

BCOM 3310.501 Business Communications

Fall 2019 Syllabus & Schedule of Events

Instructor Information

Instructor: Dr. Kyle Steadham, EdD, SPHR, PCC, CPLP
 Office Location: JSOM 2.712
 Office Hours at UTD: Mondays and Wednesdays, 6pm to 6:40pm by appointment only
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 Class Schedule: Wednesdays, 7:00pm-9:45pm located in JSOM 2.802

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	http://elearning.utdallas.edu	<i>Essentials of Business Communication</i> by Guffey & Loewy (2018)	Access within eLearning	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	1000 Possible Points	Final Due Date	Consideration	Recommendation
Proposal Topic Approval Submission	0	9/18		
Evaluation of Presentation Contest Winners Chart	200	9/18	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	200	9/25 10/23		
Resume	200	10/23		
Collaborative Proposal (by team)	200	11/20	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. Your score also influenced by CATME peer student feedback.	All students are required to attend class this day to maximize score potential.
10 Chapter Quizzes at aplia.com	200	Each Week by Wednesday at 5pm	Chapter quizzes must be completed by 5pm on the Wednesday 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.
Your mid-term grade will be posted as "MN" because we have not finished the bulk of work.				

Grading Scale

Letter	Scale	Points	Letter	Scale	Points
A+	98-100	980-1000	C	73-77	730-779
A	93-97	930-979	C-	70-72	700-729
A-	90-92	900-929	D+	68-69	680-699
B+	88-89	880-899	D	63-67	630-679
B	83-87	830-879	D-	60-62	600-629
B-	80-82	800-829	F	59 or <	599 or less
C+	78-79	780-799			

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.

Extra Credit

Effective 5-21-19, per JSOM BCOM department policy, instructors are not allowed to offer "extra credit" work in any BCOM course.

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 to 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

Week #	Wednesday	Class Agenda	Items Due by 5pm on Wednesdays
1	8/21	1. Take roll. 2. Present instructor introduction & RateMyProfessor presentation. 3. Describe 3 A's for Success. 4. Review the <i>Syllabus & Schedule of Events</i> . 5. Review how all the assignment connect. 6. Take a tour of eLearning site. 7. Lecture <i>The Results Pyramid</i> . 8. Form teams based on roster assignment and stay located together. 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? 9. Discuss and assign <i>Proposal Topic Team Activity</i> and explain the 3-Phased Team Project. (Brief Proposal, Presentation, Full Submission) 10. 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. 	Dr. Kyle Steadham BCOM3310 Syllabus Rev.8-21-19 Page 5
2	8/28	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)	1) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wed.
3	9/4	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 provide tips. 4. Discuss BCOM Presentation Contest. 5. Present <i>Guffey & Loewy Ch. 2 Planning Business Messages</i> . 6. Present <i>Guffey & Loewy Ch. 3 Organizing & Drafting Business Messages</i> 7. Assign Independent Reading <i>Guffey & Loewy Ch. 4 Revising Business Messages</i> 8. Assign <i>Evaluation of Presentation Content Winners Chart Assignment</i> . 9. Work on <i>Proposal Topic Team Activity</i> within teams.	1) Complete Ch. 1 Quiz at www.aplia.com by 5pm Wed. 2) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wed.
4	9/11	1. Assign Independent reading of <i>Ch. 6 Positive and Neutral Messages</i> and <i>Guffey & Loewy Ch. 8 Persuasive Messages</i> 2. Receive peer feedback on <i>Evaluation of Presentation Content Winners Chart Assignment</i> . 3. Hold team meetings.	1) Complete Ch. 2, 3, & 4 Quiz at www.aplia.com 5pm Wed. 2) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wed.
5	9/18	1. Get approval on final approval on <i>Proposal Topic Team Activity</i> by instructor. 2. Hold required team meetings to work on PowerPoint Presentations. 3. Assign <i>1-Page Executive Summary Assignment</i> based on <i>Proposal Topic Team Activity</i> . Assign <i>Mid-Course Feedback Team Activity</i> .	<ul style="list-style-type: none"> • Post the results of your <i>Proposal Topic Team Activity</i> to http://elearning.utdallas.edu by 5pm Wed. • Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wed. • Complete Ch. 6 & 8 Quizzes at www.aplia.com 5pm Wed. • Submit Final Version of <i>Evaluation of Presentation Content Winners Chart Assignment</i> to elearning

