



BCOM 4300.0u2: Advanced Professional Communication

Course Information

<i>Course Number/Section</i>	BCOM 4300.0u2
<i>Course Title</i>	Advanced Professional Communication
<i>Term</i>	Summer 2024
<i>Class Meeting Times</i>	Monday and Wednesday from 10:00 am to 12:15 p.m.
<i>Room</i>	JSOM Room 2.717

Professor Contact Information

<i>Professor</i>	Jennifer Fry
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<i>Email Address</i>	jennifer.fry@utdallas.edu
<i>Office Location</i>	JSOM Room 3.419
<i>Physical Office Hours</i>	By appointment - I am usually in my office from 8:00 a.m. to 9:45 p.m. on Monday and Wednesday

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 (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	30%	300
Vantage Activities	17.3%	173
Vantage Self-Assessments / Skills Identifications	0.7%	7
AI ATS Resume & Interview (Quinnia.io)	3%	30
Workplace Simulation (Forage)	4%	40
POP – Online Portfolio Final Project	5%	50
Tests (2; 20% each)	40%	400
Group Case Study Project	25%	300
Case Study Report	10%	150
Presentation & Visual Aid	10%	150
Total	100%	1,000
Grading Policy and Scale		
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.		

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 the 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 assignments are due by 10:00 am by the due date.** Weeks run from Monday through Sunday.

Week	Agenda	Major Deadlines
1	<p>May 29: 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.</p> <p>SkillBoost: Team collaboration and communication, interpersonal skills, and dealing with difficult people</p> <p>Lesson 1: Advanced Communication Skills & Influence – Chapter 1</p> <p>SkillBoost: Understanding the post-graduation job search process by analyzing job ads (entry level vs. upper level)</p> <p>Lesson 2: Traits & Personal Communication + Self Analysis – Chapter 2</p> <p>SkillBoost: Leaders and Traits</p>	<p>Sign up for Vantage now, which is due before lectures. See the link in eLearning. Vantage homework is due by 10:00 am before each class meeting. See eLearning for the Vantage deadline schedule. Late work is not accepted.</p> <p>10:00 am, June 1– Chapters 1 and 2 due</p>
2	<p>June 3: Lesson 3: Choosing Your Communication Style – Chapter 3</p> <p>SkillBoost: Considering Careers & Company Culture</p> <p>June 5: Lesson 4: Getting Stuff Done & Balancing Task, Relationship, & Change Communication – Chapter 4</p> <p>SkillBoost: Writing Messages (email, summary, proposals) - How to tell your boss good/bad/average news</p>	<p>10:00 am, June 5– Chapter 3 and 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>June 10: Lesson 5: Communication Skills & Developing Your Brand – Chapter 5</p> <p>SkillBoost: Polishing Your Resume Part 2: Continuously developing your skills? Then you're continuously updating your resume</p> <p>June 12: Navigating AI ATS in job searching; Quinncia Resume & Interview work – (tentative guest speaker)</p>	<p>10:00 am, June 10 – Chapter 4 due</p> <p>10:00 am, June 12 - Chapter 5 due</p>
4	<p>June 17: Test 1 review - See eLearning for study guide for what's on the test; a Kahoot review; and a sample test from a past semester</p> <p>June 19: NO CLASS – SCHOOL HOLIDAY</p> <p>Test 1 at UTD Testing Center</p>	<p>10:00 am, June 16 – Quinncia AI Resume and Interview Activity due</p> <p>June 20, 21, & 22 – Test 1 – see Testing Center hours</p>

