

Updated 3-13 Course Syllabus

Course Information

Course Number:	BCOM 4350.001
Title:	Advanced Business Communication
Term:	Spring 2020
Class Meetings:	JSOM 2.904 Mondays and Wednesdays 11:30-12:45 p.m.

Contact Information

Instructor:	Margaret Garnett Smallwood, MBA, Senior Lecturer II
Office Location:	JSOM 4.428 (4 th floor, JSOM)
Office Hours:	Mondays and Wednesdays, 2:30-3:45 or by appointment
Office Phone:	972 883-5985

Email (Please use your UTD student email to email me):

Margaret.smallwood@utdallas.edu

Contacting me: The best way to reach me is by email. If you email me, please send the email using your UTD student email. The subject line must include your course name, number and section. This is for privacy reasons.

Course Prerequisites, Co-requisites, and/or 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.

Student 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 JOSM student, you will complete the three-course BCOM sequence: 3100/3200 Professional Development, BCOM 3310 Business Communication, and BCOM 4350 Advanced Business Communication. Each of these courses will help you develop a particular set of skills and attitudes, but you also will do things that overlap and build off the 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 will complete the sequence and be ready to hit the ground running in whichever field you enter after graduation.

Required Textbook and Materials

The required book is *Guide to Presentations*, 4th edition, by Lynne Russell and Mary Munter. The required book can be found here: <http://goo.gl/54UsT> (You may purchase the hard copy at the UTD bookstore or rent the ebook.)

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>

You will also need:

- Access to the Internet
- Access especially to eLearning on a daily basis
- Access to your UT Dallas email on a daily basis
- An easily accessible printer.

Assignments and Academic Calendar

Individual Assignments

25 pts – Individual Assignment #1: CMC resume, due **1/22** in eLearning.

50 pts—Individual Assignment #2: Elevator or Video Pitch and script, due **2/3**. Turn script in through TurnItIn; upload video to YouTube and post URL on Google Drive in eLearning by class time.

80 pts—Individual Assignment #3: Contributions to eLearning discussion board posts for each of 8 content presentations. You need to make one post for each presentation, and respond to one other student's post. Discussion boards will be posted the day of the presentation. You will have two days after the presentation to do your original post and respond to one other student's post.

150 pts – Individual Assignment #4: Professional Online Portfolio (aka POP), due **2/26**. Publish POP and upload URL to Google Drive in eLearning by class time.

100 pts-Individual Assignment #5: JSOM Senior Showcase preso/Present Portfolio to class. See syllabus for details. We will sign up in class but presentations will be done **3/2, 3/4, 3/9 and 3/11**.

75 pts—Individual Assignment #6: Senior Showcase Interview and Reflection, **start 3/30 and continue throughout 4/8**. Your date depends on your team number. Your reflections on each person you observed being interviewed are due **4/13**. Your personal reflection on your own interview is due **4/15**.

Both are due by class time.

50 pts—Individual Assignment #7: Executive Summary, **due 4-29**

530 points

Team Assignments

100 pts – Team Assignment #1: Content Presentation—Begin **1/29** but actual date depends on your team number. Read your assigned chapter or outside readings posted in eLearning and create a presentation on the chapter. Create an activity on the content. Also, create a discussion board in eLearning on the reading material, posing 3 questions to the class. The discussion board must be posted the day of your presentation. **Your teammates' evaluation of you will partly determine your grade.**

125 pts – Team Assignment #2 –Business Topic Presentation—Begin but actual date depends on your team number. I will give you a list of topics and one source on the topic; you will need to do additional research to develop a presentation that will interest young professionals. **Your teammates' evaluation of you will partly determine your grade.**

225 points

755 possible points

Some assignments will be turned in through eLearning, some will be turned in on paper in class, and the video and website links will be uploaded to a Google drive. Please read the syllabus and class agendas carefully so that you know how to turn in each assignment.

