

BCOM 4300.OU2: Managing Communications in Business

Course Information

<i>Course Number/Section</i>	BCOM 4300.OU2
<i>Course Title</i>	Managing Communications in Business
<i>Term</i>	Summer 2021

Professor Contact Information

<i>Professor</i>	Margaret Garnett Smallwood
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<i>Office Location</i>	Teams
<i>Synchronous Class Meetings:</i>	Mondays and Wednesdays 10 a.m.-12:15 p.m.
<i>MS Teams Office Hours</i>	Monday and Wednesdays 2-3 p.m.

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 bookstore. **Purchase options:**

1. Vantage and Online Book: ISBN: 9781071803615 (hint: use course look up or search for Northouse)
2. Vantage and Loose-leaf Bundle: Northouse, Introduction to Leadership 5e (Vantage Shipped Access Card) + Northouse, Introduction to Leadership 5e (Loose-leaf). ISBN: 9781071850466

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. All times are Dallas Central time.

Week	Agenda/Topic	Major Deadlines
1 5/24-5/30	Understanding Leadership Communication (Reading and work due by 11:59 p.m. Sun., 5/30) Recognizing Your Traits (Reading and work due by 11:59 p.m. Sun., 5/30)	Work is due by 11:59 p.m., Sunday 5/30 since it is the first week. In future weeks, work is due by class time and day.
2 5/31-6/6	Understanding Leadership Styles & Communication Skills (Reading and work due by 10 a.m. Wed., 6/2) Note: No class Monday, 5/31 due to Memorial Day.	
3 6/7-6/13	Attending to Tasks & Relationships (Reading and work due by 10 a.m., Mon., 6/7) Developing Leadership & Communication Skills (Reading and work due by 10 a.m., Wed., 6/9)	
4 6/14-6/20	Engaging Communication and Personal Strengths (Reading and work due by 10 a.m., Mon., 6/14) Test 1 review in class Wed., 6/16	Test 1 6/16-6/18
5 6/21-6/27	Creating and Communicating a Vision (Reading and work due by 10 a.m., Mon., 6/21) Establishing a Constructive Climate (Reading and work due by 10 a.m., Wed., 6/23)	Form teams. Have one person per team email professor of team members' names by 11:59 p.m. Sun., 6/21. As a team, review two possible case studies. Have one person per team notify professor of top choice by 11:59 p.m., Sun., 6/27.
6 6/28-7/4	Embracing Diversity/Inclusion (Reading and work due by 10 a.m., Mon., 6/28) Listening to Out-Group Members (Reading and work due by 10 a.m., Wed., 6/30) Test 2 review in class Wed., 6/30	Test 2 (6/30-7/3)

	Note: This is a holiday weekend due to the July 4 holiday. The test will still be taken during this week.	
7 7/5-7/11	Group Norms/Communication & Meeting Management Case studies in business	On your own: Watch LinkedInLearning Course: Communication within Teams (testable material)
8 7/12-7/18	Managing Conflict (Reading and work due by 10 a.m., Mon., 7/12) Presenting as a Team Addressing Ethics in Leadership & Communication (Reading and work due by 10 a.m., Wed., 7/14)	The Presenting as a Team presentation is not testable material, but you are expected to implement it in your team presentation.
9 7/19-7/25	Group check-in during class time and office hours	Group Project/Presentation
10 7/26-8/1	Overcoming Communication Obstacles (Reading and work due by 10 a.m., Mon., 7/26) Exploring Destructive Practices (Reading and work due by 10 a.m., Wed., 7/28)	
11 8/2-8/8	Test 3 review in class Mon., 8/2 Note: Last day of summer school Wed., 8/4.	Test 3 (8/3-8/5)

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	

<p>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.</p>								
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)

Class Activities (200 points)

Activity	Number	Point value	Grading/Attempts	Total Points Possible
Leadership Application Activity (submit through eLearning discussion board)	1	Part 1: 11 points, Part 2: 9 points	1	20
SageVantage Chapter Quizzes*	14	8 points each	2	112
SageVantage Knowledge Checks*, ¹	33	1 (each)	Unlimited; best attempt by due date taken as grade	33
SageVantage Video Activities *, ¹	28	1 (each)	Unlimited; best attempt by due date taken as grade	28
SageVantage Self-Assessments*, ² 1. Chapter 1 (1.3 Conceptualizing Leadership Questionnaire) 2. Chapter 3 (3.3 Leadership Styles Questionnaire) 3. Chapter 4 (4.3 Task and Relationship Questionnaire) 4. Chapter 6 (6.3 Leadership Strengths Questionnaire) 5. Chapter 8 (8.3 Organizational Climate Questionnaire)	7	1 (each)	Unlimited; completion	7

6. Chapter 9 (9.3 Cultural Diversity Awareness Questionnaire)				
7. Chapter 11 (11.3 Conflict Style Questionnaire)				
Total Possible Points				200

*Taken on the SageVantage site.

¹ You can see your scores on the Vantage Dashboard, but these scores will not be carried over to the eLearning Course gradebook.

² I will grade these manually and post total grades in eLearning.

