

**Advanced Business Communication**

**Course** BCOM 4350 Advanced Business Communication  
**Professor** Dr. Kathryn L. Lookadoo  
**Term** Spring 2019  
**Class**  
**Meetings** 501: T/TH 5:30-6:45 PM (JSOM 2.103)

**PROFESSOR'S CONTACT INFORMATION**

**Office:** JSOM 4.425  
**Office Hours:** Thursdays 2:30 PM-4:30 PM; Additional times available by appointment (any time/location changes will be announced on eLearning)  
**Office Phone** 972.883.5998  
**E-Mail:** Kathryn.Lookadoo@utdallas.edu  
 If you email me, please use your UTD email. **Emails must include the course number and section in the subject line.** Emails usually will be answered within 24 hours on weekdays. 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 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.

**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.

**Advanced Business Communication****Required Text, Materials, and Resources**

- Top Hat classroom engagement tool (can be purchased through the bookstore or online website). See “Top Hat” section below for more details.
- The required book (*Stand up, Speak out: The Practice and Ethics of Public Speaking*) is posted as a PDF on eLearning for free.
- 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. You can do this here: <https://accounts.google.com/SignUp>

**Top Hat**

This course requires the use of Top Hat ([www.tophat.com](http://www.tophat.com)) a classroom engagement tool that is designed to assess your understanding of course material in class. You will be able to check-in for attendance, engage in discussions and submit answers for participation grades to in-class questions using iPhone, Android smartphones and tablets, laptops, or through text message. You can visit the Top Hat Overview (<https://success.tophat.com/s/article/Student-Top-Hat-Overview-and-Getting-Started-Guide>) within the Top Hat Success Center which outlines how you will register for a Top Hat account, as well as providing a brief overview to get you up and running on the system.

An email invitation will be sent to you by email, but if don't receive this email, you can register by simply visiting our course website: <https://app.tophat.com/e/734920>

Note: Our course join code is 734920.

Should you require assistance with Top Hat at any time, due to the fact that they require specific user information to troubleshoot these issues, please contact their Support Team directly by way of email ([support@tophat.com](mailto:support@tophat.com)), the in-app support button, or by calling 1-888-663-5491.

**ASSIGNMENTS**

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

<b>Assignment</b>	<b>Pts</b>	<b>Responsibility</b>	<b>Submission</b>
Resume (In CMC format)	50	Individual	eLearning & in class
POP (50) & Discussion Board (20)	70	Individual	Google doc & eLearning
Sr Showcase Interview & Reflections	140	Individual	In class & eLearning
Midterm Exam	120	Individual	Testing Center
Executive Summary	80	Individual	eLearning
Formal Outline	50	Group	eLearning
Visual Aid	50	Group	eLearning
Group Presentation	150	Group	In class
Group Evaluation	40	Individual	Qualtrics link on eLearning
Special Occasion Presentation	150	Individual	In class & eLearning (script)
Class Participation & Preparedness	100	Involves individual & group work such as in-class activities, etc.	
Total	1000		
Extra Credit: Group Presentation Reflection	10	Individual	eLearning

**Advanced Business Communication**

**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. In terms of the grading scale, final grades will be rounded up from the 0.50 mark. 100-97% = A+ , 97-94 = A , 93-90 = A- , 89-87 = B+ , 86-84 = B , 83-80 = B- , 79-77 = C+ , 76-74 = C , 73-70 = C- (and so on).

**COURSE POLICIES**

Sometimes, I wonder how many students read the syllabus. To check, I am conducting an experiment. Please email me your favorite picture of a dog by the third week of class to earn three points of extra credit. Don't forget to follow the email guidelines mentioned in this document and keep the experiment a secret. *If you have any questions about the policies please let your professor know.*

**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 must be present for your group presentations to receive any credit for that assignment.

You get **two free absences**. Each absence after that equals a loss of 20 points from 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 absence, email me documentation (a note from your doctor, etc.) of that absence.

**Technology in the Classroom** No laptops, tablets, or cellphones may be used in the classroom unless you have cleared it with me first. Cellphones will be permitted when answering Top Hat questions.

**Testing Policy**

You must register online for the exam with the testing center (<https://ets.utdallas.edu/testing-center>). The testing center recommends registering for the exam during the first two weeks of the semester. You must register at least 72 hours before the exam. Visit this website to register: <https://www.registerblast.com/utdallas/Exam/List>

You must make an appointment and show your Comet ID Card. Please bring a scantron, 882-E.