Team Evaluations

Your teammates will complete an evaluation of your involvement in both presentations. If you do not fully contribute to these projects, you will receive no points or a prorated number of points for each presentation.

Reviewing Assignments

I am happy to review your assignments before they are due. I strongly encourage you to come by my office during my office hours or make an appointment with me if you are not available during my office hours. That will give me time to review the assignment and give you feedback, and give you time to make revisions.

I am not able to review assignments sent by email because we need to discuss the assignment and recommended changes face to face.

I want you to succeed but please keep in mind that this is a challenging course. You should expect to work hard in this course. Like all of your other JSOM courses, this is a rigorous class.

I strongly encourage you to come talk to me, email me, or text me if you have any questions or comments about any assignment or anything at all to do with this class. 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 effectively if you speak to me when the situation arises.

Emailed and Handwritten Assignments

No assignments submitted by email will be accepted. No handwritten assignments will be accepted unless the assignment description says they are acceptable for that particular assignment.

Grading Policy

I grade according to the grading scale:

A+: 98 and above
A: 94 to 97.9
A-: 90 to 93.9

The B and C scales follow along the same lines. **I do not round up grades; your grade is based on the actual percentage you have in the class.**

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.

TurnItIn, Late Work and Missed Assignments:

I use TurnItIn for nearly all assignments. It's easy to upload your assignment to TurnItIn and to think that you are done. **There is a required second step. You must confirm submission.** TurnItIn then creates an on-screen digital receipt with a submission ID. **Keep this receipt.** If you don't take the second step to confirm your submission, your paper will not be submitted. From my end, it shows that you did not submit the assignment. I will then ask you for the digital receipt. **If you don't have a digital receipt, I will not be able to give you credit for the assignment.**

Most assignments are turned in TurnItIn links in eLearning. However, a few are to be printed out and turned in in class. Check the class agendas and schedule so that you know how to turn in each assignment. You can always turn assignments in early. I will not accept assignments that are emailed to me or that are late. All deadlines for submissions are clearly defined; therefore, no assignments or projects will be accepted late for any reason.

You must submit ALL writing assignments in order to pass this course. Part of this class is learning to deliver writing assignments on time.

Course Policies

Late Work

No late work is accepted. Period. 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.

Individual Extra Credit

We, as a department, do not offer students extra credit. Also, 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.

Class Attendance

Just as how in one's job they are expected to be at work, students are expected to be in class and attendance is mandatory. I take attendance and I take it seriously. Attending class is like coming to work; it's required and expected. You are expected to attend each class, but life happens. **You get three free absences.** After that, attendance will affect your grade. Each additional, unexcused absence will result in 10 points off your final grade. It is your responsibility to make sure you are counted present in each class. An assignment sheet will be passed around during each class. Do not sign in a friend who is not present.

Attendance as of 3-30:

Since we are moving online, I will take "attendance" at various points in the remaining weeks of the semester. Whatever attendance you had before we went online stands. Going forward, if you turn the following items on time, you will be considered "in class" on those days:

- The executive summary
- The recorded Senior Showcase interview video
- The peer reflections on the Senior Showcase interviews
- The self-reflection on the Senior Showcase interviews
- The Listening Presentation discussion board posts

Class Participation

In this course students are expected to come prepared and actively participate in the discussion and activities for the day. Students should not feel that they have to constantly talk or attempt to answer every question; rather, they should add quality observations, questions, and statements to the discussion as to benefit the overall organization.

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.

