

BCOM 3310.503 Business Communications

Fall 2018 Syllabus & Schedule of Events

Instructor Information

Instructor: Kyle Steadham, SPHR, EdD
 Office Location: JSOM 2.712
 Office Hours at UTD: Mondays and Fridays, 6pm to 6:40pm by appointment only
 Personal Email: DrKyleBCOM3310@outlook.com
 UTD Email: kyle.steadham@utdallas.edu
 Office Phone: 214.418.4867 cell
 Class Schedule: Fridays, 7:00pm-9:45pm located in JSOM 11.202

Course Description

Communication is the root activity of business. Communication skills are rated as one of the most sought after qualities in today's job market. In nearly all aspects of professional life you will spend most of your day explaining, writing, directing, persuading, and listening to other people. Your ability to do so clearly and effectively will have a direct bearing on your success in the business world. This course is designed to give students a thorough introduction to business communication and its basic concepts and theories. It will also provide the student with ample opportunities to improve their writing skills. Students in this course will gain knowledge and skills that will assist them not only in their chosen career, but will be useful in their academic and social lives as well.

Resources Used in Class

Resource	Website	Title	Instructions	Purpose of Tool
Online Textbook & Quizzes	http://elearning.utdallas.edu	<i>Essentials of Business Communication</i> 11 th ed. by Guffey & Loewy (2018) The text is not available in the bookstore.	Go to http://elearning.utdallas.edu purchase text and quizzes within the "Access MindTap eBook, PowerPoints, & Quizzes" link.	Access your textbook and take required online quizzes.
Online UTD Course Platform	http://elearning.utdallas.edu	UTD elearning platform via Blackboard	Use your netID and password at http://elearning.utdallas.edu	Access your syllabus, schedule, assignment instructions, and submit some work this term.
Online UTD Library	http://www.utdallas.edu/library/	UTD Online Library	Click on <i>Find Articles and Databases</i> . Use your netID and password.	Access this site to secure peer-reviewed articles for some assignments.
Business Communication Professionals	http://jindal.utdallas.edu/student-resources/business-communication-center/ or http://www.utdallas.edu/studentsuccess/writing/index.html	UTD Business Communication Center in 1.213/1.218 or Writing Center	Make an online or in-person appointment to have your assignments reviewed in order to increase potential for points. You may choose from two alternatives: Business Communication Center or the Writing Center. Save written feedback from professionals.	Access this resource for coaching on writing skills.
.pdf software	n/a	Examples include Adobe and Foxit	Purchase or find free .pdf software via Google.	For many of your assignments, such as the portfolio, you are required to submit your documents in .pdf format.
Professional binding service	n/a	n/a	Contact FedEx Office Print & Ship Center or equivalent business. Use wire spiral binding with a clear front cover and black back cover.	Using this or similar service increases your potential for higher points for the portfolio assignment.

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. 'Technological 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. In the rare event late work is accepted, late penalties may apply up to and including 10% deduction for each day late or other deduction at the discretion of the instructor.

Overview of Course Assignments

Primary Assignment	700 Possible Points	Final Due Date	Consideration	Recommendation
Proposal Topic Approval Submission	0	9/21		
Evaluation of Presentation Contest Winners Chart	100	9/28	This written exercise will be done two times. First, you produce a <i>draft</i> of the document and have it reviewed by one of your classmates. You will then revise your draft using the feedback your partner has provided you and submit it to the instructor for feedback during class.	You are strongly encouraged to use either the Business Communication Center or the Writing Center for feedback on your work prior to submitting it for a grade. Make an appointment, find resources for business writing, and learn how to use APA to cite materials for assignments.
1-Page Executive Summary (by individual) And 15 min. Live Team PowerPoint Presentation by team	100	10/12 10/19		
Resume	100	11/9		
Collaborative Proposal (by team)	200	11/30	You are presenting your team's collaborative proposal. All team members must be present. You must bring 1 copy of the presentation to the instructor.	All students are required to attend class this day to maximize score potential.
10 Chapter Quizzes at aplia.com	200	Each Week by Fri at 5pm	Chapter quizzes must be completed by 5pm on the Friday after we work with the chapter in class. Extensions are not granted on chapter quizzes.	You have up to 3 attempts to complete each quiz. Your highest score is used. You may complete quizzes in advance but you cannot take them late.

