

BCOM 4300: Managing Communications in Business
Instructional Mode: Remote/Virtual Learning

Course Information

<i>Course Number/Section</i>	BCOM 4300.001
<i>Course Title</i>	Managing Communications in Business
<i>Term</i>	Spring 2021
<i>Meeting Time</i>	Monday & Wednesday, 11:30am - 12:45pm
<i>Meeting Platform</i>	Microsoft Teams: Please click the Attend Class link in eLearning

Professor Contact Information

<i>Professor</i>	Victoria McCrady
<i>Office Phone</i>	972-883-5984
<i>Email Address</i>	Victoria.McCrady@utdallas.edu
<i>Office Location</i>	JSOM 4.420
<i>MS Teams Office Hours</i>	Students may make an appointment on Thursdays from 10 AM to 2 PM Note: Please click the link on the eLearning Welcome page to schedule a Microsoft Teams meeting. (Note: If these hours do not work, please contact the professor through Microsoft Teams to set up an alternative conference time.)

Course Description from 2020 UTD Catalog

This course focuses on communication as a management tool: emphasizing communications with the variety of stakeholders within an organization: team members, superiors, direct reports, as well as management of external stakeholders such as clients. Topics include communication strategies for: persuasion, office politics, and conflict management. Students will prepare status reports, project proposals and recommendations, and practice effective meeting management. Credit cannot be received for **BCOM 4300** and (**BCOM 3100** or **BCOM 3200** or **BCOM 3310** or **BCOM 4350**) Prerequisite: **BCOM 1300** or **BCOM 3300**. (3-0) S

Background on JSOM BCOM sequence: During your time as a JSOM student, you will complete a 2-course Business Communication sequence: BCOM 1300/3300, and BCOM 4300.

BCOM 1300/3300 focuses on skills needed for communicating as you prepare to enter the business world. Communication is essential as a college student, an intern, an employee, and a campus leader. BCOM 4300 focuses on skills needed for communication as a business school graduate, as a manager, and as a professional leader.

Student Learning Objectives/Outcomes

1. Understand communication as a leadership skill that can be developed and be able to apply communication styles and strategies to a variety of scenarios
2. Evaluate the role of leadership communication in organizational culture, organizational change, and conflict resolution
3. Apply communication theories as part of being able to identify best practices in ethical communication, strengths development, emotional intelligence and interpersonal skills among other related topics

Required Textbooks and Materials

Required Text: *Introduction to Leadership: Concepts & Practice*, 5th edition [communication science]. By Peter G. Northouse. This text includes Sage Vantage, an online learning environment with an ebook and learning activities. We will use Vantage throughout the semester. You can purchase Vantage through the link on eLearning or in the bookstore. **Purchase options:**

1. Vantage and Online Book: ISBN: 9781071803615
2. Vantage and Loose-leaf Bundle: Northouse, Introduction to Leadership 5e (Vantage Shipped Access Card) + Northouse, Introduction to Leadership 5e (Loose-leaf). ISBN: 9781071813003
3. Vantage and Paperback Copy Bundle: Northouse, Introduction to Leadership 5e (Vantage Shipped Access Card) + Northouse, Introduction to Leadership 5e (Paperback). ISBN: 9781071819296

Overview: Tentative Course Schedule & Topics

See eLearning for weekly agendas with readings and participation activities.

The descriptions and timelines contained in this syllabus are subject to change. All changes will be announced in writing on eLearning announcements.

Week	Agenda/Topic	Major Deadlines
1	Understanding Leadership Communication	
2	Recognizing Your Traits; Understanding Leadership Styles & Communication Skills	
3	Attending to Tasks & Relationships	
4	Developing Leadership & Communication Skills	
5	Engaging Communication and Personal Strengths	Test 1
6	Creating and Communicating a Vision & Establishing a Constructive Climate	
7	Embracing Diversity/Inclusion & Listening to Out-Group Members	
8		Test 2
9	Spring Break	
10	Group Norms/Communication & Meeting Management	
11	Managing Conflict & Presenting as a Team	
12		Group Project/Presentation
13	Giving Feedback & Managing Conflict (based on communication strengths)	
14	Identity/Race/Gender & Leadership Communication Addressing Ethics in Leadership & Communication	
15	Overcoming Communication Obstacles & Exploring Destructive Practices	
16		Test 3

