



Course BCOM 4350.503 Advanced Business Communication
Professor Kathryn Lookadoo
Term Fall 2016
Class
Meetings Mondays, 7-9:45 PM, JSOM 2.102

PROFESSOR'S CONTACT INFORMATION

Professor: Kathryn L. Lookadoo
Office: TBD
Office Hours: Wednesdays 1-3:30 PM; Additional times available by appointment.
Office Phone 972.883.5163
E-Mail: Kathryn.Lookadoo@utdallas.edu
Note: If you email me, please send the email using your UTD student email. All email correspondence MUST include the course number and section in the subject line.
Emails will usually be answered within 24 hours during weekdays. Please note that I check my email throughout the “work day” (8am-5pm). Emails outside of that timeframe will most likely be answered the next day.

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 effective intra-firm communication documents by constructing an executive summary of a career development article.
3. Students will master the ability to construct effective presentations for key external stakeholders by constructing a Senior Showcase presentation.

Required Text, Materials, and Resources

- The required book is “Guide to Presentations” (4th ed) by Russell and Munter published in 2014. It can be found at <http://www.mypearsonstore.com/bookstore/guide-to-presentations-9780133058369> (you may purchase the hard copy or rent the ebook).
- Also, there are required readings that can be found in the Readings folder in elearning
- Each student will also be required to create a Google account, if you don't already have one. This is so you can upload your video introduction to YouTube. You can do this here: <https://accounts.google.com/SignUp>

ASSIGNMENTS

The instructor will grade assignments using a point system. For each assignment there is an assignment description and evaluation form online, which explains the expectations. The point breakdown below represents the maximum credit allowed for each assignment.

Assignment	Points	Earned points
Small Talk Journal (3 entries/25pts each)	75	
Reading Quizzes (6 quizzes/10 pts each)	60	
Class Participation	65	
Group Presentation	200	
Group Evaluation	50	
Executive Summary (individual assignment)	50	
Group Presentation Reflection (individual assignment)	25	
Video Introduction and Discussion Board Feedback	100	
Resume	50	
Professional Online Portfolio (aka POP)	150	
POP presentation to class	150	
POP Reflection Paper	25	
Total	1000	

**** If you already have a website and are the owner/operator of the site *and* prefer not to create an additional Web site for this course, read the following: **NO LATER THAN Friday, September 9th**, send me an e-mail indicating that you prefer not to create an additional Web site for this class, send screen shots of all pages of your current site, describe why you created your site, and note the date when you created your site. I will review the materials and determine if you will need to create an additional site for this course or not. If you are not required to create an additional website, you are to update your site with particular components detailed in the class assignment, I will detail which components you are to revise/update within your site, and I will provide more information on completing the course assignment based on your current site. NOTE: You will still have to present the website in class, and the details of the revision from the previous to the current site will be described, among other things.**

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-

COURSE POLICIES

A number of course policies have been implemented and are enforced to ensure quality of education and fairness. It is your responsibility to be familiar and comply with each policy. *If you have any questions about the policies please let your professor know.*

Attendance

Because we only meet once a week, attendance is very important. It is your responsibility to

make sure you are counted present in each class that you attend. You must be present for your group presentations to receive any credit for that assignment. You also must be in class to take that day's reading quiz.

You get one free absence. Additional absences beyond the allotted amount will result in a **20-point deduction *per absence*** from your final grade. However, if you **miss one of the presentation days (group or POP), you lose 40 points per absence** off your final grade.

If you are absent/tardy for any reason, you are responsible for the material covered and any announcements made. Continual tardies will negatively affect attendance grades.

Receiving an excused absence means you will not be penalized for excessive absences; it does NOT mean you are relieved from responsibility or are entitled to turning in the work or making up a missed assignment without penalty. If you have a university-approved excused absences, submit documentation (a note from your doctor, etc.) of that absence to "Absence documentation" folder on eLearning.

Late Work

In everyday life people must learn to cope with a variety of deadlines and plan their work and personal schedules around them. 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.

For these reasons, late or incomplete work is not accepted in this course.

A rigid policy is followed in this class for the following reasons:

- To encourage and emphasize the importance of meeting deadlines
- To enable course time management
- To maximize consistent grading
- To avoid attempting to determine the validity or priority of one student's excuse over another student's excuse
- To ensure fair treatment for students who complete their work on time

It is your responsibility to submit any due assignments to TurnItIn.com before the deadline.

Understand how TurnItIn.com 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. **Late work will not be accepted.**

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

If you have a university-excused absence, technical issues, or some other issue that means that you complete an assignment after the deadline, submit it to TurnItIn.com in the "anything else you want considered" assignment and then make an appointment to speak to the professor in her office. Submissions of late work to TurnItIn.com without university-approved documentation and a conference are usually given a few points of credit at the end of the semester (2 to 5).

Grade Disputes

I am always willing to discuss your grades with you. Upon receiving your grade you need to **wait 24 hours** before contacting me so that you take time to think over your questions, compare it to the assignment and rubric, and read my comments. To challenge a grade, you must schedule a meeting with me **within one week** of the assignment being returned to you. Prior to our meeting, you will email me your concerns in writing (this can be included in the same email you send to schedule a meeting). Please note that a challenge may result in grades being raised or lowered. If you want to meet not to challenge your grade but just gain a clearer understanding behind my grading, I am happy to do that as well.