Device Policy

Devices are not permitted in class unless they are being used for class assignments or research. Using a cell phone in class will cause you to lose attendance for that day. **Being on your device while a student team is presenting will cause you to lose two days of attendance.**

Business Communication Center

You are strongly encouraged to use the BCC located in [12.106](#). Visit <http://bcc.utdallas.edu/> to make an appointment, and learn how to strengthen your speaking, PowerPoint design and writing. Keep in mind that there can be a wait when major assignments are due. Planning ahead and making an appointment will help you make more effective use of your time.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

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

Advanced Business Communications 4350.OU2 Syllabus

Date	What's Happening in Class
Unit 1: Professional Communication and Readiness	
Mon., 1/13	<ul style="list-style-type: none"> • Introduction, review syllabus • Questions, goals, expectations for class • Watch Ted Talks video "Juan Enriquez: Your online life, permanent as a tattoo" in class • Class networking event #1 • Review Individual Assignment #1: CMC Resume • Review video and POP assignments •
Wed., 1/15	<ul style="list-style-type: none"> • Due at beginning of class: Bring resume to class (printed or on device) • Watch Amy Cuddy Ted Talk • Class networking event part 2 • Review Team Assignment #1: Content Presentation Assignment • Sample Content Presentation on Communication • Bring resume to class, review with peer
Mon., 1/20	No school due to Martin Luther King Holiday
Wed., 1/22	<ul style="list-style-type: none"> • Due at the beginning of class: Individual Assignment #1: CMC Resume. Upload to eLearning by class time. • 2nd Sample Content Presentation on Listening • Form teams (8 teams total; no more than 6 people on a team) • Assign presentation dates for both presentations • Team meeting in class
Mon., 1/27	<ul style="list-style-type: none"> • View video on "Active Listening Exercises" • View TedTalk video "5 Ways to Listen Better" • Active listening exercise • Questions on Team Assignment #1: Content Presentation Assignment?

	<ul style="list-style-type: none"> • Review Individual Assignment #2: Video/Elevator Pitch •
Wed., 1/29	<ul style="list-style-type: none"> • Due within two days of Team 1 presentation: Contributions to eLearning discussion boards: • Team 1 gives Team Assignment #1: Content Presentation, including activity and discussion questions in eLearning discussion board • Class provides feedback on presentation
Mon., 2/3	<ul style="list-style-type: none"> • Due by start of class: Individual Assignment #2: Elevator pitch/video intro script and recording. Upload script to eLearning; upload video to YouTube and post URL on Google drive in eLearning • Due at start of class: Team 2 gives Team Assignment #1: Content Presentation, including activity and discussion questions in eLearning discussion board • Class provides feedback on presentation • Due within two days of Team 2 presentation: Contributions to eLearning discussion boards •
Wed., 2/5	<ul style="list-style-type: none"> • Team 3 gives Team Assignment #1: Team 3 gives Team Assignment #1: Content Presentation, including activity and discussion questions in eLearning discussion board • Class provides feedback on presentation • Due within two days of Team 3 presentation: Contributions to eLearning discussion boards
Mon., 2/10	<ul style="list-style-type: none"> • Team 4 gives Team Assignment #1: Content Presentation, including activity and discussion questions in eLearning discussion board • Class provides feedback on presentation • Due within two days of Team 4 presentation: Contributions to eLearning discussion boards
Wed., 2/12	<ul style="list-style-type: none"> • Team 5 gives Team Assignment #1: Content Presentation, including activity and discussion questions in eLearning discussion board • Class provides feedback on presentation • Due within two days of Team 5 presentation: Contributions to eLearning discussion boards • Review Individual Assignment #4: POP assignment

