



BCOM 4300.0u2: Managing Communications in Business

Course Information

<i>Course Number/Section</i>	BCOM 4300.0u2
<i>Course Title</i>	Managing Communications in Business
<i>Term</i>	Summer 2023
<i>Class Meeting Times</i>	Monday and Wednesday from 10:00 am to 12:15 pm
<i>Room</i>	JSOM Room 2.717

Professor Contact Information

<i>Professor</i>	Jennifer Fry
<i>Office Phone</i>	469-995-5771
<i>Email Address</i>	jennifer.fry@utdallas.edu
<i>Office Location</i>	JSOM Room 3.419
<i>Physical Office Hours</i>	By appointment – please do not hesitate to request an appointment anytime
<i>MS Teams Office Hours</i>	Monday 12:30 pm to 1:30 pm – see the link posted in 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

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. Vantage is used all semester. Purchase Vantage through the bookstore. **Purchase options (Pick one, most students pick #1):**

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

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

Assignments & Grading Policy

Assignment	Assignment Value	Points
Class Activities	19%	190
Vantage Activities	17.3%	173
Vantage Self-Assessments / Skills Identifications	0.7%	7
Application Writing Activity	1%	10
Tests (3; 20% each)	60%	600
Group Case Study Project	21%	210
Team Check-In Materials	20%	20
Recommendation Report	7%	70
Presentation & Visual Aid	10%	100
Peer Review of Presentations	1%	10
Self and Group Member Evaluations	1%	10
Total	100%	1,000
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. I do round up mid-term and final numerical grades that are .5 or higher.</p>		

Grading Scale
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-
69-67 = D+
66-64 = D
63-60 = D-
59 and below = F

Tentative Course Schedule & Topics

Important: See eLearning homepage for a more detailed schedule with readings, participation activities, and assignments. 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. **All assignments are due by 10:00 am by the due date.** Weeks run from Monday through Sunday.

Week	Agenda	Major Deadlines
1	<p>Class Activity: Syllabus review and expectation setting</p> <p>Lecture 1: Advanced Communication & Influence – Chapter 1</p> <p>Lecture 2: Traits & Personal Communication – Self Analysis – Chapter 2</p>	<p>Sign up for Vantage now. See link in eLearning. Vantage homework is due by 10:00 am before each class meeting. See eLearning for the Vantage deadline schedule. Recommend working ahead on chapters. Late work is not accepted.</p> <p>10:00 am, May 28 – Chapters 1 & 2 due</p>
2	<p>Lecture 3: Choosing Your Communication Style – Chapter 3</p> <p>Lecture 4: Getting Stuff Done & Balancing Task, Relationship, & Change Communication – Chapter 4</p>	<p>10:00 am, May 31 – Chapter 3 due</p> <p>10:00 am, June 2 – Chapter 4 due</p> <p>Book your test appointments now as no walk-ins are allowed and you must book your appointments at least 48 hours in advance.</p>
3	<p>Lecture 5: Communication Skills & Developing Your Brand – Chapter 5</p> <p>Test review for test 1</p>	<p>10:00 am, June 5 – Chapter 5 due</p> <p>10:00 am, June 8 – Application Activity due</p>
4	<p>Test 1 at UTD Testing Center (no class on Wednesday, June 14 so you can take the test during class time)</p>	<p>June 12, 13, & 14 – Test 1 - see Testing Center hours</p> <p>10:00 am, June 17 – Chapter 6 due</p>
5	<p>Lecture 6: Discovering & Communicating Your Strengths – Chapter 6</p> <p>Lecture 7: Communicating a Strategic Plan & Persuading Others to Adopt Your Vision – Chapter 7</p>	<p>10:00 am, June 19– Chapter 7 due</p>

6	<p>Lecture 8: Constructive Communication & Climate – Chapter 8</p> <p>Lecture 9: Inclusive Communication: Diversity, Equity, and Inclusion (DEI) – Chapter 9</p> <p>Lecture 10: Listening to Out-group members & Encouraging Team Communication – Chapter 10</p> <p>Test 2 review</p>	<p>10:00 am, June 21 – Chapter 8 due</p> <p>10:00 am, June 25 – Chapter 9 due</p> <p>10:00 am, June 28 – Chapter 10 due</p>
7	<p>Test 2 at UTD Testing Center (no class on Wednesday, July 5 so you have additional time to study)</p>	<p>July 6, 7, & 8 - Test 2 - see Testing Center hours</p> <p>Watch LinkedIn Learning Course: Communication within Teams by Daisy Lovelace (<i>testable material</i>); see eLearning for details</p>
8	<p>Lecture 11: Conflict Management & Communication – Chapter 11</p> <p>Group check ins with professor – all group members must be present for the check in; students present research, discuss team conflict, and review status report with professor for project (includes Gantt chart, clarified deliverables, and action strategies)</p> <p>Lecture 13: Motivational Communication: Yourself, Your Team, & Goals – Chapter 13</p> <p>Communication Workday: Students meet with group to finalize Recommendation Report</p>	<p>10:00 am, July 10 – Chapter 11 due</p> <p>10:00 am, July 12 – Team Status Check-in report due and team check ins during class with professor</p> <p>10:00 am, July 12 – Chapter 13 due</p> <p>10:00 am, July 14 – Recommendation Report due</p>
9	<p>Communication Workday: Students meet with group to prepare for the group presentations</p> <p>Students give communication consultancy presentations live in class</p>	<p>10:00 am, July 17 - visual aid (e.g., PowerPoint due)</p> <p>In class, July 19 – Group presentations</p> <p>10:00 am, July 21 – Submit: (1) peer review of group presentations and (2) self and group evaluation due</p>
10	<p>Lecture 12: Addressing Ethics in Leadership – Chapter 12</p> <p>Lecture 14: Overcoming Obstacles – Chapter 14</p> <p>Test 3 review</p>	<p>10:00 am, July 25 – Chapter 12 due</p> <p>10:00 am, July 27 – Chapter 14 due</p>

