BCOM 4300: Managing Communications in Business

Course Information

Course Number/Section	BCOM 4300
Course Title	Managerial Communications in Business
Term	Fall 2022
Class Meeting Times	4300.003, MW 10 - 11:15 a.m.
	4300.004, MW, 11:30 – 12:45 p.m.
	4300.012 TR, 1 – 2:15 p.m.
Room	

Professor Contact Information

Professor	Dr. Sarah Moore
Office Phone	972-883-5129
Email Address	semoore@utdallas.edu
Office Location	JSOM 13.207
Physical Office Hours	9 a.m. – 9:50 a.m. Monday
MS Teams Office Hours	See eLearning

Course Description from 2021 UTD Catalog
This course focuses on communication as a management and leadership tool, and emphasizes 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 theories and communication strategies for leading based on communication skills and strengths, managing conflict, and addressing ethics and destructive leadership communication practices. Prerequisite: **BCOM 1300** or **BCOM 3300** or **BCOM 3310** (3-0) S

Background on JSOM BCOM Sequence
Students will complete two business communication courses:
- BCOM 1300 (freshman students) or BCOM 3300 (transfer students) focuses on skills needed for communicating as a college student, an intern, an employee or a campus leader.
- BCOM 4300 (junior or senior students) focuses on skills needed for communication as a business school graduate, a manager or 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
<u>Introduction to Leadership: Concepts & Practice</u>, 5th edition [communication science]. By Peter G. Northouse. This text includes Sage Vantage, an online learning environment with an ebook and learning activities. Vantage is used all semester. Purchase Vantage through the bookstore. **Purchase options** (Pick one, most students pick #1)**:**
1. <u>Vantage and Online Book:</u> ISBN: 9781071803615 (hint: use course lookup or search for Northouse); or
2. <u>Vantage and Loose-leaf Bundle</u>: Northouse, Introduction to Leadership 5e (Vantage Shipped Access Card) + Northouse, Introduction to Leadership 5e (Loose-leaf). ISBN: 9781071850466.

<u>Grammarly:</u> Access at no additional cost through this link: https://jindal.utdallas.edu/student-resources/grammarly-quinncia/

Assignments & Grading Policy

Assignment	Assignment Value	Points
Class Activities	**19%**	**190**
Vantage Activities	17.3%	173
Vantage Self-Assessments (ch 1, 3, 4, 6, 8, 11a, & 11b)	0.7%	7
Application Activity	1%	10
Tests (3; 20% each)	**60%**	**600**
Group Case Study Project	**21%**	**210**
Team Check-In Materials	2%	20
Recommendation Report	7%	70
Presentation & Visual Aid	10%	100
Peer Review of Other Presentations	1%	10
Group Member Evaluation	1%	10
Total	**100%**	**1000**

Grading Policy and Scale
All work should demonstrate the same professional and ethical standards expected of you in the workplace, including proofreading/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)

Tentative Course Schedule & Topics

Important: <mark>See eLearning homepage for a more detailed schedule with readings, participation activities, and assignments</mark>. Students will be informed of any changes via eLearning.

Note: Each lecture class meeting includes case studies and roundtable discussion that depend on having completed the Vantage homework, self-assessments, and readings.

Wk	Agenda	Major Deadlines
1	Class, Activity: Communication case study activity, syllabus review, and expectation setting Lecture 1: Role of Communication & Connection to Leadership • Essential elements of communication leadership • Approaches and theories of communication • Communication leadership vs. management	Sign up for Vantage, which is due before lectures. See link on eLearning. Vantage homework is due before each class meeting. See eLearning for the Vantage deadline schedule.
2	Lecture 2: Recognizing Your Traits & Communicating Once You Know Them • Communication traits • Traits of successful communicators • Identifying your communication traits Lecture 3: Communicating with The Boss, Others, & Your Followers: Understanding Leadership Styles • Communication in theories XYZ organizations • Styles of leadership and communication for leaders and for followers	
3	Lecture 4: Communication Styles: Tasks, Relationships and Change • Task and relationship styles in communication practices • Research about demographic influences on communication • Change behavior and communication	Sign up for test appointment