5	<p>June 24: Lesson 6: Discovering & Communicating Your Strengths – Chapter 6</p> <p>June 26: Lesson 7: Communicating a Strategic Plan & Persuading Others to Adopt Your Vision – Chapter 7 SkillBoost: Writing a Vision & Mission Statement (team or personal vision and mission for the post-graduate job search process)</p>	<p>10:00 am, June 24 – Chapter 6 due</p> <p>10:00 am, June 26 – Chapter 7 due</p>
6	<p>July 1: Lesson 8: Constructive Communication & Climate – Chapter 8 SkillBoost: Communicating clearly, writing concisely</p> <p>July 3: Lesson 9: Inclusive Communication: Diversity, Equity, and Inclusion (DEI) – Chapter 9 SkillBoost: Writing a typical business communications email message with bad news</p>	<p>10:00 am, July 1 – Chapter 8 due</p> <p>10:00 am, July 3 – Chapter 9 due</p>
7	<p>July 8: Lesson 10: Listening to Out-group members & Encouraging Team Communication – Chapter 10 SkillBoost: Developing Interpersonal Skills: Dealing With Difficult People</p> <p>July 10: Test 2 review - See eLearning for study guide for what's on the test; a Kahoot review; and a sample test from a past semester</p>	<p>10:00 am, July 8 – Chapter 10 due</p>
8	<p>Test 2 at UTD Testing Center</p> <p>July 15: Presentation & Report Expectations; Presenting as a Team (note: no Vantage assignment for this lecture) Communication Workday: Students meet with group to prepare for the group presentations</p> <p>July 17: Communication Workday: Students meet with group to prepare for the group presentations</p>	<p>July 15, 16, & 17 – Test 2 – see Testing Center hours</p> <p>10:00 am, July 20 – Forage Workplace Simulation</p>
9	<p>July 22: Communication Workday: Students meet with group to prepare for the group presentations</p> <p>July 24: Lessons 11 and 12: Conflict Management & Communication + Negotiating Your Position – Chapter 11 Ethical Communication at Work – Chapter 12</p>	<p>10:00 am, July 22 – Chapter 11 due</p> <p>10:00 am, July 24 – Chapter 12 due</p> <p>10:00 am, July 27 - Case Study and Teaching Note due</p>

10	<p>July 29: Students give case study presentations live in class</p> <p>July 31: Lesson 13: Motivational Communication: Yourself, Your Team, & Goals – Chapter 13 SkillBoost: Speaking to motivate and improve team participation</p>	<p>10:00 am, July 28 – Visual aid due (e.g., PowerPoint)</p> <p>In class, July 29 – Group presentations</p> <p>10:00 am, July 31 – Chapter 13 due</p>
11	<p>August 5: Lesson 14: Destructive Communication – Chapter 14 SkillBoost: Writing a Reply Email to a Coworker’s Inappropriate Message SkillBoost: Goal Setting for Your Communication & Career</p> <p>August 7: Lesson 15: Applying Everything from the Course with a Personal Branding Refresh; BCOM 4300 Course Conclusion</p>	<p>10:00 am, August 5 – Chapter 14 due</p> <p>10:00 am, August 7 – Personal Online Portfolio</p>

Course Policies

1. General

- Announcements are made in eLearning and by UTD email. Most announcements are also posted in Microsoft Teams.
- Office hours are student conference hours for clarification, seeking additional help, or getting advice on assignments or coursework. Unlike class time, student conference hours allow for privacy so things like grades can be discussed. Assignments can be reviewed during a scheduled appointment or before or after class.
- When emailing, students must use UTD email and include a descriptive subject line such as “BCOM 4300 Presentation Question.” Emails from non-utdallas.edu emails will not be answered.
- Assignments are only reviewed in person and are not reviewed by email**, but as noted, assignments can be reviewed during a scheduled conference. You can visit <https://jindal.utdallas.edu/student-resources/business-communication-center/> for writing help or bring assignments to office hours or scheduled conference times.
- All assignments, quizzes, and projects will be checked for scholastic dishonesty. This includes using Turnitin (or other methods) for papers. 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.
- 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.
- If you are receiving academic accommodations from the UTD AccessAbility Resource Center, you are required to provide your instructors with a copy of the letter that contains the accommodations. Be sure to provide this at the beginning of the semester, as I will make sure I am following and effectuating the items in the letter.
- At the end of the semester, please do not ask me to change or “bump” your grade. That would be unfair to every student who has earned their given grade without a “bump”.

