

## BCOM 4300: Managing Communications in Business

### Course Information

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

### Professor Contact Information

<i>Professor</i>	Kristen A. Lawson, Ph.D.
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<i>Office Location</i>	JSOM 4.432
<i>MS Teams Office Hours</i>	Tuesdays 11 a.m. – 2 p.m. and by appointment

### 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

Introduction to Leadership: Concepts & Practice, 5<sup>th</sup> 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 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

### 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 as well as verbally in class.

<b>Week</b>	<b>Agenda/Topic</b>	<b>Major Deadlines</b>
1	Role of Communication & Connection to Leadership	
2	Recognizing Your Traits & Communicating Once You Know Them; Communicating with The Boss, Others, & Your Followers: Understanding Leadership Styles	
3	Communication Styles: Tasks, Relationships and Change	
4	Communication Skills: Administrative, Managing Resources, Technical Competence, Conceptual, and People-Based	Test 1
5	Engaging Communication and Personal Strengths: StrengthsFinder, CAPP, and Recognizing Others; Creating, Writing, and Communicating a Vision;	
6	Communicating to Build a Constructive Climate; Communicating About Effective Diversity and Inclusion	
7	Listening to Out-Group Members and Speaking to Improve Relationships	
8	Group Norms and Communication & Meeting Management; Case studies in business and how to analyze them	Test 2
9	Managing Conflict & Presenting as a Team	
10	Presentation & Report Expectations	
11		Group Project/Presentation
12		Group Project/Presentation
13	Ethics in Leadership Communication; Overcoming Communication Obstacles	
14	Fall Break	No class
15	Communication & Exploring Destructive Practices	
16		Test 3

### Assignments & Grading Policy

<b>Assignment</b>	<b>Assignment Value</b>
<b>Class Activities</b>	19%

<b>Tests (3)</b>							60%	
<b>Group Project</b>							21%	
<b>Total</b>							100%	
<b>Grading Policy and Scale</b>								
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. 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 4300.006 M/W 2:30 pm Presentation Question.” Emails from non-utdallas.edu emails will not be answered.
- d. Reviewing Assignments: I do not review by email; I would be glad to review during office hours.
- e. All assignments, quizzes, and projects will be checked for scholastic dishonesty. This includes using TurnItIn for papers. A finding of scholastic dishonesty may result in a grade of 0.
- 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. 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.
- 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 the dropbox.
- e. Late Work: Peer review, Vantage activities, peer reviews, and discussion boards cannot be done late.
- f. You are responsible for making sure TurnItIn assignments are submitted. You will receive a confirmation email immediately after a TurnItIn submission. If there is a technical issue where I do not see your assignment, I will ask for the confirmation email as proof of submission. Screenshots of document edit dates will not be accepted as proof.

### 3. Tests

- a. For Fall 2021, the tests are in the Testing Center. The Testing Center requires you to book your test time at least 72 hours in advance and does not accept walk-in test takers.
- b. Students must book an appointment with the Testing Center at least 72 hours before the test. We recommend booking all test appointments the first week of classes to get your preferred time slot. Failure to register for a test will result in an automatic 30% deduction off the exam. Contact

- 100%. Failure to register for a test will result in an automatic 50% deduction on the exam. Contact your professor in that situation ASAP. 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. In this case, makeup tests may be essay and short answer instead of multiple choice and true false.
  - i. Test policies are subject to change if course format changes (for example, if we have to pivot to online). All changes will be announced in writing on eLearning Announcements as well as verbally in class.

#### 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.

#### 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 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.

#### 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/>

#### Classroom Safety and COVID-19

To help preserve the University's in-person learning environment, UT Dallas recommends the following:

Adhere to the University's [CDC Updated Guidelines](#) issued on July 30, 2021. All Comets are strongly encouraged to wear face coverings indoors regardless of vaccination status. Please note this represents a change in the [campus guidance](#) issued on May 20, 2021 For more information related to COVID-19, please see: <https://go.utdallas.edu/syllabus-policies>

#### 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."*