	Lecture 5: Communication Skills: Administrative, Managing Resources, Technical Competence, Conceptual, and People-Based • Types of communication and leadership skills • Differences between administrative, interpersonal, and conceptual skills • Shifts in communication skills at different hierarchical levels	
4	Communication Application Activity **Test 1 at UTD Testing Center (no class)**	Application Activity due Test 1, see Testing Center hours
5	Lectures 6: Engaging Communication & Personal Strengths: StrengthsFinder, CAPP, & Recognizing Others • Understanding strengths and traits • Communicating to create a positive work environment Lecture 7: Creating, Writing, and Communicating a Vision • Writing mission and vision statements and strategizing their communication and implementation • Speaking and articulating a mission and a vision for a team or an organization	
6	Lectures 8: Communicating to Build a Constructive Climate • Understanding climate, culture, and communication • Providing well-communicated feedback • Avoiding groupthink through the application of communication practices Lecture 9: Communicating About Effective Diversity and Inclusion • Understanding communication's relation to diversity, equity, and inclusion • Communicating to promote inclusion	Sign up for test appointment
7	Lecture 10: Listening to Out-Group Members and Speaking to Improve Relationships • Understanding how groups form • Communicating to create positive relationships with in groups and out groups	
8	**Test 2 at UTD Testing Center (no class, Monday/Tuesday)** Lecture 11: Group Norms and Communication & Meeting Management; Case studies in business and how to analyze them (note: no Vantage assignment for this lecture) • Promoting effective communication by establishing roles in teams, understanding accountability, and creating rules for meetings and review • Learning strategies for analyzing case studies • Understanding academic research in an upper-level course	Test 2, Monday - Wednesday– see Testing Center hours
9	Lecture 12: Managing Conflict • Understanding the aspects of conflict • Defining content, relational, and process conflict • Learning conflict resolution styles and communicating to diffuse conflict Class, Activity: students present and review status report with professors for project (includes Gannt chart, clarified deliverables, and action strategies)	Group Status Report and Book Check-In Appointment

10	Class, Activity: students present and review status report with professors for project (includes Gannt chart, clarified deliverables, and action strategies) Lecture 13: Overcoming Communication Obstacles • Understanding obstacles to communication • Defining path-goal theory, expectancy theory, and motivation to improve communication styles • Determining when to use different communication styles	
11	Lecture 14: Presentation & Report Expectations; Presenting as a Team (note: no Vantage assignment for this lecture) • Reviewing group writing and presentation strategies • Establishing norms and expectations for presentations and report writing to high-level, external audiences **Students give communication consultancy presentations in class**	Submit Recommendation Report In class: Group project/presentation
12	**Students give communication consultancy presentations in class**	In class, Group project/presentation
13	**Students give communication consultancy presentations in class and perform self and team performance reviews** Lecture 15: Ethics in Leadership Communication; Understanding the defining factors of ethical leadership and communication • Learning about power and communication • Promoting self-awareness and assessment in establishing ethical communication practices	Submit (1) Peer Review of Presentations and (2) Self/Group Member Evaluations Sign up for test appointment
14	Fall Break.	
15	Lecture 16: Communication & Exploring Destructive Practices • Being able to notice and define destructive leadership and destructive communication • Understanding the psychological factors that play into destructive practices and which followers are most likely to be susceptible • Learning strategies to combat destructive environments, destructive leadership, and destructive communication • Succeeding as a communicator and leader in the face of adversity	
16	**Test 3 at UTD Testing Center**	Test 3, see Testing Center hours

Course Policies
1. **General**
   a. Announcements are made in eLearning or by UTD email.
   b. Office hours are student conference hours for clarification, seeking additional help, or getting advice on assignments or coursework. Assignments can be reviewed during the office hours or after class.
   c. When emailing, students must use UTD email and include a descriptive subject line such as "BCOM 4300.001 Tuesday/Thursday 2 pm Presentation Question." Emails from non-utdallas.edu emails will not be answered.
   d. Assignments are not reviewed by email. Students can visit bcc.utdallas.edu for writing help or bring assignments to office hours or conference times.
   e. All assignments, quizzes, and projects will be checked for scholastic dishonesty (TurnItIn or other methods). A finding of scholastic dishonesty results in a grade of zero.
   f. The instructor reserves the right to change the grading policy, the course schedule, and the assignments and change the published grades if there is a miscalculation or dishonesty situation.
   g. There is no extra credit in any BCOM course. This is a BCOM-wide policy.

h. Grade Contesting: Email within one week of a grade 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.