Grading Scale

Letter	Scale	Points	Letter	Scale	Points
A+	98-100	684-700	C	73-77	484-523
A	93-97	644-683	C-	70-72	460-483
A-	90-92	620-643	D+	68-69	444-459
B+	88-89	604-619	D	63-67	404-443
B	83-87	564-603	D-	60-62	380-403
B-	80-82	540-563	F	59 or <	379 or less
C+	78-79	524-539			

Grading Policy

You must submit all writing assignments in order to pass this course. 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 – even if those violations are inadvertent.

Attendance

Attendance is strongly recommended for each class. On some scheduled class dates, your attendance will be recorded and incorporated into your final class grade.

Individual Extra Credit

Other than extra credit opportunities offered to the entire class, I am unable curve individual items, nor do I offer “extra credit” work or “special consideration” to allow individual students a chance to increase scores. 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, my ability to help you is extremely limited. I can work with you more easily if you speak to me when the situation arises.

Student Learning Objectives/Outcomes

BCOM3311 is the second writing-intensive course in the Communications component of the Core Curriculum. The course addresses the following Component Learning Objectives:

- Students will refine their multi-media career development and job preparedness by creating a position-specific resume.
- Students will refine their ability to construct effective intra-firm communication documents by writing an executive summary.
- Students will refine their ability to construct effective presentations for key external stakeholders by constructing a persuasive presentation.

Background on the Business Communication Course Sequence

During your time as a JSOM student, you will complete the 3-course Business Communication sequence: 3100/3200 Professional Development, BCOM3310 Business Communication, and BCOM4350 Advanced Business Communication. Each of these courses will help you develop a particular set of skills and attitudes BUT you will also do things that overlap and build off of work you did in earlier BCOM courses. The work gets harder and the standards get higher as you progress through the sequence. This repeated opportunity to develop a wide range of high-need business communication skills will ensure that you complete the sequence ready to hit the ground running in whichever field you enter after graduation.

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

BCOM3311/AIM3311 requires students to have Junior standing, be admitted to the School of Management, and have credit for Rhetoric 1302 and BA 3351. As an upper-level class, students should have at least college-level writing skills and both written and oral proficiency in English.

Additional College Policies

Additional college policies may be found at <http://coursebook.utdallas.edu/syllabus-policies>

Collaborative Proposal Topic with an on Social and Environmental Sustainability

Your collaborative proposal topic will have an emphasis on social and environmental sustainability. Responsible business leaders of the 21st century will not only need to ensure the profitability of their company but will also need to be able to identify and manage the many ways in which their organization impacts its natural environment and social community. Leaders must also be able to communicate these commitments to the public in an effective and accurate way. In this class, you will complete a major writing project that will help you imagine the ways in which North Texas businesses can 'give back' to their community through a significant community action program. This project will not only help you improve your team work and communication skills, but will also bring you into a closer relation to your community and its needs.

Peer-Reviewed References

Some course assignments may require you to incorporate references from at least *peer-reviewed* (also known as *refereed* or *academic*) sources. You need to find and cite peer-reviewed, published, academic papers in the UTD library that deal with aspects of the assigned topic. It is important to use quality peer-reviewed references in your work if you want maximize your score potential. They must be cited internally and in a references page in APA format. Contact the SOM Business Communication Center or a UTD librarian for guidance. *Peer-reviewed* generally does not include:

- Wikipedia, blogs, tweets, online dictionaries, social media references
- Anonymous authors or unavailable publication dates
- Product or service advertisements and corporate websites
- Material from websites found via regular Google.com unless it is from a federal or state government

