

BCOM4300 - MANAGING COMMUNICATION IN BUSINESS

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

Course Number: BCOM 4300

Title: Managing Communication in Business

Term: Summer 2021

Contact Information

Instructor: [McClain Watson, PhD](#)

Office Hours: Tuesdays/Thursdays 12pm-1pm via TEAMS OR email me
anytime to set up a TEAMS chat or phone call

Email: mcclain.watson@utdallas.edu - PLEASE INCLUDE YOUR SECTION
NUMBER IN THE SUBJECT LINE!!

Course Modality and Expectations

Instructional Mode: Remote/Virtual

Course Platform: Primarily [Microsoft Teams](#) but also some other
collaboration platforms as necessary

Expectations: I expect students will make every effort to participate in
synchronous sessions and complete asynchronous work on time.

Asynchronous Learning Guidelines: If you choose to go asynchronous, LET ME KNOW AT ONCE. Course expectations, due dates, and exam time windows will be the same for all students, whether synchronous and asynchronous.

COVID-19 Guidelines and Resources

The information contained in the following link lists the University's COVID-19 resources for students and instructors of record.

Please see <http://go.utdallas.edu/syllabus-policies>.

Class Attendance

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected regardless of modality. Students who fail to attend class regularly are inviting scholastic difficulty. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes. These attendance requirements will not be used as part of grading (see Class Participation below for grading information).

Class Participation

Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to

comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Recordings

The instructor will record all scheduled meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation.

Class Materials

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in

class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation.

Course Prerequisites, Co-requisites, and/or Other Restrictions

Completion of BCOM1300 or BCOM3300.

Course Description

This course focuses on communication as a management tool: emphasizing communications with a 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.

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

Background on the Business Communication Course Sequence

During your time as a JSOM student, you will complete a 2-course Business Communication sequence: BCOM 3300, and BCOM 4300. BCOM 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. We strongly recommend students to take BCOM 4300 in their senior year.

Required Textbooks and Materials

Required Text: Introduction to Leadership: Concepts & Practice, 5th edition, 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 summer.

You can purchase Vantage through the bookstore OR directly from the link in elearning.

Purchase options:

Vantage and Online Book: ISBN: 9781071803615

Vantage and Loose-leaf Bundle: Northouse, Introduction to Leadership 5e (Vantage Shipped Access Card) + Northouse, Introduction to Leadership 5e (Loose-leaf). ISBN: 9781071850466

We also use **LinkedIn Learning**. You have access to this through the UTD Library.

Course Points

200 points – Vantage Activities (chapter quizzes, knowledge checks, etc.)

200 points – Team Case Study Project

600 points – 3 Exams @ 200 points each

1000 total possible points

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.

100-97% = A+ , 97-93 = A , 92-90 = A- , 89-87 = B+ , 86-83 = B , 82-80 = B- , 79-77 = C+ , 76-73 = C , 72-70 = C-

Exams

These are big exams so you will want to put them on your schedule **now** and plan accordingly. I want to treat all students fairly and equally. If you have a significant circumstance that requires you to miss an exam, I need to know immediately.

Business Communication Center

You are strongly encouraged to use the BCC!!

Visit <http://bcc.utdallas.edu/> to make an appointment, find out how to check out a video camera, and learn how to strengthen your writing, speaking, and powerpoint design.

Attendance

With a few exceptions to be announced later, we will get together **live** via MS Teams at the course time you registered for. Participating during those times and in the course forums will be the primary form of attendance for the course.

I **very strongly recommend that you turn on your webcam during class.** Obviously, I'd like to see you but it also is incredibly important for classmates and will help create the sense of community that will help us do our best work.

Course Policies

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. "I had technical 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.

Accommodations for Students with Disabilities

It is the policy and practice of UT Dallas to make reasonable accommodations for students with properly documented disabilities. If you are a student with a disability and believe you will need academic accommodations for this class, I encourage you to register with the Office of Student AccessAbility (OSA). Some aspects of this course, the assignments, the in-class activities, and the way the course is typically taught may be accommodated to facilitate your participation and progress. OSA will assist you in determining academic accommodations that are appropriate for your situation. Any information you provide is private and confidential and will be treated as such. To avoid any delay, please contact OSA as soon as possible. Please note that accommodations are not retroactive and disability accommodations cannot be provided until an OSA Letter of Accommodation has been given to the instructor. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact OSA for a confidential discussion. OSA is located in the Student

Services Building, SSB 3.200. They can be reached by phone at 972-883-2098, or by email at studentaccess@utdallas.edu.

Individual Extra Credit

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.

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.

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. 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.

Additional policies can be found here:

<http://coursebook.utdallas.edu/syllabus-policies>

These descriptions and timelines are subject to change at the discretion of the Professor.

| Week of | Agenda/Topic | Reading | Assignments Due |
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| May 24 | Syllabus overview and Vantage walkthrough | | |
| | Connection between Communication & Leadership | Chapter 1 | |
| | Recognizing your traits and communicating once you know them | Chapter 2 | |
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| May 29 | Understanding Leadership Styles | Chapter 3 | All Chapter activities are due by 10pm the night BEFORE class. Plan accordingly!! |
| | Communication Styles: Tasks, Relationships and Change | Chapter 4 | |
| | Intro to the Business Case Study | | |
| | Intro Team assignment | | |
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| June 7 | Developing Leadership Communication Skills | Chapter 5 | |
| | Exam Q&A | | |
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| June 11 | Exam 1 opens at 8:30am Friday, June 11 and closes at 8:30am Monday, June 14 | | Exam 1 |
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| June 14 | Engaging Communication and Personal Strengths: Strengthsfinder, CAPP, and Recognizing Others | Chapter 6 | |

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| | Creating, Writing, And Communicating a Vision | Chapter 7 | |
| June 21 | Communicating to Build a Constructive Climate | Chapter 8 | |
| | Communicating to Create Effective Diversity and Inclusion | Chapter 9 | |
| June 28 | Listening to Out-Group Members and Speaking to Improve Relationships | Chapter 10 | |
| | Exam Q&A | | |
| July 2 | Exam 2 opens at 8:30am Friday, July 2 and closes at 8:30am Monday, July 5 | | Exam 2 |
| July 5 | Group Norms, Communication, Meeting Management | Complete LinkedIn Learning Course: Communication within Teams | |
| | Managing Conflict, Presenting as a Team | Chapter 11 | |
| July 12 | Team Project Work Day | | |
| July 19 | Ethics in Leadership Communication | Chapter 12 | |
| | Overcoming Communication Obstacles | Chapter 13 | |

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| July 26 | Communication and Exploring Destructive Practices | Chapter 14 | |
| | Exam Q&A | | |
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| July 30 | Exam 3 opens at 8:30am Friday, July 30 and closes at 8:30am Monday, August 2 | | Exam 3 |