I expect all students to take this exam as scheduled. Ideally, let me know within the first two weeks of the semester if you have a scheduled school-related absence or trip on the exam date. If another documented situation arises (e.g., military duty, court appearance, serious illness, death of a family member, sport schedule change, etc.), contact me as soon as possible. If inclement weather causes a campus closure, then I will update the exam time on eLearning. Make up tests will either be scheduled in my office or in the testing center depending on scheduling.

---

**Advanced Business Communication**

If you miss the exam due to an undocumented/unexcused reason such as forgetting the date or failing to register with the testing center, call the testing center first. I will consider the situation on a case by case basis, but make up tests may or may not be allowed in those situations or will be allowed with a penalty of up to 50 percent.

**Reviewing Assignments** I am happy to review your assignments before they are due. However, I will not review assignments and give feedback over email as it is often more beneficial to discuss documents in person. Instead, please stop by my office hours or make an appointment. Please try to allocate enough time (at least 24 hours) to see me in advance of the assignment deadline so that you have time to make recommended revisions.

**Late Work** 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 submissions will be docked 1 percent per hour late.** For example, a paper submitted 39 minutes late would lose 1 percent. A paper 100 hours late receives no credits. Please submit late work to the assignment’s TurnItIn dropbox.

**TurnItIn** Most assignments in this class will be submitted through Turnitin.com. Many students make the mistake of uploading the paper and thinking it’s done. There is a second step, which is to confirm submission. TurnItIn will confirm a submission with an on-screen digital receipt that contains a Submission ID. **If the second step isn’t confirmed, the paper will not be submitted, and there will be no digital receipt.** If there is an issue with your assignment (e.g., I do not see a submission on your end), I will ask for your Submission ID number as submission proof. If you do not have this, you will not get credit for turning in the assignment. **I strongly urge you to take a screenshot of or write down your Submission ID for every assignment you submit.** I will not accept document edit dates as proof that you finished your assignment prior to the deadline. To be fair to the whole class, I grade submitted assignments, not completed, un-submitted ones.

**Grade Disputes**

- 1. Challenging a grade:** I am always willing to discuss your grades with you. Upon receiving your grade, please **wait 24 hours** before contacting me. Use this time to think over your questions, compare your submission to the assignment/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.
- 2. Questions on grading:** 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. If you think I made a mistake in entering your grade, don’t hesitate to email me and ask (you can do so before the 24-hour wait period).

**Individual Extra Credit** Other than extra credit opportunities offered to the entire class, I do not curve individual items, nor do I offer individual “extra credit.”

---

**Advanced Business Communication**

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

**Participation** Please come prepared and participate in the discussion and activities for the day. In keeping with the course's professional communication mandate, students are expected to use every opportunity in the course to practice communicating in a civil and professional manner.

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.

**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.

**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 (e.g., email use, accommodations through the Office of Student AccessAbility, etc.) 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/>.

## Advanced Business Communication

\*All assignments are due at 11:59 PM, unless they in **red text (which are due by the start of class)**

