

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.”

BCOM 4300: MANAGING COMMUNICATIONS IN BUSINESS

Course Information

<i>Course Number/Section</i>	BCOM 4300 Section 501
<i>Course Title</i>	Managing Communications in Business
<i>Term</i>	Fall 2021
<i>Class Meeting Times</i>	Tuesdays 7 to 9:45; August 24 through December 7 Labor Day Holiday, September 6; No Class September 7 Fall Break, November 22 – 26 No class
<i>Room</i>	JSOM 2.102

Professor Contact Information

<i>Professor</i>	Raini M. Layne, MA, MPA
<i>Office Phone</i>	n/a; cell for urgent, non-emergency texts (214) 577- 6229
<i>Email Address</i>	rainilayne@utdallas.edu or rml081000@utdallas.edu
<i>Office Location</i>	JSOM 2.712
<i>Physical Office Hours</i>	Monday & Tuesday 5:45/6 to 6:45 pm; 48-hour notice <u>preferred</u> to ensure availability, but drop-ins are welcome
<i>MS Teams Office Hours</i>	Evenings and weekends with 48-hour notice <u>required</u>

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

Textbook: 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. You can purchase Vantage through the bookstore. Purchase options:

1. Vantage and Online Book: ISBN: 9781071803615 (hint: use course lookup 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

Electronics: If you have a laptop and/or cell phone, please bring them to class as well as paper and writing utensils. You will need these at specific times during class.

Internet access: Please be sure you have a way to submit assignments electronically either on or off campus

Assignments

Tests (3) – 600 points (or 60% of your grade)

Test 1 – 200

Test 2 – 200

Test 3 – 200

Class Activities – 200 points (or 20% of your grade)

Class Discussion Driver – 30

Vantage Tests and Assessments – 170

Group Project – 200 Points (or 20% of your grade)

Discussion Board & Check Ins - 25

PowerPoint – 25

In-person Presentation – 75

Workshops – 25

Peer Review – 25

Group Review – 25

Grading Scale

Letter	A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Points	1000-980	979-940	939-900	899-870	869-84	839-80	799-770	769-740	739-700	699-670	669-670	669-640	599 <
Percent	100-98	97-94	93-90	89-87	86-84	83-80	79-77	76-74	73-70	69-67	66-64	63-60	59 <

Grading Policy

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 posted to eLearning for detailed assignment and grading requirements.

Course Policies

1. General

- a. Announcements are made in eLearning announcements or by UTD email through eLearning.
- b. 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.
- c. When emailing, use your UTD email and include a descriptive subject line such as “BCOM 4300.501 M 1 pm Presentation Question.” Emails from non-utdallas.edu emails will not be answered.
- d. Reviewing Assignments: I can review the assignment for clarity during office hours; however, I cannot review the work you produce until I grade.
- e. All assignments, quizzes, and projects will be checked for scholastic dishonesty. This includes using TurnItIn for papers and PowerPoints. A finding of scholastic dishonesty may result in a grade of 0 or even referral to the appropriate dean.

- f. The instructor reserves the right to change the grading policy, the course schedule/due dates, and the assignments; the instructor reserves the right to change published grades if there is a miscalculation.
- g. There is no extra credit in any BCOM course. This is a BCOM-wide policy.
- h. Assignment Grade Questions: Email within one week of grades being posted to request a meeting. Requests to contest a grade after the week are not accepted. Include in this email the concerns or questions. A challenge may result in grades being raised or lowered.
- i. Academic Support Resources: Please go to [Academic Support Resources](#) webpage.
- j. 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. Last minute technical issues will not be sufficient reason to request an extension.
- b. Only submitted assignments in eLearning are graded. (Submission or Turn In Assignments Here Folder)
- c. See rubrics on assignment descriptions for how they are graded. (Assignments Folder)
- d. Late Work: Late submission of the final report or presentation file will be docked 1 percent per hour late based on when it's submitted to eLearning.
- e. Late Work: No late work is accepted except under the direst of circumstances.

