

BCOM 4300: Advanced Professional Communication

Course Information

<i>Course Number/Section</i>	BCOM 4300
<i>Course Title</i>	Advanced Professional Communication
<i>Term</i>	Spring 2024
<i>Class Meeting Times</i>	TR 5:30 – 6:45 PM
<i>Room</i>	JSOM 2.112

Professor Contact Information

<i>Professor</i>	Dr. Shazia Ali
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<i>Office Location</i>	TBA
<i>Physical Office Hours</i>	By appointment
<i>MS Teams Office Hours</i>	TBA

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, 5e [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 (Make sure you purchase the Vantage version, it should line up with this ISBN); 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 and Quinncia: 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	21%	210
Vantage Activities	17.3%	173
Vantage Self-Assessments / Skills Identifications	0.7%	7
AI ATS Resume & Interview (Quinnia.io)	3%	30
Tests (3; 18% each)	54%	540
Group Case Study Project	25%	250
Team Check-In Materials	2%	20
Case Study Report	10%	100
Presentation & Visual Aid	10%	100
Peer Review of Presentations	1.5%	15
Self and Group Member Evaluations	1.5%	15
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)

Spring 2024 Schedule

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 discussions that depend on having completed the Vantage homework, self-assessments, and readings.

*All Vantage readings and assignments are due at the start of your class on the day they are covered in class.

Wk	Date	Topic	Vantage*	Major Assignment(s) Due
1	T 1/16 (Day 1)	Introduction to class: Overview of syllabus Testing Center Registration: https://ets.utdallas.edu/testing-center		You must reserve test times with the Testing Center no later than 48 hours before your exam date. No walk-ins allowed. Recommend booking in the semester's first week to get your desired timeslot. You can reschedule up to 48 hours before the exam day, but I recommend doing so earlier.
	TH 1/18 (Day 2)	Lecture 1: Advanced Communication Skills & Influence (Ch 1)		Ch 1 is due by 1/23 at the start of class (grace period for Ch 1 b/c it's the 1 st chapter). Recommend completing for the 1/18 class to align with the lecture for that day. Late work not accepted.

2	T 1/23 (Day 3)	Lecture 2: Traits & Personal Communication + Self Analysis (Ch 2)	Ch 1 & 2	
	TH 1/25 (Day 4)	Lecture 3: Choosing Your Communication Style (Ch 3)	Ch 3	
3	T 1/30 (Day 5)	Lecture 4: Getting Stuff Done & Balancing Task, Relationship, & Change Communication (Ch 4)	Ch 4	
	TH 2/1 (Day 6)	Lecture 5: Communication Skills & Developing Your Brand (Ch 5) & Navigating AI ATS in Job Searching	Ch 5	
4	T 2/6 (Day 7)	<i>Overflow Day and Discuss Test 1 Introduce Resume and Interview Update (Quinnia Activity)</i>		
	TH 2/8 (Day 8)	Take Test 1 in the Testing Center on 2/7-9. No in-person class on 2/8, so you can take the test during class time at the Testing Center. <i>You must book your test time with the Testing Center at least 48 hours before the test date. No walk-ins allowed. Recommend booking at the beginning of the semester to get your desired timeslot.</i>		
5	T 2/13 (Day 9)	Lecture 6: Discovering & Communicating Your Strengths (Ch 6)	Ch 6	
	TH 2/15 (Day 10)	<i>CommWork Day: Resume & Interview Update (Quinnia Activity)</i>		(11:59 pm) Resume and Interview Update (Quinnia Activity) Due
6	T 2/20 (Day 11)	Lecture 7: Communicating a Strategic Plan & Persuading Others to Adopt Your Vision (Ch 7)	Ch 7	
	TH 2/22 (Day 12)	Lecture 8: Constructive Communication & Climate (Ch 8)	Ch 8	
7	T 2/27 (Day 13)	Lecture 9: Inclusive Communication: Diversity, Equity, and Inclusion (DEI) (Ch 9)	Ch 9	
	TH 2/29 (Day 14)	Lecture 10: Listening to Outsiders & Encouraging Team Communication (Ch 10)	Ch 10	

