

BCOM4350 - ADVANCED BUSINESS COMMUNICATION

Comet Creed: "As a Comet, I pledge honest, integrity, and service in all that I do."

Course Number: BCOM 4350

Title: Advanced Business Communication

Term: Summer 2017

Contact Information

Instructor: [McClain Watson, PhD](#)

Office Location: [4.415 JSOM](#)

Office Hours: Monday/Wednesday 9am - 10am or by appointment

Office Phone: 972.883.4875

Email (heads up here!):

Section 0U2 must use mcclain.watson+mw@gmail.com

Section 5E1 must use mcclain.watson+chec@gmail.com

Course Prerequisites, Co-requisites, and/or Other Restrictions

Students in BCOM 4350 must have already passed BCOM 3310.

Course Description

This course builds on *3100 Professional Development and BCOM 3310 by helping students work towards mastery of three critical communication competencies: business speaking, professional use of social media/technology in and for work, and professional online presence. Students will gain experience engaging in many different kinds of oral and written communication for business, both individually and in teams.

Student Learning Objectives/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 Textbooks and Materials

The required book can be found [HERE](#) (you may purchase the hard copy or rent the ebook). The book is Russell and Munter, Guide to Presentations, 4th edition, 0-13-305836-0.

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

- 100pts – [Small Talk Journal](#) (4 entries/25pts each)
- 50pts – [Video Introduction](#)
- 200pts – [Group Reading Presentations](#) (2 x 100pts each)
- 150pts – [Professional Online Portfolio](#) (aka POP)
- 100pts – [JSOM Senior Showcase preso](#)
- 50pts – [Executive Summary](#)
- 180pts – Reading Quizzes (18 quizzes / 10pts each)

830 total possible points

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

Section OU2 gets 2 free absences and Section 5E1 gets 1 free absence.

Each absence after that = 10 points off your final grade

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 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.

Date	Topic / Class Activity	Reading / Assignment Due
May 31	Class Rationale	"Are They Really Ready To Work?"
	Walk Through Syllabus	"School Success v Work Success"
	School Skills v Professional Skills	"What It Takes to Make New College Graduates Employable"
		"6 Harsh Truths That Will Make You A Better Person"
June 5	Reading walkthrough & discussion	Julian Treasure video (in class)
	Discuss SmallTalk.Journal assignment	"Active Listening" by HOPPE (box folder)
		"First Impressions: The Science of Meeting People"
		"Leveraging the Power of Nonverbal Communication"

June 7	Listening Activity	
	Get into groups	
	Discuss Group Preso assignment	
June 12	LinkedIn / Networking Presentation	GOOGLE YOURSELF before next class!!
June 14	Reading walkthrough and discussion	Enriquez video (in class)
		"The Brand Called You" by PETERS (all in box folder)
		SCHAWBEL: Ch8, 9
		"What's Your Personal Social Media Strategy?" by DUTTA
		Small Talk #1 due
June 19	Discuss POP assignment	https://www.youtube.com/watch?v=JtC_ulXkvJA
	Discuss Video Introduction assignment	NewsCenter article about the POP project

		International recognition of the POP project
		Podcast interview about the POP project
June 21	In-Class POP Workday	Small Talk #2 due
June 26	Group 1 Preso 1	Weiner Ch6 (box folder)
	Group 2 Preso 1	Weiner Ch7 (box folder)
June 28	Group 3 Preso 1	Kiron et al. (box folder)
	Group 4 Preso 1	3 HBR posts:
		Bughin
		Willyerd
		Huy
July 3	Group 5 Preso 1	McDaniel Ch20-22 (box folder)
	Group 6 Preso 1	McDaniel Ch23-25 (box folder)

July 5	Group 7 Preso 1	Russell & Munter Ch1
	Group 8 Preso 1	Elmore (box folder)
July 10	Group 1 Preso 2	Russell & Munter Ch2
	Group 2 Preso 2	Russell & Munter Ch5
	Discuss Executive Summary assignment	Small Talk #3 due
July 12	POP Workday	
July 17	Group 3 Preso 2	Russell & Munter Ch4
	Group 4 Preso 2	Russell & Munter Ch6
July 19	Group 5 Preso 2	HUMPHREY: Ch1,2,3,4 (box folder)
		Discuss JSOM Senior Showcase preso assignment

July 24	Group 6 Preso 2	Weiner Ch5 (box folder)
		Small Talk #4 due
July 26	Group 7 Preso 2	Humphrey Ch 8,9,10,11 (box folder)
	Group 8 Preso 2	Humphrey Ch 14,15,16,17 (box folder)
July 28	POPs DUE BY MIDNIGHT!!	Post link here:
July 31	Senior Showcase Presentations	
August 2	Senior Showcase Presentations	Executive Summary due