Course	BCOM 4350 Advanced Business Communication
Professor	Dr. Kristen A. Lawson
Term	Fall 2016
Class Meetings	MW 10:00 a.m. - 11:30 a.m. (section 003) MW 2:30 p.m. - 3:45 p.m. (section 006)

Professor's Contact Information

Office Phone	972-883-5827
Office Location	JSOM 4.432
Email Address	Kristen.Lawson@utdallas.edu
Office Hours	Mondays 1:30 p.m. – 2:30 p.m. Tuesdays 1:30 p.m. – 4 p.m. Additional times available by appointment.

General Course Information

Pre-requisites, Co-requisites, & other restrictions	Prerequisites: (BCOM 3310 or equivalent) and (MATH 1326 or MATH 2414 or MATH 2419).
Course Description	(3 semester credit hours) 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 position-specific resume. 2. Students will master the ability to construct effective intra-firm communication documents by writing an executive summary. 3. Students will master the ability to construct effective presentations for key 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.

Assignments

Small Talk Journal (4 @ 25 points ea.)	100
Video Introduction	100
"How To" Presentation	200
Professional Online Portfolio (POP)	150
POP Presentation	150
POP Reflection	50
Executive Summary	100
Resume	100
Reading Quizzes	50
TOTAL	**1000**

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
It is your responsibility to make sure you are counted present in each class. Be honest. Be on time. Be aware. If you forgot to sign in, accept the penalty.

You get TWO free absences. Each absence after that equals a loss of ten points from your Informational Interview grade. If you have a university-approved excused absence, submit documentation (a note from your doctor, etc.) of that absence to me in an email with the subject line of: ABSENCE DOCUMENTATION. If you do not have this subject line, you will not have your absence excused.

Sometimes there will be traffic. Often, it will be difficult to find a parking space. Be aware of this and plan accordingly. Class begins promptly. We have a short time to accomplish everything on our schedule. People who come in late disrupt the class and make it difficult for us to accomplish our goals. Entering a room late is also unprofessional and rude. Be thoughtful. Be polite. If you are excessively tardy, be aware that tardiness will begin to count as absences and will affect the final grade.

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.

Your responsibility is to submit work to eLearning or wherever else the individual assignment instructions tell you to submit it before the deadline. Understand how eLearning works. Double-check immediately after you submit a document to make sure that it is in the system. "I had technical problems" is not a valid excuse for late work, so plan accordingly. For these reasons,

you will lose one letter grade for each day an assignment is late; after three days, the assignment is not eligible for a passing grade.

Obviously, there are sometimes extreme and unlikely circumstances. In those cases, which involve university-excused absences, late work will be accepted.

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 the professional communication mandate of this course, students are expected to use every opportunity in the course to practice communicating in a civil and professional manner.

Classroom and Equipment Use Policies
No laptops may be used in the classroom unless you have cleared it with me first. Put phones away. Do not text in class.

Cheating
From [UTDSP5003 §.49.10]: Includes but is not limited to the use or attempted use of unauthorized materials, information, or study aids in any academic exercise; the use of sources beyond those authorized by the instructor in completing any academic exercise or, engaging in any behavior specifically prohibited by the faculty member in the course syllabus or class discussion. Academic exercise includes all forms of work submitted for credit or hours.

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.

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

We are going to have a great semester! This course is intended to create processes and cultivate resources that will help you succeed for years to come.

Class #	Day	Date	Agenda	Assignments Due
1	M	22 Aug.	Welcome! Review syllabus & class policies, review small talk assignment	Small talk activity (in class) Do reading for next class
2	W	24 Aug.	Reading: My Struggle with American Small Talk Nonverbal communication	
3	M	29 Aug.	Nonverbal communication Review POP Assignment	**Small Talk #1 due in eLearning** Do readings for next class
4	W	31 Aug.	Reading: Digital Natives, Generation Nice	Do reading for next class
5	M	5 Sept.	**NO SCHOOL – LABOR DAY HOLIDAY**	
6	W	7 Sept.	Reading: Matter over Mind	Do reading for next class
7	M	12 Sept.	Reading: Young Women, Give Up the Vocal Fry Review Group "How To" Presentation Assignment and sign up	Do reading for next class
8	W	14 Sept.	Interviewing and LinkedIn Profile Day Reading: TBD Review Video Introduction Assignment	
9	M	19 Sept.	JSOM Format Resume day	
10	W	21 Sept.	**NO CLASS – GO TO CAREER EXPO FOR SMALL TALK #2 INSTEAD**	Do reading for next class
11	M	26 Sept.	Reading: Chapter 1 GP	Do reading for next class
12	W	28 Sept.	Reading: Chapter 2 GP	Do reading for next class
13	M	3 Oct.	Reading: Chapter 3 GP	**Small Talk #2 due in eLearning** Do reading for next class
14	W	5 Oct.	Reading: Chapter 4 GP	
15	M	10 Oct.	**NO CLASS MEETING** – POP Workday	Do reading for next class
16	W	12 Oct.	Reading: Chapter 5 GP	Do reading for next class
17	M	17 Oct.	Reading: Chapter 6 GP	**Video Introduction due in eLearning discussion board**

18	W	19 Oct.	Project Revision Day – bring laptop/tablet and project for peer to revise	**Small Talk #3 due in eLearning**
19	M	24 Oct.	**No Class – meet with instructor to review POP**	
20	W	26 Oct.	**No Class – meet with instructor to review POP**	
21	M	31 Oct.	**No Class – meet with instructor to review POP**	
22	W	2 Nov.	"How To" Presentation Prep Day – bring some slides to class to test	**POP due by midnight**
23	M	7 Nov.	"How To" Presentations	
24	W	9 Nov.	"How To" Presentations	
25	M	14 Nov.	"How To" Presentations	**Small Talk #4 due in eLearning**
26	W	16 Nov.	Business Etiquette	
27	M	21 Nov.	**NO SCHOOL – FALL BREAK**	
28	W	23 Nov.	**NO SCHOOL – FALL BREAK**	
29	M	28 Nov.	POP Presentations Prep Day	
30	W	30 Nov.	POP PRESENTATIONS	
31	M	5 Dec.	POP PRESENTATIONS	
32	W	7 Dec.	POP PRESENTATIONS Final wrap up	

These descriptions and timelines are subject to change at the discretion of the Instructor