3. Tests

- a. For Fall 2021, the tests are in the Testing Center.
- b. Students must book an appointment with the Testing Center at least 72 hours before the test. They do not accept walk-in test takers.
 - i. We recommend booking all test appointments the first week of classes to get your preferred time slot.
 - ii. Failure to register for a test will result in an automatic 30% deduction off the exam. Contact your professor in that situation ASAP.
 - iii. Failure to take the test will result in a 0 on the test.
- c. All accommodations through the OSA will be honored according to their policies. However, you must submit proof of accommodations before the test. The accommodations will determine if you take the test in the Testing Center or the OSA office. Visit [here](#) for more information.
- d. The three tests are multiple choice and true/false. They all have 60 questions.
- e. Tests must be done individually. Collaboration, if proven, will result in a referral to Judicial Affairs.
- f. The tests are 90 minutes.
- g. The tests are closed book. You are permitted to take the test with one 8.5x11 in piece of paper with notes written or typed on the front and back. The note sheet will be collected by your proctor at the exam's end.
- h. Test makeups may be allowed at the instructor's discretion and only due to documented emergencies. Makeup tests may be long 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](#)).
- b. Professional communication is expected. Show up ready to learn and implement skills to reduce distractions, including putting your cellphone out of reach and using laptops only for note taking.
- c. 5 POINTS WILL BE TAKEN OFF THE TOTAL OF 1000 FOR EACH MISSED ABSENCE BEYOND TWO ABSENCES

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. There will be no group projects done individually.

- d. The instructor reserves the right to remove or adjust the grade of a noncompliant team member; teams cannot make this choice on their own. To request a review of a noncompliant team member, see the assignment sheet for instructions.

Additional Resources: 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/>

Tentative Course Schedule & Topics

Important: See eLearning for a more detailed schedule with readings, participation activities, and assignments. The descriptions and timelines contained in this syllabus are subject to change. All changes will be announced in writing on eLearning announcements.

Wk	Date	Due by 7 pm on class date:	Agenda/Topic for in-class lecture & discussion; read chapters before this date!
1	Aug 24		Introduction to class: Overview of syllabus & course materials Activity: Ice Breaker; sign up for Discussion Driver; Establish work groups/Cohorts
2	Aug 31	CH 1 & 2	NH Ch 1: Understanding Leadership NH Ch 2: Recognizing Your Traits Activity: Who am I? How do I want to be known?
3	Sept 7	NO CLASS	LABOR DAY HOLIDAY ~ OUT OF CLASS LINKEDIN ASSIGNMENT
4	Sept 14	CH 3 & 4 LinkedIn	NH Ch 3: Understanding Leadership Styles NH Ch 4: Attending to Tasks & Relationships
5	Sept 21	CH 5 Test 1	NH Ch 5: Developing Leadership Skills Activity: Test 1 Review
6	Sept 28	CH 6 & 7	NH Ch 6: Engaging Strengths NH Ch 7: Creating a Vision
7	Oct 5	CH 8 & 9	NH Ch 8: Establishing a Constructive Climate NH Ch 9: Embracing Diversity/Inclusion Activity: Discuss Case studies in business and how to analyze them; Assign: Group Presentations Workshop:
8	Oct 12	CH 10	NH Ch 10: Listening to Out-Group Members Activity: Test 2 Review Workshop:
9	Oct 19	TEST 2	Group Norms/Communication & Meeting Management
10	Oct 26	CH 11	NH CH 11: Managing Conflict Lecture: Presenting as a Team & Giving Feedback Activity: Conflict Scenario
11	Nov 2	CH 12 & 13 Presentation Draft	NH Ch 12: Addressing Ethics in Leadership NH Ch 13: Overcoming Obstacles Workshop: PowerPoint & practice speaking/timed
12	Nov 9	Presentations Final	Activity: Presentations in-class, order TBD
13	Nov 16		Activity: Presentations in-class, order TBD
14	Nov 23	NO CLASS	FALL BREAK
15	Nov 30	CH 14 Peer Review	NH Ch 14: Exploring Destructive Leadership Activity: Test 3 Review
16	Dec 7	Test 3	Class wrap up