11	Test 3 at UTD Testing Center (no class on May 4 so you can take the test during class time)	August 1, 2, & 3, - Test 3 – see Testing Center hours
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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 Tuesday/Thursday 4 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.
- h. Students may email the instructor and request a meeting for grade questions one week after the grades are published to eLearning.

2. Assignments

- a. Submit early to avoid technical issues.
- b. Only submitted assignments in eLearning are graded. (“Turn In Assignments Here” folder) **An assignment emailed to the professor is not eligible for grading and will not receive a grade.**
- c. Review rubrics on assignment descriptions for how they are graded. (“Assignments” folder)
- d. **No late work is accepted.** 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.
- 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 Summer 2023, 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 for 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.
- d. **Class attendance is highly recommended.** Due to the compressed summer schedule, meeting all deadlines is crucial; a 16-week semester is reduced to 11 weeks. Regularly attending class is one way to ensure course deadlines are met. As our class is a summer schedule, class attendance will not be tracked. If you find that you must miss class for any reason, there is a two-step process to follow. Step one is to check the course schedule as well as announcements in eLearning, MS Teams, and UTD email to see what we covered in class. If questions remain, step two is to contact your group members to see if they can answer additional questions. Of course, if questions remain after that, please contact me. As an upperclassman, you have great skills in place to determine what was missed on a particular day. The classes that are mandatory that you may not miss are the day that your group is presenting, the day your group is workshopping the group project, a day of any graded in-class activity, or a scheduled test day.

5. Generative AI

- a. Cheating includes using unauthorized materials to complete an assignment. See the UTD Student Code of Conduct - <https://policy.utdallas.edu/utdsp5003>. In general, AI writing should not be represented as your own writing. AI-generated content including tables, code, analysis, or images cannot be presented as your own work. Turnitin and other methods are used to detect use of AI. Under UTD rules about due process, referrals may be made to the Office of Community Standards and Conduct. Inappropriate use of AI may result in penalties, including a grade of zero (0) on an assignment.
- b. On writing assignments, AI may be used to brainstorm ideas, to create a template, or to edit your work. For example, Grammarly is an AI writing assistant, and we encourage the use of Grammarly to improve your grammar, tone, etc. GrammarlyGO is generative AI, and for such things as non-graded emails sent to

your professor or team, feel free to use GrammarlyGO to write those emails. However, GrammarlyGO may not be used for preparing graded written assignments in this course.

- c. Some assignments are expected to be “AI Free.” For this course, those assignments include all the writing in connection with the Application Activity and all the writing for the Case Study Project. As a writing-intensive course, your ability to write is being assessed. In this course, assignments might ask you to use and assess AI-generated writing. See the individual assignment instructions.
- d. Show your work. Use Google Drive products and sign in to track editors to your work for all classes.

6. 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. The Business Communication Center (BCC) in JSOM Room 12.106 offers free in-person and online coaching to JSOM students to improve written and verbal communication skills. Students can schedule up to three 40-minute appointments per week for class assignments, resumes, cover letters, and English as a second language services. See <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.

List of Class Activities, Assignments, and Test Due Dates – BCOM 4300.0u2

Assignment	Due Dates
Vantage Assignment Chapters 1 & 2	May 28, 2023
Vantage Assignment Chapter 3	May 31, 2023
Vantage Assignment Chapter 4	June 2, 2023
Vantage Assignment Chapter 5	June 5, 2023
Application Activity	June 8, 2023
Test 1	June 12, 13, & 14, 2023
Vantage Assignment Chapter 6	June 17, 2023
Vantage Assignment Chapter 7	June 19, 2023
Vantage Assignment Chapter 8	June 21, 2023
Vantage Assignment Chapter 9	June 25, 2023
Vantage Assignment Chapter 10	June 28, 2023
Test 2	July 6, 7, & 8, 2023
Vantage Assignment Chapter 11	July 10, 2023
Team Check-In Status Report Document	July 12, 2023
Vantage Assignment Chapter 13	July 12, 2023
Recommendation Report	July 14, 2023
Visual aid due (e.g., PowerPoint/Google slides)	July 17, 2023
Group presentations	July 19, 2023
Peer review of group presentations and self and group evaluation	July 21, 2023
Vantage Assignment Chapter 12	July 25, 2023
Vantage Assignment Chapter 14	July 27, 2023
Test 3	August 1, 2, & 3, 2023