8	T 3/5 (Day 15)	Overflow Day and Discuss Test 2		
	TH 3/7 (Day 16)	Take Test 2 in the Testing Center on 3/6-8. No in-person class on 3/7, so you can take the test during class time at the Testing Center. <i>You must book your test time with the Testing Center at least 48 hours before the test date. No walk-ins allowed. Recommend booking at the beginning of the semester to get your desired timeslot. Wednesdays are the center's half-day hours.</i>		
9	3/11-17	Enjoy your spring break!		
10	T 3/19 (Day 17)	Lecture 11: Case Studies in Business and How to Analyze Them; Group Norms and Communication & Meeting Management; <i>Introduction of group assignment</i>	Watch LinkedIn Learning Course: Communication within Teams (<i>testable material</i>); see eLearning for details	
	TH 3/21 (Day 18)	Lecture 12: Conflict Management & Communication + Negotiating Your Position (Ch 11)	Ch 11	
11	T 3/26 (Day 19)	CommWork Day: Finalize Team Check-In Materials		(11:59pm): Team Check-In Materials Due
	TH 3/28 (Day 20)	CommWork Day: Team check-ins with professor <i>See eLearning for appointment times</i>		
12	T 4/2 (Day 21)	CommWork Day: Team check-ins with professor <i>See eLearning for appointment times</i>		
	TH 4/4 (Day 22)	Lecture 13: Motivational Communication: Yourself, Your Team, & Goals (Ch 13)	Ch 13	
13	T 4/9 (Day 23)	Lecture 14: Presentation & Report Expectations; Presenting as a Team & CommWork Day. <i>No Vantage due today.</i>		
	TH 4/11 (Day 24)	CommWork Day: Finalize Group Project Report		(11:59 pm) All Groups: Group Project Report Due
14	T 4/16 (Day 25)	Presentation Day (3 groups)		(@ start of class on the day your group presents) Visual Aid Due
	TH 4/18 (Day 26)	Presentation Day (3 groups)		

15	T 4/23 (Day 27)	Presentation Day (2 groups; overflow) Will start Lecture 15 (Ch 12) if time		
	TH 4/25 (Day 28)	Lecture 15: Ethical Communication at Work (Ch 12) continued; Lecture 16: Destructive Communication (Ch 14) Course Wrap-Up. Applying What You've Learned. <i>Overflow Day and Discuss Test 3</i>	Ch 12 Ch 14	(@ 11:59 pm) Peer Review of Presentations Due (@ 11:59 pm) Self & Group Member Evaluation Due
16	T-Th 4/30- 5/2 (Day 30)	Take Test 3 in the Testing Center on 4/29 – 5/1. No in-person class on 4/30 or 5/2, so you can take the test during class time at the Testing Center. <i>You must book your test time with the Testing Center at least 48-hours before the test date. No walk-ins allowed. Recommend booking at the beginning of the semester to get your desired timeslot.</i>		
	Sa 5/4	University Reading Day <i>Best of luck on your final exams in other classes! Please fill out your class evaluation through eval.utdallas.edu. Thanks.</i>		

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

Course Policies

1. General

- Announcements are made in eLearning or by UTD email.
- 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.
- 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.
- Assignments are not reviewed by email. Students can visit bcc.utdallas.edu for writing help or bring assignments to office hours or conference times.
- 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.
- 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.
- There is no extra credit in any BCOM course. This is a BCOM-wide policy.
- 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

- Submit early to avoid technical issues.
- Only submitted assignments in eLearning are graded. ("Turn In Assignments Here" folder)
- Review rubrics on assignment descriptions for how they are graded. ("Assignments" folder)
- 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 using 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.” As a writing-intensive course, your ability to write is being assessed. 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
- Resume and Interview Update (Quinnia Activity)– individual written resume and AI interview showcasing skills and experience
- Group status report/check-in: team-written document with the 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 student consulting club addressing a communication issue in a management situation
- Group presentation: team presentation to a case/consulting competition 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 Spring 2024, 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 answers 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 cell phone 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 in the [Academic Support Resources](#) lists the University’s academic support resources for all students. The information 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.

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