Mon., 2/17	<ul style="list-style-type: none"> • Team 6 gives Team Assignment #1: Content Presentation, including activity and discussion questions in eLearning discussion board • Class provides feedback on presentation • Due within two days of Team 6 presentation: Contributions to eLearning discussion boards • Show sample POPs • Select POP partners in class
Wed., 2/19	<ul style="list-style-type: none"> • Team 7 gives Team Assignment #1: Content Presentation, including activity and discussion questions in eLearning discussion board • Class provides feedback on presentation • Due within two days of Team 7 presentation: Contributions to eLearning discussion board • Review of Google drive document for POP submissions •
Mon., 2/24	<ul style="list-style-type: none"> • Team 8 gives Team Assignment #1: Content Presentation, including activity and discussion questions in eLearning discussion board • Class provides feedback on presentation • Due within two days of Team 8 presentation: Contributions to eLearning discussion boards • Review Individual Assignment #5: POP presentations • POP presentation sign-ups in class
Unit 2: Defining and Communicating Your Professional Brand	
Wed., 2/26	<ul style="list-style-type: none"> • Due: Individual Assignment #4: POPs due at 10 a.m. Publish and upload URL to Google drive in eLearning. • POP presentation sign-ups in class • Watch sample POP presentations in class
Mon., 3/2	<ul style="list-style-type: none"> • Individual Assignment #5: POP presentations in class
Wed., 3/4	<ul style="list-style-type: none"> • Individual Assignment #5: POP presentations in class • Review Individual Assignment #6: Senior Showcase Interview and Reflection. •
Mon., 3/9	<ul style="list-style-type: none"> • Individual Assignment #5: POP presentations in class • Review schedule for Individual Assignment #6: Senior Showcase Interview and Reflection.

	<ul style="list-style-type: none"> •
Wed., 3/11	<ul style="list-style-type: none"> • Individual Assignment #5: POP presentations in class • Review Team Assignment #2 –Business Topic Presentation
Weeks of 3/16 and 3/23	No school due to Spring Break. Have a fun break!
Unit 3: Taking Your Brand on the Road	
Mon., 3/30	<ul style="list-style-type: none"> • Teams 1 and 2 • Individual Assignment #6: Senior Showcase Interview and Reflection start. Team 1 answers questions; team 2 provides feedback. • Team 2 answers questions; team 1 provides feedback. •
Wed., 4/1	<ul style="list-style-type: none"> • Teams 3 and 4 • Individual Assignment #6: Senior Showcase Interview and Reflection start. Team 3 answers questions; team 4 provides feedback. • Team 4 answers questions; team 3 provides feedback. •
Mon., 4/6	<ul style="list-style-type: none"> • Teams 5 and 6 • Individual Assignment #6: Senior Showcase Interview and Reflection start. Team 5 answers questions; team 6 provides feedback. • Team 6 answers questions; team 5 provides feedback. •
Wed., 4/8	<ul style="list-style-type: none"> • Teams 7-8 • Individual Assignment #6: Senior Showcase Interview and Reflection start. Team 7 answers questions; team 8 provides feedback. • Team 7 answers questions; team 8 provides feedback.
Unit 4: Professional Maturation	
Mon., 4/13	<ul style="list-style-type: none"> • Due by class time: All interview peer reflections for Individual Assignment #6: Senior Showcase interview and reflection due in eLearning by class time. Each person on a team submits one reflection per interviewee observed. • Watch both parts of listening videos on your own time

	<ul style="list-style-type: none"> •
Wed., 4/15	<ul style="list-style-type: none"> • All interview self-reflections for Individual Assignment #6: Senior Showcase interview and reflection due in eLearning by class time. • Contribute to Discussion Board for Listening by class time. •
Mon., 4/20	<ul style="list-style-type: none"> • Team 1 gives Team Presentation #2: Business presentation on assigned topic • Team 2 gives Team Presentation #2: Business presentation on assigned topic •
Wed., 4/22	<ul style="list-style-type: none"> • Team 3 gives Team Presentation #2: Business presentation on assigned topic • Team 4 gives Team Presentation #2: Business presentation on assigned topic •
Mon., 4/27	<ul style="list-style-type: none"> • Team 5 gives Team Presentation #2: Business presentation on assigned topic • Team 6 gives Team Presentation #2: Business presentation on assigned topic •
Wed., 4/29	<ul style="list-style-type: none"> • Due at start of class: Individual Assignment #7: Executive Summary. Turn in through eLearning • Team 7 gives Team Presentation #2: Business presentation on assigned topic • Team 8 gives Team Presentation #2: Business presentation on assigned topic