2. **Assignments**
   a. Submit early to avoid technical issues.
   b. Only submitted assignments in eLearning are graded. ("Turn In Assignments Here" folder)
   c. Review 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% per hour late based on when it's submitted to the dropbox.
   e. Late Work: Vantage, peer review, group evaluations, and discussion boards cannot be submitted 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.
   g. Assignment List:
      i. Test 1: Communication Skills and Traits – leadership communication, applying communicating strategies to a variety of situations (SLO 1)
      ii. Test 2: Communication Development – strengths, interpersonal skills, and more (SLO 1 & 2)
      iii. Test 3: Communication Best Practices – ethics, culture, conflict, and change (SLOs 2 & 3)
      iv. Sage Vantage (SLOs, 1, 2 & 3): interactive readings from the Northouse text with knowledge checks and test study material, pass/fail quizzes that predict workplace behavior and identify beliefs and strengths about leadership and communication, and pass/fail videos with short quizzes from current industry leaders and scholars
      v. Application activity: individual written analysis of leadership communication concepts in a piece of media. Students will post on eLearning discussion board and post replies.
      vi. Group status report/check-in: team written document with project timeline, deliverables, and assessment of team function and communication. Written for a manager.
      vii. Group case study analysis: team written report from the point of view of a consultancy firm addressing a communication issue in a management situation
      viii. Group presentation: team presentation to an imagined board of directors to suggest solutions to a communication issue
      ix. Individual review of team presentations: feedback given to other teams on their presentations
      x. Written performance evaluations: completion of a performance review for each team member and a self evaluation to determine communication goals and strengths

3. **Tests**
   a. For Fall 2022, the tests are in the Testing Center. The Testing Center requires students to schedule their test time and does not accept walk-in test takers. https://ets.utdallas.edu/testing-center
   b. Students must schedule an appointment with the Testing Center at least 48 hours before the test. Students are encouraged to schedule both test appointments the first week of classes. Failure to register for a test will result in an automatic 30 percent deduction. Failure to take the test will result in a grade of zero on the test. Students are responsible for ensuring confirmation of Testing Center registration; the Testing Center sends email confirmations, which should be retained.
   c. Tests are multiple choice and true/false, each 50-60 questions and each question weighted equally. Tests must be done individually. Collaboration, if proven, will result in a referral to Judicial Affairs.
   d. Each test is 90 minutes and is open note but limited to one sheet of 8 x 11.5 (front and back). The Testing Center will collect the note page when students finish the test. Notes can be typed or handwritten. Bringing in more than one page of notes will typically result in a referral for scholastic dishonesty and potentially a grade of 0 on the test.
   e. In case of medical emergencies, contact the instructor immediately. In this case, makeup tests may be essay and short answer instead of multiple choice and true/false.
   f. If the Testing Center is closed due to an online pivot, all test policies are subject to change to adapt to the modality.

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. Your professor reserves the right to restrict personal technology use as needed.

5. **Group Assignments**
   a. Students will be placed into a group. The group is responsible for determining roles and a work schedule within the project deadlines.
   b. No additional team members will be added if someone drops or is removed or "fired" from the group.
   c. Groups cannot "fire" students without consulting their "supervisor" (the course professor). The professor reserves the right to remove or adjust the grade of a non-compliant team member. To request a review of a non-compliant team member, see the assignment sheet for the process.
   d. Students are encouraged to reach out to the instructor with concerns. The goal of teamwork is to improve team communication. Students must learn how to solve team-related problems.
   e. Group project deliverables are listed in section 2 of the syllabus.

Tips for Success

The business communication program helps students to succeed as a communicator now and later. The course has been designed to improve students' communication skills. Students are encouraged to work on assignments sequentially (each assignment builds on the last one). Students also encouraged to:
1. Stay focused. Be proactive in academic studies and add deadlines on your calendar.
2. Be prepared. Read each assignment, follow the study guide, and focus on the class objectives.
3. Be professional. Treat everyone respectfully and fairly. Set high standards for reliability and ethics.
4. Ask for help. Be very active in class, participate in discussions and exercise communication skills.

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."*

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/

Academic Support Resources

The information contained in the Academic Support Resources lists the University's academic support resources for all students. 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.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the professor.