Assignments & Grading Policy

Assignment							Assignment Value	
Class Activities <i>[Online activities for remote and/or asynchronous classes. In-class activities for traditional synchronous classes. Activities include self assessments, writing prompts, presentations, and analyzing case studies about communication topics.]</i>							20%	
Tests (3)							60%	
Group Project							20%	
Total							100%	
Grading Policy and Scale								
All work should 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. See rubrics for written assignments.								
100-98% = 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

1. General

- a. Announcements are made in eLearning announcements or by UTD email.
- b. Please schedule an appointment during “office hours” on Thursdays. These are student conference hours for clarifying course topics, seeking additional help, or getting advice on assignments or your coursework. Unlike class time, individual student conferences allow for the privacy so things like grades can be discussed.
- c. When emailing, use your UTD email and include a descriptive subject line such as “BCOM 1300 Tuesday/Thursday 1 pm Presentation Question.” Emails from non-utdallas.edu emails will not be answered. (Note: I do not review any assignments by email; I can review during office hours or after class.)
- d. All assignments, quizzes, and projects will be checked for scholastic dishonesty. A finding of scholastic dishonesty may result in a grade of 0.
- e. The instructor reserves the right to change the grading policy, the course schedule, and the assignments; the instructor reserves the right to change published grades if there is a miscalculation or due to an issue of academic integrity such as cheating or plagiarism.
- f. There is no extra credit in any BCOM course.
- g. Grade Questions: Email within one week of grades being posted to request a meeting. Include in this email the concerns or questions. A challenge may result in grades being raised or lowered.
- h. Academic Support Resources: Please go to [Academic Support Resources](#) webpage.
- i. School-wide Policies: The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus. Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

2. Assignments

- a. Submit early to avoid technical issues.
- b. Review the agenda in eLearning for graded participation activities. (Weekly Folders)
- c. Only submitted assignments in eLearning are graded. (Submission Folder)

- d. See rubrics on assignment descriptions for how they are graded. (Assignments Folder)
- e. Assignments are due by 10 PM and a grace period until 11:59 PM is allowed in case there are technical issues when submitting before 10 PM. Late work after that grace period is not accepted

3. Tests

- a. For Spring 2021, the tests are online through eLearning. They do not use Honor Lock, but they are set to one attempt with no backtracking.
- b. The three tests are multiple choice and true/false. They have 50-60 questions.
- c. Tests must be done individually. Collaboration, if proven, results in a referral to Judicial Affairs.
- d. The tests are open for 72 hours. Begin the test at least 2 hours before it closes.
- e. The tests are 75 minutes. Tests self submit at the 75-minute point.
- f. The tests are open book and open note because the questions are application/analysis.
- g. Test makeups may be allowed at the instructor's discretion and only due to documented medical emergencies. In this case, makeup tests may be closed book, essay and short answer instead of multiple choice and true false.

4. Class Participation & Attendance

- a. Research has found that those who miss four or more classes tend to have decreased final grades ([source](#)). For remote classes, this means missing synchronous meetings or getting behind on watching asynchronous class meetings.
- b. For remote classes, participation is based on keeping up in-class or online activities.
- c. All meetings are recorded and available on Stream.

5. Group Assignments

- a. You will be assigned a group. The group is responsible for determining roles, including the lead who submits work.
- b. No additional team members will be added if someone drops.
- c. The instructor reserves the right to remove a noncompliant team member; teams cannot make this choice on their own. To request a review of a noncompliant team member, the team lead should submit in writing three things: meeting agendas with attendance; deadline documentation; and a record of communication attempts.

Need additional coaching or advice? Use these JSOM-only resources:

- 1. Document and Presentation Coaching? See Business Communication Center.
<https://jindal.utdallas.edu/student-resources/business-communication-center/>
- 2. Internship and Job Searching? See JSOM Career Management Center (CMC) The CMC (JSOM 12.110 offers career coaching, resume and cover-letter critiques, mock interviews, etc.
<http://jindal.utdallas.edu/career-management-center/>

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.”