Group Project ((200 points)

- Team check-in document (10 points), due 11:59 p.m., Sun., 7/11. Meetings 7/14 and 7/19 during class and during office hours 7/14 (BCOM 4300.0U2) or 7/19 (BCOM 4300.ou3).
- Team presentation/visual aid, (100 points), due 11:59 p.m., Sun., 7/25
- Team professional recommendation report (70 points), due 11:59 p.m., Sun., 7/25
- Team evaluation (10 points), due 11:59 p.m., Sun., 8/1
- Individual peer review of presentations (10 points), due 11:59 p.m., Sun., 8/1

Course Policies

1. General

- Announcements are made in eLearning announcements or by UTD email.
- Office hours are student conference hours for clarification, seeking additional help, or getting advice on assignments or your coursework. Unlike class time, Student Conference Hours allow for the privacy so things like grades can be discussed.
- 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. Reviewing Assignments: I do not review by email; I can review during office hours or after class.
- All assignments, quizzes, and projects will be checked for scholastic dishonesty. A finding of scholastic dishonesty may result in a grade of 0.
- 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.
- There is no extra credit in any BCOM course.
- 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.
- Academic Support Resources: Please go to [Academic Support Resources](#) webpage.
- 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

- 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. Late Work: 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 form your own team. However, if you are not able to form a team, I will assign you to 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."

Summer 2021 Schedule 135-minute classes

BCOM 4300.0U2

* All Vantage assignments are due at the start of class the day they are covered in class unless otherwise noted. All times are in Dallas Central time.

Date	Topic	Vantage: Readings, Videos, & Activities*	Major Assignment(s) Due
M 5/24 (Day 1)	Introduction to class: Overview of syllabus; Understanding Leadership Communication	Ch 1	Note for Ch 1 and 2 Vantage assignments: Ch 1 & 2 are due by Sunday, 5/30 at 11:59pm. I'm giving you an extension because it's the first week and you are still getting oriented. Recommend working ahead! I will not be available over the weekend to troubleshoot login. Late work not accepted.
W 5/26 (Day 2)	Recognizing Your Traits	Ch 2	
M 5/31	No class due to Memorial Day		
W 6/2 (Day 4)	Understanding Leadership Styles & Communication Skills (Reading and work by 10 a.m., Wed., 6/2)	Ch 3	Please note that starting this week, all Vantage assignments are due by class time on the assigned day.
M 6/7 (Day 5)	Attending to Tasks and Relationships (Reading and work due by 10 a.m., Mon., 6/7)	Ch 4	
W 6/9 (Day 6)	Developing Leadership and Communication Skills (Reading and work due by 10 a.m., Wed., 6/9)	Ch 5	Application Activity Due Part 1: Due by 11:59 p.m., CST, Friday, 6/11 Part 2: Due by 11:59 p.m., CST, Sun., 6/13
M 6/14 (Day 7)	Engaging Communication and Personal Strengths (Reading and work due by 10 a.m., Mon., 6/14)	Ch 6	Note: Chapter 6 will be on Test 2, not Test 1.
W 6/16 (Day 8)	Test 1 review in class Wed., 6/16		Test 1 over Unit 1: Chapters 1-5
	Test 1 (opens 6/16 at midnight, closes 11:59 pm 6/18)		
M 6/21 (Day 9)	Creating and Communicating a Vision (Reading and work due by 10 a.m., Mon. 6/21)	Ch 7	Form teams. Have one person per team email professor of team members' names by 11:59 p.m. Mon., 6/21.
W 6/23 (Day 10)	Establishing a Constructive Climate (Reading and work due by 10 a.m., Wed., 6/23)	Ch 8	Notify professor of top choice of two available cases by 11:59 p.m., Sun., 6/27. Only choose between two options listed for your team.
M 6/28 (Day 11)	Embracing Diversity and Inclusion (Reading and work due by 10 a.m., Mon., 6/28)	Ch 9	
W 6/30 (Day 12)	Listening to Out-Group Members (Reading and work due by 10 a.m., Wed., 6/30 Test 2 review in class Wed., 6/30	Ch 10	Test 2 over Chapters 6-10

	Test 2 (opens 6/30 at midnight, closes 11:59 pm 7/3). This test is open longer than the other exams due to the holiday weekend.		
M 7/5 (Day 13)	Group Norms and Communication & Meeting Management; Case studies in business and how to analyze them; <i>Introduction of group assignment and team check-in</i>	Watch LinkedIn Learning Course: Communication within Teams (<i>testable material</i>)	
W 7/7 (Day 14)	CommWork Day: Work with your group on project		Sunday, 7/11 at 11:59pm CST: submit check-in document and book check-in time
M 7/12 (Day 15)	Managing Conflict (Reading work due by 10 a.m., Mon., 7/12) Presenting as a Team CommWork Day: Work with your group on project	Ch 11	
W 7/14 (Day 16)	Addressing Ethics in Leadership (Reading and work due by 10 a.m., Wed., 7/14) CommWork Day: Team check-ins with professor	Ch 12	
M 7/19 (Day 17)	CommWork Day: Team check-ins with professor		11:59 p.m. Sun., 7/25 CST Group Assignment Due
W 7/21 (Day 18)	CommWork Day: Group assignment submission		
M 7/26 (Day 19)	Overcoming Communication Obstacles (Reading and work due by 10 a.m., Mon., 7/26)	Ch 13	Sunday, 8/1 at 11:59pm CST: Peer Review of Presentations Due & Group Member Evaluations Due
W 7/28 (Day 20)	Communication & Exploring Destructive Practices (Reading and work due by 10 a.m., Wed. 7/28)	Ch 14	
M 8/2	<i>Test 3 review in class</i>		Test 3 over Chapters 11-14 and LinkedIn Learning
W 8/3 (Day 21)	Test 3 (opens 8/3 at midnight, closes 11:59 pm on 8/5)		

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