Fall 2018 Schedule of Events*

54

Week #	Friday	Class Agenda	What to Bring to Class	Items Due by 5pm on Fridays	Total Available Points by Week
1	8/24	<ol style="list-style-type: none"> 1. Present instructor introduction & RateMyProfessor presentation. 2. Describe 3 A's for Success. 3. Present the <i>Syllabus & Schedule of Events</i>. 4. Verify attendance roster. 5. Form teams based on roster assignment and stay located together. 6. Complete <i>Picture Activity</i> <ul style="list-style-type: none"> • Select 1 picture that best represents your competitive advantage/strength. • Write it out and retain it for entire term. • Within your team: <ul style="list-style-type: none"> ➢ Give full introduction of yourself; and ➢ describe strength and reason for picture. • When each person is finished with introduction, hold group discussion: <ul style="list-style-type: none"> ➢ What did you learn about yourself? ➢ What did you learn about others? ➢ What patterns emerged? 7. Lecture <i>The Results Pyramid</i>. 8. Discuss and assign <i>Proposal Topic Team Activity</i> and explain the 3-Phased Team Project. (Brief Proposal, Presentation, Full Submission) 9. Meet within teams for remaining duration of class to <ul style="list-style-type: none"> • Exchange contact information. • Review <i>Proposal Topic Team Activity</i>. • Begin to select team leader. 10. Summarize purpose of the class by watching video (Optional) 	<i>Syllabus & Schedule of Events</i>		0
2	8/31	<ol style="list-style-type: none"> 1. Review of prior week activities. 2. Form any remaining teams. 3. Create personal journal. On your strengths document write one successful interpersonal interaction from your strength this week. 4. Complete <i>Coat of Arms Activity</i> (Strength, Career Goal, & Challenge Improvement) individually. 5. Answer the following questions in team about the activity: <ul style="list-style-type: none"> • Why is it important to write it, draw it, and share it? • What are the similarities? • How can you use this information for your team? • How does this shield relate to effective business communication? 6. Debrief the purpose & function of the <i>Coat of Arms Activity</i>. 7. Present <i>Guffey & Loewy Ch. 1 Succeeding in the Social and Mobile Workplace</i> 8. Report team leaders to instructor. 9. Optional: Discuss and assign <i>Proposal Topic Team Activity</i> and explain the 3-Phased Team Project. (Brief Proposal, Presentation, Full Submission) 	<i>Coat of Arms Activity</i> <i>Proposal Topic Team Activity</i> from Blackboard.	1) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Friday.	0
3	9/7	<ol style="list-style-type: none"> 1. Sign attendance sheet. 2. Make sure all students are on the roster in teams. Identify team leader. Make sure teams are established in Blackboard. 3. Discuss <i>Proposal Team Presentation Assignment</i>. Discuss the rubric and 	<i>Content Winners Feedback Chart Team Activity</i> .	1) Complete Ch. 1 Quiz at www.aplia.com by 5pm Fri. 2) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Fri.	20

		<p>provide tips.</p> <ol style="list-style-type: none"> Discuss BCOM Presentation Contest. Present <i>Guffey & Loewy Ch. 2 Planning Business Messages</i>. Present <i>Guffey & Loewy Ch. 3 Organizing & Drafting Business Messages</i> Assign Independent Reading <i>Guffey & Loewy Ch. 4 Revising Business Messages</i> Assign <i>Evaluation of Presentation Content Winners Chart Assignment</i>. Work on <i>Proposal Topic Team Activity</i> within teams. 			
4	<p>9/14 No class</p>	<p>You are encouraged to meet as a team.</p>		<ol style="list-style-type: none"> Complete Ch. 2, 3, & 4 Quiz at www.aplia.com 5pm Fri. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Fri. 	60
5	<p>9/21 Dr. K not in class.</p>	<ol style="list-style-type: none"> Assign Independent reading of <i>Ch. 6 Positive and Neutral Messages</i> and <i>Guffey & Loewy Ch. 8 Persuasive Messages</i> Watch Presentations with Panache: Storytelling Skills, Delivery, & Slides by Elizabeth Bruce. Confirmed 4-26-18. Receive peer feedback on <i>Evaluation of Presentation Content Winners Chart Assignment</i>. Hold team meetings. 		<ol style="list-style-type: none"> Post the results of your <i>Proposal Topic Team Activity</i> to http://elearning.utdallas.edu by 5pm Fri. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Fri. 	0
6	<p>9/28</p>	<ol style="list-style-type: none"> Present <i>Guffey & Loewy Ch. 12 Business Presentations</i> Hold required team meetings to work on PowerPoint Presentations. Assign <i>1-Page Executive Summary Assignment</i> based on <i>Proposal Topic Team Activity</i>. Assign <i>Mid-Course Feedback Team Activity</i>. 		<ol style="list-style-type: none"> Complete Ch. 6 & 8 Quizzes at www.aplia.com 5pm Fri. Submit Final Version of <i>Evaluation of Presentation Content Winners Chart Assignment</i> to elearning for final evaluation by 5pm Fri. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Fri. 	140
7	<p>10/5 Dr. K to get video camera from Audio/Visual</p>	<ol style="list-style-type: none"> Review Dr. Meer's Tips on Effective Presentations and practice projection and presentation choreography. Conduct Peer Reviews of <i>1-Page Executive Summary Assignment</i> based on <i>Proposal Topic Team Activity</i>. Hold required team meetings to work on PowerPoint Presentations. Bring presentations for Dr. K to review. Discuss Resume Assignment. 	Mandatory Attendance	<ol style="list-style-type: none"> Complete Ch. 12 Quiz at www.aplia.com 5pm Fri. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Fri. 	20
8	<p>10/12 Dr. K at NEHOA Substitute</p>	<ol style="list-style-type: none"> Receive Peer & Instructor Feedback on <i>Team PowerPoint Presentation Assignment</i> Hold team meetings in class to practice team presentations in class. 		<ol style="list-style-type: none"> Submit final <i>1-Page Executive Summary Assignment</i> based on <i>Proposal Topic Team Activity</i> to elearning. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Fri. Post <i>Mid-Course Team Feedback Activity</i> to http://elearning.utdallas.edu 5pm Fri. 	(Your mid-term grade will be posted as "MN" because we have not finished the bulk of work.)

