BCOM 4300: Advanced Professional Communication

Course Information

Course Number/Section	BCOM 4300
Course Title	Advanced Professional Communication
Term	Fall 2023
Class Meeting Times	BCOM 4300.003, MW 10-11:15, JSOM 12.218
	BCOM 4300.004, MW 11:30-12:45, JSOM 2.102
	BCOM 4300.005, MW 1-2:15, JSOM 2.102
	BCOM 4300.006, MW, 2:30-3:45, JSOM 2.102

Professor Contact Information

Professor	Sarah Moore, Ph.D.
Office Phone	972-882-5219
Email Address	semoore@utdallas.edu
Office Location	JSOM 13.207
Physical Office Hours	Monday, 8:30 a.m. – 10 a.m. and by appointment
MS Teams Office Hours	By appointment

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-quinncia/

Assignments & Grading Policy

Assignment	Assignment Value	Points
Class Activities	**19%**	**190**
Vantage Activities	17.3%	173
Vantage Self-Assessments / Skills Identifications	0.7%	7
AI ATS Resume & Interview (Quinncia.io)	2%	20
Tests (3; 20% each)	**60%**	**600**
Group Case Study Project	**20%**	**200**
Report Draft Peer Feedback	1%	10
Recommendation Report	7%	70
Presentation & Visual Aid	10%	100
Peer Feedback of Presentations	1%	10
Self and Group Member Evaluations	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: 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.

Wk	Agenda	Major Deadlines
1	Course Introduction, syllabus review, and expectation setting. Preview job search, review 1300/3300 content on getting a job, and explain how to find a career and apply this course to the job search. SkillBoost: Team collaboration and communication, interpersonal skills, and dealing with difficult people Lecture 1: Advanced Communication Skills & Influence SkillsBoost: Understanding the post-graduation job search process by analyzing job ads (entry level vs. upper level)	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: Traits & Personal Communication + Self Analysis SkillBoost: Polishing your resume, Part 1 Lecture 3: Choosing Your Communication Style SkillBoost: Considering Careers & Company Culture.	

3	Lecture 4: Getting Stuff Done & Balancing Task, Relationship, & Change Communication SkillBoost: Writing Messages (email, summary, proposals) - How to tell your boss good/bad/average news	Sign up for test appointment
4	Lecture 5: Communication Skills & Developing Your Brand SkillBoost: Polishing Your Resume Part 2: Continuously developing your skills? Then you're continuously updating your resume Test 1 at UTD Testing Center See eLearning for study guide with what's on the test; a Kahoot review; and a sample test from a past semester	Test 1, see Testing Center hours
5	Lecture 6: Discovering & Communicating Your Strengths SkillBoost: Analyzing strengths on your resume and LinkedIn Profile. Lecture 7: Communicating a Strategic Plan & Persuading Others to Adopt Your Vision SkillBoost: Writing a Vision & Mission Statement (team or personal vision and mission for the post-graduation job search process)	
6	Lecture 8: Constructive Communication & Climate SkillBoost: Communicating clearly, writing concisely Lecture 9: Inclusive Communication: Diversity, Equity, and Inclusion (DEI) SkillBoost: Writing a typical business communications email message with bad news	
7	Lecture 10: Listening to Outsiders & Encouraging Team Communication SkillBoost: Developing Interpersonal Skils: Dealing with Difficult People	Sign up for test appointment
8	Lecture 11: Case Studies in Business and How to Analyze Them (note: no Vantage assignment for this lecture); LinkedIn Learning related to Group Communication & Meeting Management SkillBoost: Running a meeting and tracking results Test 2 at UTD Testing Center See eLearning for study guide with what's on the test; a Kahoot review; and a sample test from a past semester	Test 2, see Testing Center hours
9	Lecture 12: Conflict Management & Communication + Negotiating Your Position SkillBoost: Writing an email to manage routine conflict using a standard negotiation technique Lecture 13: Motivational Communication: Yourself, Your Team, & Goals SkillBoost: Speaking to motivate and improve team participation	
10	Class, Activity: students present research, discuss team conflict, and review status report with professor for project (includes Gannt chart, clarified deliverables, and action strategies)	11:59pm, Thursday: Submit Group Status Report and Book Check-In Appointment

11	Lecture 14: Presentation & Report Expectations; Presenting as a Team (note: no Vantage assignment for this lecture) Communication Work Day: Students meet with Teams to finalize writing a Recommendation Report to Present a Problem and Solution	
12	Students give communication consultancy presentations in class	11:59pm, Thursday: Submit Recommendation Report
13	Students give communication consultancy presentations in class and perform self and team performance reviews	In class, Tuesday and Thursday: Group project/presentation
14	Lecture 15: Ethical Communication at Work SkillsBoost: Networking practice Lecture 16: Destructive Communication SkillsBoost: Writing a Reply Email to a Coworker's Inappropriate Message SkillBoost: Goal Setting for Your Communication & Career	11:59pm, Thursday: Submit (1) Peer Review of Presentations and (2) Self/Group Member Evaluations Sign up for test appointment
15	Lectures 17/18: Applying Everything from the Course with a Personal Branding Refresh SkillBoost: Navigating AI ATS in job searching: Quinncia Resume & Interview BCOM 4300 Course Conclusion:	
16	Test 3 at UTD Testing Center See eLearning for study guide with what's on the test; a Kahoot review; and a sample test from a past semester	Test 3, Wednesday - Friday – 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.   AI-Generated Writing. Cheating includes using unauthorized materials to attempt or complete an assignment (UTD Student Code of Conduct - source). In general, AI-generated writing should not be represented as your own writing.
   i.   On writing assignments, AI can 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 we encourage the use of GrammarlyGO with prompts like "improve" this paragraph structure or tone for class assignments. For non-graded emails sent to your professor or team, feel free to use GrammarlyGO to write those emails.
   ii.   Some assignments are expected to be "AI Free." For this course, those assignments include the interview and Vantage assignments. In this course, assignments might also ask you to use and assess AI-generated writing. See the individual assignment instructions.
   iii.   TurnItIn or other methods may be used to detect the use of generative AI, and under rules about due process, referrals may be made in compliance with university policy to the Office of Community Standards and Conduct. Detection of inappropriate use of AI may result in penalties, including a 0 on an assignment.
   iv.   Show your work. Use Google Drive products, signed in, to track edits to your work for all classes.

Assignment List:
   Test 1: Communication Skills and Traits – leadership communication, applying communicating strategies to a variety of situations (SLO 1)
   Test 2: Communication Development – strengths, interpersonal skills, and more (SLO 1 & 2)
   Test 3: Communication Best Practices – ethics, culture, conflict, and change (SLOs 2 & 3)
   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
   Application activity: individual written analysis of leadership communication concepts in a piece of media. Students will post on eLearning discussion board and post replies.
   Group status report/check-in: team written document with project timeline, deliverables, and assessment of team function and communication. Written for a manager.
   Group case study analysis: team written report from the point of view of a consultancy firm addressing a communication issue in a management situation
   Group presentation: team presentation to an imagined board of directors to suggest solutions to a communication issue
   Individual review of team presentations: feedback given to other teams on their presentations
   Written performance evaluations: completion of a performance review for each team member and a self evaluation to determine communication goals and strengths

2.   **Tests**
   a.   For Fall 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 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.

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.