			<ul style="list-style-type: none"> for final evaluation by 5pm Wed. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wed.
6	9/25	<ol style="list-style-type: none"> Present <i>Guffey & Loewy Ch. 12 Business Presentations</i> Hold required team meetings to work on PowerPoint Presentations. Bring presentations for Dr. K to review. Discuss <i>Resume Assignment</i>. 	<ul 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 Wed.
7	10/2 Dr. K at TWUC	No Class Session (Meet as a team virtually or in class.). Instructor is not present.	<ul style="list-style-type: none"> Complete Ch. 12 Quiz at www.aplia.com 5pm Wed. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wed. Post <i>Mid-Course Team Feedback Activity</i> to http://elearning.utdallas.edu 5pm Wed.
8	10/9 Dr. K at NEHOA Substitute	<ol style="list-style-type: none"> Watch BCC Presentation on Presentations with Panache by Elizabeth Bruce. NOT Confirmed Meet in teams to work on Collaborative Proposal Presentation. 	<ul style="list-style-type: none"> Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wed.
9	10/16	<ol style="list-style-type: none"> Present <i>Guffey & Loewy Ch. 13 Job Search & Resumes in the Digital Age</i> Review Dr. Meer's Tips on Effective Presentations and practice projection and presentation choreography. Receive peer and Dr. K feedback on <i>Resume Assignment</i>. Meet in teams to work on <i>Proposal Presentation Team Assignments</i> 	<ol style="list-style-type: none"> Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wed.
10	10/23	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.	<ul style="list-style-type: none"> Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wed. Submit your final version of <i>Resume Assignment</i> to eLearning for final evaluation. Complete Ch. 13 Quiz at www.aplia.com by 5pm Wed.
11	10/30	<ol style="list-style-type: none"> Present <i>Guffey & Loewy Ch. 14 Interviewing and Following-Up</i> Work on <i>Collaborative Proposal Team Assignment</i> in class within teams. Discuss team member evaluation via CATME. 	<ul style="list-style-type: none"> Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wed.
12	11/6	<ol style="list-style-type: none"> Present <i>Guffey & Loewy Ch. 10 Proposals & Formal Reports</i> Hold mandatory team meetings. 	<ul style="list-style-type: none"> Complete Ch. 14 Quiz at www.aplia.com by 5pm Wed. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wed.

For BCOM Competition, by 5pm, Monday, November 11, paste the embed code to your section-winning presentation to this spreadsheet. From Tuesday, November 12 until 5pm Saturday, November 16, a select group of qualified judges will score the section-winning presentations [using this rubric](#).

13	11/13	<ol style="list-style-type: none"> 1. Conduct Show and Tell of previous class deliverables on proposal. 2. Receive Peer Feedback on <i>Collaborative Proposal Team Assignment</i>. 	<ul style="list-style-type: none"> • Complete Ch. 10 Quiz at www.aplia.com by 5pm Wed. • Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wed.
<p>For BCOM Competition, by Noon on Tuesday, November 19, 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.</p>			
14	11/20	<ol style="list-style-type: none"> 1) Discuss Collaborative Proposals 2) Complete <i>Peer Evaluation Survey</i> via CATME by 5pm. 	<ol style="list-style-type: none"> 1. Bring Final Version of <i>Collaborative Proposal Team Assignment</i> to class for final evaluation <i>and</i> submit the digital version in pdf format within eLearning by 5pm Central.
<p>For BCOM Competition, if a team in my session is a finalist, the team must email their final PowerPoint to mcclain.watson@utdallas.edu by 5pm Wednesday, November 21.</p>			
<p>BCOM Competition Final Event on Thursday, November 21, 2019 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>Final Presentations Teams will have 15 minutes on stage, including Q&A. ONLY JUDGES will be allowed to ask questions. If a team wants to provide handouts to the judges, they must give hard copies to McClain no later than 5:50pm and he will give them to the judges.</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. - All presentations will be recorded *unless* a team opts out. Let me know ASAP.</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 members. Team members must be present to win!</p>			
	11/27	Thanksgiving Holiday – NO CLASS	
15	12/4	TBD	