

	Course	BCOM 4350 Advanced Business Communication
	Professor	Shon Gibson
	Term	Fall 2020
	Class Meetings	001: T/TH 8:30-9:45 AM (ONLINE) 004: T/TH 10:00-11:15 AM (ONLINE)

Professor's Contact Information

Office: Virtual Office
Office Hours: T/TH 11:30AM – 12:30PM; Additional options available by appointment.
Office Phone 214-676-9269
E-Mail: Roshonda.Gibson@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.

Instructional Mode

This class will be taught in a **Remote/Virtual/Asynchronous mode**. These links will provide descriptions for these modes of teaching/learning as determined by the UT Dallas.

<https://www.utdallas.edu/fall-2020/fall-2020-registration-information/>

<https://www.utdallas.edu/coronavirus/academic-continuity/>

Course Platform

This course will be delivered through eLearning and Microsoft Teams. You must have frequent and reliable internet access to complete this course. The course will meet each week online via Microsoft Teams (meeting days and times below) and each session will be recorded. If you are unable to attend a class session, you will be required to watch the recorded class via Microsoft Stream at a later time. It may take up to 48 hours for the recorded session to be available for you to view.

Asynchronous Learning Guidelines

Asynchronous access does not mean that students can complete the course and course requirements at their own pace or discretion. Asynchronous access means flexibility is given to completing the course at a distance. All students will have the same opportunities for learning and meet the same course standards. All assignments, quizzes, and/or tests will be assigned and discussed during the class period noted on the Course Calendar below and will be due by a set deadline. Plenty of time will be available between the discussion of an assignment and its due date. No deadline extensions will be available on an individual basis.

Further information on asynchronous learning options are available at the following link:

<https://www.utdallas.edu/fall-2020/asynchronous-access-for-fall-2020/>

COVID-19 Guidelines and Resources

The information contained in the link lists the University's COVID-19 resources for students and instructors of record. Please see <http://go.utdallas.edu/syllabus-policies>

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

- Students will master multi-media career development and job-preparedness by creating a position-specific resume.
- Students will master the ability to construct effective intra-firm communication documents by writing an executive summary.
- 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.

Required Text, Materials, and Resources

- The required book (*Stand up, Speak out: The Practice and Ethics of Public Speaking*) is posted as a PDF on eLearning for free.
- Also, if there are required readings, they can be found in the “Readings” folder in eLearning

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.

Assignment	Pts	Responsibility	Submission
Resume (In CMC format)	25	Individual	eLearning & in class
POP/LinkedIn (50) & Peer Review (20)	70	Individual	Google doc & eLearning
Interview Questions, Written	20	Individual	eLearning
Sr Showcase Interview & Reflections	140	Individual	In class & eLearning
Midterm Exam	190	Individual	Testing Center

Executive Summary	100	Individual	eLearning
Formal Outline	50	Group	eLearning
Visual Aid	50	Group	eLearning
Group Presentation	150	Group	In class
Group Presentation Reflection	30	Individual	eLearning
Special Occasion Presentation	145	Individual	In class & eLearning (script)
Class Participation & Preparedness	30	Involves individual & group work such as in-class activities, etc.	
Total	1000		

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

Hmmmm, I often wonder how many students read the syllabus. To check, I am conducting an experiment. Please send me a text message to 214-676-9269 by the second day of class. In your text, please provide your name, class section, and one interesting fact about you – this can be a hobby, favorite song, favorite movie, pet peeve, etc. 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. Be ENGAGED!!! Since the class is virtual, I will ask that you join using your camera and leave the camera on for the majority of the class session – I like to see faces. You must be present for your group presentations to receive any credit for that assignment. 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

Due to the virtual nature of this course, it is imperative that you ensure your device is working properly prior to class. Additionally, you will engage interactively each class session.

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>

To take the exam, you must make an appointment and show your Comet ID Card.

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.

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.

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, unsubmitted ones.

Grade Disputes

- **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.

- **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).

Extra Credit As a BCOM-wide policy, no extra credit is offered by any instructor in a BCOM course.

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/>.