\*\*I refer to the textbook by the acronym "SUSO" in the schedule

Week	Date	Topic	Reading(s)	Assignment(s) Due
1	T 1/15 (Day 1)	Class introduction; In-class activity <i>Discuss Upcoming Assignments</i>	1. Reserve your seat in the testing center ( <a href="https://ets.utdallas.edu/testing-center">https://ets.utdallas.edu/testing-center</a> ) for our 3/12 test. <b>You must register</b> no later than 72 hours before the exam date but the testing center recommends doing so within the first 2 weeks of the semester. Walk-ins are not accepted. 2. Register and download the app for Top Hat. See page 2 of syllabus for details.	
	TH 1/17 (Day 2)	Branding <i>Assign POP &amp; Resume</i>	See eLearning for readings	**We will begin using Top Hat in class today, please have the app set up on your phone**
2	T 1/22 (Day 3)	Resume Writing & Design <i>Activity: Resume Cases</i>	See eLearning for readings	<b>(By start of class) Complete the POP assignment "quiz" on Top Hat.</b>
	TH 1/24 (Day 4)	LinkedIn & Interviewing <i>Assign: Senior Showcase Interviews</i> <i>Review POP Examples &amp; Design Ideas</i>	See eLearning for readings	
3	T 1/29 (Day 5)	Interviewing (continued)		<b>(By class) Resume on eLearning &amp; as a hard copy</b>
	TH 1/31 (Day 6)	<b>Senior Showcase Interviews</b> (3 groups)		<b>(11:59pm) POP Peer Review (P1): Post POP link to discussion board</b>
4	T 2/5 (Day 7)	<b>Senior Showcase Interviews</b> (3 groups)		<b>(11:59pm) POP Peer Review (P2): Post feedback</b>
	TH 2/7 (Day 8)	<b>Senior Showcase Interviews</b> (3 groups)		<b>(11:59pm) POP due on Google Doc</b>
5	T 2/12 (Day 9)	Workday: Finish feedback portions; Conferences on Pops & Resumes		<b>(11:59pm) Interview assignment reflections (peer and self) due</b>
	TH 2/14 (Day 10)	Communication Competence & Apprehension	eLearning & Ch 1 -3, SUSO	
6	T 2/19 (Day 11)	Understanding Theory <i>Introduce Group Project; form teams</i>	See eLearning for readings	
	TH 2/21 (Day 12)	Research Bring laptop/tablet to class, if possible <i>Assign Executive Summary</i>	Ch. 7-8, SUSO	
7	T 2/26 (Day 13)	Analyze the Audience & Identify Purpose	Ch. 5-6, SUSO	
	TH 2/28 (Day 14)	Message & Content Bring laptop/tablet to class, if possible	Ch. 9-12, SUSO	

## Advanced Business Communication

		<i>Assign Formal Outline</i>		
8	T 3/5 (Day 15)	Visual Aids & Design Bring laptop/tablet to class, if possible	Ch. 15, SUSO	<b>(11:59pm) Executive Summary</b>
	TH 3/7 (Day 16)	Nonverbal Delivery Bring laptop/tablet to class, if possible	Ch. 13-14, SUSO	
9	T 3/12 (Day 17)	<b>Test Day:</b> Bring your scantron (Form number: 882-E) and Comet ID to the testing center		
	TH 3/14 (Day 18)	Presentation Preparation Activity		
10		Spring Break!		
11	T 3/26 (Day 19)	Group Workday / Conferences with Dr. Lookadoo <i>Assign Group Presentation Reflection</i> Bring laptop/tablet to class, if possible		<b>(11:59pm) Formal Outline</b>
	TH 3/28 (Day 20)	Group workday on presentations		
12	T 4/2 (Day 21)	<b>Presentations</b> (Groups 1 & 2) <i>All groups attend presentations</i>		<b>(by start of class) Groups presenting: visual aid due</b>
	TH 4/4 (Day 22)	<b>Presentations</b> (Groups 3 & 4) <i>All groups attend presentations</i>		<b>(by start of class) Groups presenting: visual aid due</b>
13	T 4/9 (Day 23)	<b>Presentations</b> (Groups 5 & 6) <i>All groups attend presentations</i>		<b>(by start of class) Groups presenting: visual aid due</b>
	TH 4/11 (Day 24)	<b>Presentations</b> (Groups 7 & 8) <i>All groups attend presentations</i>		<b>(by start of class) Groups presenting: visual aid due</b>
14	T 4/16 (Day 25)	Special Occasion Speeches <i>Assign special occasion speech presentation</i>	Ch. 18, SUSO	<b>(11:59pm) Group Evaluation</b> <b>(11:59pm) Extra Credit: Group Presentation Reflection</b>
	TH 4/18 (Day 26)	Special Occasion Speech Preparation Bring laptop/tablet to class, if possible	<b>**Bring laptop, if possible**</b>	
15	T 4/23 (Day 27)	<b>Special Occasion</b> (15 people)		<b>(by start of class) For people presenting: formal outline/script due on eLearning</b>
	TH 4/25 (Day 28)	<b>Special Occasion</b> (15 people)		<b>(by start of class) For people presenting: formal outline/script due on eLearning</b>
16	T 4/30 (Day 29)	<b>Special Occasion</b> (15 people)		<b>(by start of class) For people presenting: formal outline/script due on eLearning</b>
	TH 5/2 (Day 30)	Course Wrap Up		

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the professor.