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.

Handwritten Assignments

Do not turn in handwritten assignments. If you submit a handwritten assignment, you will receive no credit for the assignment.

Participation

I expect students to come prepared and actively participate in the discussion and activities for the day. 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.

Cell phones and Laptops: The policy for this course is that cell phones and/or laptops are not allowed for use during class time. This is in place for three reasons: 1) you need to be paying attention to what is occurring during class, 2) your use of a device may be a distraction to others in the class, 3) your use of a device may be a distraction to the Professor. If you have a specific need for these devices during class time, please see me for approval.

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. Get into the habit of checking both eLearning and your UTD email for assignments and announcements. I post many class announcements in eLearning. 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.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. All official student email correspondence will be sent only to a student's UT Dallas email address and UT

Dallas will only consider email requests originating from an official UT Dallas student email account. This allows the University to maintain a high degree of confidence in the identity of each individual's corresponding via email and the security of the transmitted information. The University of Texas at Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Office of Information Technology provides a method for students to have their UT Dallas mail forwarded to other email accounts. To activate a student UT Dallas computer account and forward email to another account, go to is <http://netid.utdallas.edu>.

AccessAbility Services

It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with your professor and allow one week advance notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact OSA for a confidential discussion. OSA is located in the Student Services Building, SSB 3.200. They can be reached by phone at 972-883-2098, or by email at studentaccess@utdallas.edu.

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.

Statement Regarding Potential Academic Dishonesty

All allegations of scholastic dishonesty will be submitted to the Office of Judicial Affairs who will determine guilt or innocence. If a determination of guilt is found, at minimum a grade of zero will be recorded for the assignment/activity in question. The descriptions and timelines contained in this syllabus are subject to change at the discretion of the professor.

University Policies

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. <http://coursebook.utdallas.edu/syllabus-policies>

ADDITIONAL RESOURCES**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.


JSOM Career Management Center (CMC)

The CMC (JSOM 12.110) is a great resource to JSOM students. They offer services like career coaching, resume and cover-letter critiques, mock interviews, etc. They also have many events

and workshops designed to help you succeed. Visit their website at
<http://jindal.utdallas.edu/career-management-center/> .

****Unless otherwise noted, all assignments are due at 11:59 PM**

Day	Date	Cover in Class	Assignment(s)
1	M 8/22	Introduction to class; overview of assignments Communication, listening, communication apprehension <i>Assign Small Talk Assignments</i> In class small talk activity to get to know classmates	Assigned Readings (see folder in eLearning)
2	M 8/29	Nonverbal Communication <i>Assign Professional Online Portfolio (POP)</i> <i>Group Presentation and Executive Summary</i> Form groups and pick presentation day	Assigned Readings (see folder in eLearning)
	M 9/5	No class. Happy Labor Day!	
3	M 9/12	Addressing Conflict Meet with groups...brainstorm topic ideas.	Assigned Readings (see folder in eLearning) Small Talk Journal #1
4	M 9/19	Expectations, Interviewing, LinkedIn, and Resume Day <i>Assign Video Introduction</i> <i>Assign Resume</i>	Assigned Readings (see folder in eLearning) <u>Due in class:</u> Written report for professor of status of POP including website selection, three (minimum) work samples and other updates
5	M 9/26	Analyze the audience & Identify Intent	Readings & Quizzes: RM 1 & 2 (due by 7PM) **Bring laptop or tablet today, if possible**
6	M 10/3	Message & Content	Readings & Quizzes:: RM 3 & 4 (due by 7PM) Small Talk Journal #2 due **Bring laptop or tablet today, if possible**
7	M 10/10	Visual Aids & Nonverbal Delivery <i>Assign Group Presentation Reflection and Group Evaluation</i>	Readings & Quizzes:: RM 5 & 6 (due by 7PM) Executive Summary Due **Bring laptop or tablet today, if possible**
8	M 10/17	Group meeting Practice presentation to partner group...critique write-up due by end of class	Video Introductions and discussion board feedback due by 6:30 pm **Bring laptop or tablet today, if possible**
9	M 10/24	Group Presentations Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A	For groups not presenting today: Resume due on eLearning
10	M 10/31	Group Presentations Students discuss content and evaluate group's presentation—identify and express areas of improvement and strengths; Q&A	For groups not presenting today: Resume due on eLearning

11	M 11/7	Privacy, reputation, and secrets <i>Assign POP presentation</i> POP examples shown in class	Assigned Readings (see folder in eLearning) Group evaluation due Small Talk Journal #3 due **Bring laptop or tablet today, if possible**
12	M 11/14	POP workday and student conferences with professor	POP Due (submit link to Google Doc) **Bring laptop or tablet today, if possible**
M 11/21	<div style="text-align: center;">  <p>No class this week. Happy Thanksgiving!</p> </div>		
13	M 11/28	POP presentation prep day, peer review <i>Introduce POP Reflection Assignment</i>	Presentation Reflection Due
14	M 12/5	POP Presentations	POP Reflection due

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