2. Assignments

- a. Submit assignments early to avoid technical issues.
- b. Only submitted assignments in eLearning are graded. These are contained in the “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. These are contained in the “Turn in Assignments Here” folder.
- d. **Late work:** Late submission of the case study report or presentation file will be docked 1% per hour late based on when it is submitted to Turnitin via eLearning. 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, Quinnia, Personal Online Portfolio, and Forage assignments cannot be submitted late.**
- f. You are responsible for making sure Turnitin assignments are received by Turnitin. You must check to make sure that your submission was received and processed by Turnitin. 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. See the UTD Student Code of Conduct - <https://policy.utdallas.edu/utdsp5003>. AI-generated writing should not be used to represent your own writing. AI-generated content, including tables, code, analysis, or images, cannot be presented as your own writing.
 - i. On writing assignments, AI can be used to edit your own work. For example, Grammarly is an AI writing assistant, and we encourage the use of Grammarly to improve your grammar, tone, etc. However, GrammarlyGO is generative AI, and the use of generative AI is not permitted for any written assignment in this course. For non-graded emails sent to your professor or team, feel free to use GrammarlyGO to write those emails.
 - ii. All written assignments are expected to be “AI-free.” For this course, those assignments include the Case Study, the Teaching Note, the Forage Workplace Simulation Assignment, and the Personal Online Portfolio. **You may not use AI generative tools in the preparation of any of these assignments.** As a writing-intensive course, your ability to write is being assessed. See the individual assignment instructions.
 - iii. Turnitin or other methods will 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 and sign 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).
- 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) – individually written resume and AI interview showcasing skills and experience
- Group case study analysis: team-written case study and teaching note addressing a communication issue in a management situation

- Group presentation: team presentation to a case/consulting competition to suggest solutions to a communication issue
- Forage
- Written performance evaluations: completion of a performance review for each team member and a self-evaluation to determine communication goals and strengths

3. Tests

- For Summer 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>
- Students must schedule an appointment with the Testing Center at least 48 hours before the test. Students are encouraged to schedule all three 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.
- Tests are multiple choice and true/false, each 60 questions and each question weighted equally. Tests must be done individually. Collaboration, if proven, will result in a referral to Judicial Affairs.
- 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.
- 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.
- If the Testing Center is closed due to an online pivot, all test policies are subject to change to adapt to the modality.
- There is no final cumulative final examination in this course.

4. Class Participation & Attendance

- Research has found that those who miss four or more classes (during a standard 16-week semester) tend to have decreased final grades ([source](#)).
- Our classes are live and in person on the UTD campus; there is no online option for this course. 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 notetaking and group work.
- 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 group presentation day, the day your group is workshopping the group project, or a scheduled test day.
- Your professor reserves the right to restrict personal technology use as needed.

1. Group Assignments

- Students will be placed into a group. The group is responsible for determining roles and a work schedule within the project deadlines.
- No additional team members will be added if someone drops or is removed or “fired” from the group.
- 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 communicators 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 are also encouraged to:

1. Stay focused. Be proactive in academic studies and add deadlines to your calendar at the start of the semester.
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 good 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 the Business Communication Center (BCC) in JSOM Room 12.106 or online at <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 professor's discretion.

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

Assignment	Due Dates
Vantage Assignment Chapter 1	June 1, 2024
Vantage Assignment Chapter 2	June 1, 2024
Vantage Assignment Chapter 3	June 5, 2024
Vantage Assignment Chapter 4	June 10, 2024
Vantage Assignment Chapter 5	June 12, 2024
AI Quinnia Resume and Interview Activity	June 16, 2024
Test 1	June 20, 21, & 22, 2024
Vantage Assignment Chapter 6	June 24, 2024
Vantage Assignment Chapter 7	June 26, 2024
Vantage Assignment Chapter 8	July 1, 2024
Vantage Assignment Chapter 9	July 3, 2024
Vantage Assignment Chapter 10	July 8, 2024
Test 2	July 15, 16, & 17, 2024
Workplace Simulation (Forage)	July 20, 2024
Vantage Assignment Chapter 11	July 22, 2024
Vantage Assignment Chapter 12	July 24, 2024
Case Study and Teaching Note	July 27, 2024
Visual aid due (e.g., PowerPoint/Google slides)	July 28, 2024
Group presentations	July 29, 2024
Vantage Assignment Chapter 13	July 31, 2024
Vantage Assignment Chapter 14	August 5, 2024
Personal Online Portfolio	August 7, 2024