation	15 & 17 Nov
50	Portfolio (POP) Reflection	29-Nov
1000	**Total Points**	

Submission Policy
Submit all written work to TurnItIn.com. Use eLearning for class materials and quizzes. At the end of the semester, grades from eLearning will be transferred to TurnItIn.com. You will visit TurnItIn.com to see your grades on the "My Grades" tab.

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 equals 10 points off your final grade
It is your responsibility to make sure you are counted present in each 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.

Calendar

Day	Date	Class Activities	Assignments Due
Tues	23-Aug-16	Welcome! Review syllabus & class policies, "The Memory Palace" classroom activity & Networking Activity (Introduce LinkedIn Update Assignment)	Take Qualtrics "What Do I Want From This Course?" Survey
Thurs	25-Aug-16	OVERVIEW: Communication is Hardwired (Infants & Facial Mimicry, First 7 Seconds, Role of Smile PPT) Introduce "Elevator Pitch Video" Assignment	
Tues	30-Aug-16	Active Listening: Why Body Language & Basic Techniques are Important IN-CLASS VIDEO: "Five Ways to Listen Better" by Julian Treasure (7:43) Small Talk Reflection Assignment Introduced!	

Thurs	1-Sep-16	POP Assignment Introduced Executive Summary Assignment Introduced Interview Questions Introduced	**Due at TurnItIn.com by 11:59 PM:** a. Syllabus Quiz b. Contact Information c. Networking Activity d. Qualtrics Survey
Tues	6-Sep-16	**Small Talk Reflections! Bring paper copies of these to class!** Showing Empathy & Understanding "Theory of Mind" -- Seeing the world with others' eyes	**DUE: Small Talk Reflections DUE at TurnItIn.com before class begins. Print a copy & bring to class.**
Thurs	8-Sep-16	Addressing Conflict Group Research Assignment Introduced RESEARCH GROUPS ASSIGNED	Read before class: At eLearning "Active Listening" by Hoppe Read: At eLearning, "To Resolve a Conflict, First Decide: Is It Hot or Cold?" by Mark Gerzon & "Taking the Stress Out of Stressful Conversations" by Holly Weeks Bring a laptop/tablet to class if possible!
Tues	13-Sep-16	Russell & Munter Ch1, "Analyze the Audience" IN-CLASS: Class creates Qualtrics Survey(s) of peers	**ASSIGNMENT: Read each chapter of the Russell & Munter textbook before the class when it is presented. Take the Active Listening quiz & the textbook quizzes on all chapters in eLearning before 6-Oct.** Bring a laptop/tablet to class if possible!
Thurs	15-Sep-16	Russell & Munter Ch2, "Identify Your Intent" IN-CLASS: Research Groups create PPT outline & meet with instructor	**Due: Executive Summary Draft #1 -- Submit at TurnItIn.com!** ASSIGNMENT: Take all surveys created by classmates before class begins. Bring a laptop/tablet to class if possible!
Tues	20-Sep-16	Russell & Munter Ch3, "Make the Most of the Message" Group activity	Bring a laptop/tablet to class if possible!
Thurs	22-Sep-16	Russell & Munter Ch 4, "Craft the Content" Group activity	Bring a laptop/tablet to class if possible!
Tues	27-Sep-16	Russell & Munter Ch 5, "Design Your Visuals" Critique visuals as a group. Create a unique visual for your presentation.	Bring a laptop/tablet to class if possible!
Thurs	29-Sep-16	GROUP ACTIVITY: Critique a PPT Practice the presentation as a group.	Bring a laptop/tablet to class if possible!

Tues	4-Oct-16	Russell & Munter Ch 6, "Refine Your Nonverbal Delivery" **Introduce the Group Presentation Reflection** & groups fine-tune their practice.	**Due at TurnItIn.com by 11:59 PM: Executive Summary Final Draft** Bring a laptop/tablet to class if possible!
Thurs	6-Oct-16	Groups #1, #2, #3 & #4 present	**DUE at eLearning by 11:59 PM: All eLearning quizzes over Russell & Munter's 6 chapters as well as the Active Listening Quiz**
Tues	11-Oct-16	Groups #5, #6, #7 & #8 present	
Thurs	13-Oct-16	Groups #9, #10, #11 & #12 present	
Tues	18-Oct-16	Groups #13, #14 & #15 present	
Thurs	20-Oct-16	**Class does not meet.**	**Due by 11:59 PM: Complete the "Group Presentation Reflection"** and Complete the ten **Interview Questions** and submit to TurnItIn.com
Tues	25-Oct-16	Professor Presents: Privacy, Reputation & Secrets Introduce "Google Yourself" Assignment IN-CLASS VIDEO: "Your Online Life, Permanent as a Tattoo" by Juan Enriquez (5:53) IN-CLASS VIDEO: "What will a future without secrets look like?" by Alessandro Acquisti (14:56)	
Thurs	27-Oct-16	Google Yourself Results! Re-Introduce "Elevator Pitch Video" Assignment Memory & the "Memory Palace Challenge"	**Due at Turnitin.com before class begins: Google Yourself Assignment**
Tues	1-Nov-16	POP Examples Shown In Class POP Work Day	**DUE at Turnitin.com by 11:59 PM: POP Status Report**
Thurs	3-Nov-16	Elevator Pitch Videos POP Work Day & Student Conferences with Instructor	**Due before class: Elevator Pitch Video (URL) submitted as requested**
Tues	8-Nov-16	POP Work Day & Student Conferences with Instructor	
Thurs	10-Nov-16	POP Work Day & Student Conferences with Instructor	**Due at TurnItIn.com: Submit Linkedin Assignment & submit POP URL! (http:///www.....)**
Tues	15-Nov-16	**POP "Senior Showcase" Presentations - MANDATORY ATTENDANCE**	
Thurs	17-Nov-16	**POP "Senior Showcase" Presentations - MANDATORY ATTENDANCE**	
Tues	22-Nov-16	Fall Break -- No Classes!	
Thurs	24-Nov-16	Thanksgiving Break -- No Classes!	
Tues	29-Nov-16	Introduce POP Reflection Assignment & Qualtrics Survey	**Due at TurnItIn.com by 11:59 PM: POP Reflection**
Thurs	1-Dec-16	Class only meets if weather/emergency requires POP rescheduling.	
Tues	6-Dec-16	Class only meets if weather/emergency requires POP rescheduling.	