9	10/19	<ol style="list-style-type: none"> 1. Watch BCC Presentation on Effective Resumes and Mock Pods by Elizabeth Bruce. Confirmed 5-7-18. 2. Discuss <i>Resume Assignment</i>. 3. Meet in teams to work on written business proposals. 	Mandatory Attendance	Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Fri.	0
10	10/26	Conduct all <i>Proposal Presentation Team Assignments</i> . Students in the audience may not use laptops. Limit is 15 minutes including Q&A. Teams will pair up and evaluate each other and are responsible for asking questions during Q&A. Presentations will be recorded.	Mandatory Attendance Instructor Must bring Video Recorder from Audio/Visual Dept.	<ol style="list-style-type: none"> 1) Bring 7 copies of the <i>Team PowerPoint Presentation Assignment</i> per team. 2) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Fri. 	100
<p>By Friday., 11/2 at 5pm- Deadline for Dr. K to upload section winning presentation to YouTube and mark BCOM spreadsheet. Do not record Q&A session. From Nov. 2-7, experienced graduate student Toastmasters will score the section-winning presentations using this rubric.</p>					
11	11/2	<ol style="list-style-type: none"> 1. Present <i>Guffey & Loewy Ch. 13 Job Search & Resumes in the Digital Age</i> 2. Receive peer feedback on <i>Resume Assignment</i>. 	Mandatory Attendance Bring 2 copies of your resume.	Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Fri.	
<p>By Thurs., 11/8, the 6 teams who score highest on the combined rubrics will be identified and notified via email that they will be presenting at the Finals event, held in Davidson Auditorium.</p>					
12	11/9	<ol style="list-style-type: none"> 1. Present <i>Guffey & Loewy Ch. 14 Interviewing and Following-Up</i> 2. Hold mandatory team meetings. 	Mandatory Attendance	<ol style="list-style-type: none"> 1. Submit your final version of <i>Resume Assignment</i> to eLearning for final evaluation. 2. Complete Ch. 13 Quiz at www.aplia.com by 5pm Fri. 3. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Fri. 	120
<p>On Monday, Nov. 12, 2018, teams must email their final PowerPoint to mcclain.watson@utdallas.edu.</p> <p>On Tuesday, Nov. 13, 2018, below are details for the contents: 5:30: Doors Open 6:00: Event Starts 7:45: Reception in Atrium (with pizza, drinks, etc) 8:00: Top 3 teams Announced</p> <p>Judging the Final Event - Judges will use the same rubric that was used in the semi-final round. - These rubrics will be tallied after the final presentation and the three teams who score the highest raw scores on the rubrics will be the winners. - In addition to the rubric, judges will be asked to provide 2-3 written comments for each team. The rubric and comment sheets will be scanned and sent to the instructor of each team the day after the event. - Decisions by the judges are final.</p> <p>Prizes - \$2000 for the 1st place team, \$1200 for 2nd place, and \$1000 for 3rd place - Prize will be distributed equally among team</p>					
13	11/16	<ol style="list-style-type: none"> 1. Present <i>Guffey & Loewy Ch. 10 Proposals & Formal Reports</i> 2. Conduct Show and Tell of previous class deliverables on proposal. 3. Receive Peer Feedback on <i>Collaborative Proposal Team Assignment</i>. 4. Complete <i>Peer Evaluation Survey in class</i>. Use CATME 	Bring 2 Rough Drafts of <i>Collaborative Proposal Team Assignment</i> and Resume to Class	<ol style="list-style-type: none"> 4. Complete Ch. 10 and 14 Quiz at www.aplia.com by 5pm Fri. 5. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Fri. 	40

