

	Course	BCOM 4350 Advanced Business Communication
	Professor	David Reid
	Term	Fall 2016
	Class Meetings	Tuesday 4:00 pm - 5:15 pm JSOM 2.212

Professor's Contact Information

Office Phone	214-803-0845
Office Location	JSOM 3.605
Email Address	david.reidl@utd.edu
Office Hours	Tues: 2:00-3:00 p.m. 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	<p>1. Students will master multi-media career development and job-preparedness by creating a POP website.</p> <p>2. Students will master the ability to construct intra-firm communication documents by writing an executive summary of a career development article.</p> <p>3. Students will master to construct effective presentations for external stakeholders by constructing a Senior Showcase presentation.</p>
Required Texts & Materials	<p><u>Guide to Presentations</u>, 4th Edition</p> <p>By Lynn Russell, Mary Munter Published by Prentice Hall © 2014</p> <p>The required book can be found HERE (you may purchase the hard copy or rent the ebook)</p> <p>Also, there are MANY required readings that can be found on the course schedule OR in the Readings folder in elearning.</p> <p>Each student will also be required to create a Google account, if you don't already have one. You can do this HERE.</p>

Assignments	Possible Points
Avoiding Plagiarism Reflection	50
Small Talk Journal (2 @ 25 points each)	50
Social Media Report (1 @ 50 points each)	50
Current Event or Workplace Situation Team Presentation	75
Group Reading Team Presentation	100
Executive Summary on Group Reading Pres	50
Elevator Pitch Assignment - video intro	75
Resume Assignment	50
Professional Online Portfolio (POP)/website	200
Portfolio Presentation	150
Portfolio Reflection Paper	70
Reading Quizzes - 3 @ 10	30
Participation based on team evaluations of the two presentations	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-

Final Grade	Final Points
A+	970-1000
A	930-969
A-	900-929
B+	870-899
B	830-869
B-	800-829
C+	770-799
C	730-769
C-	700-729
D	600-699
F	<600

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 = loss of 100 points off of your final point total

It is your responsibility to make sure you are counted present in each class.

You may make up 1 quiz 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, iPads, phones, etc. 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.