



BCOM 4300.016: Advanced Professional Communication

Course Information

<i>Course Number/Section</i>	BCOM 4300.016
<i>Course Title</i>	Advanced Professional Communication
<i>Term</i>	Spring 2025
<i>Class Meeting Times</i>	Monday and Wednesday from 2:30 pm to 3:45 pm
<i>Room</i>	JSOM Room 2.802

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 - I am usually in my office from 9:30 am to 12:30 pm on Monday and Wednesday. If this timeframe does not work for you, please email me for an appointment; I would love to meet with you!

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, 6th 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.

Vantage and Online Book: ISBN: 9781071914182 (Make sure you purchase the Vantage version; it should line up with this ISBN)

Grammarly and Quinnia: 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	60%	600
Vantage Activities (Note: Self-assessments are in chapters 1, 3, 4, 6, 8, 10, & 13)	17%	170
Professional Online Portfolio (POP) Project	5%	50
Workplace (Forage) Simulation	4%	40
Quiz 1 – Professional Communication Skills	15%	150
Quiz 2 – Workplace Communication Skills	15%	150
AI ATS Resume & Interview (Quinnia.io)	4%	40
Group Case Study Project	40%	400
Background and Situation Draft & Feedback; Brainstorming/Planning Activities	4%	40
Final Group Project Report	15%	150
Presentation & Visual Aid	15%	150
Peer Review of Presentations	3%	30
Self and Group Member Evaluations	3%	30
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>January 20: NO CLASS – university holiday</p> <p>January 22: Course Introduction, syllabus review, and expectation setting. SkillBoost: Team collaboration and communication, interpersonal skills, and dealing with difficult people</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.</p>
2	<p>January 27: Topic 1: Advanced Communication Skills & Influence – Chapter 1 SkillBoost: Understanding the post-graduation job search process by analyzing job ads (entry level vs. upper level)</p> <p>January 29: Topic 2: Traits & Personal Communication + Self Analysis – Chapter 2 SkillBoost: Leaders and Traits</p>	<p>10:00 am, January 27– Chapter 1 due</p> <p>10:00 am, January 29– Chapter 2 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>February 3: Topic 3: Choosing Your Communication Style – Chapter 3 SkillBoost: Considering Careers & Company Culture</p> <p>February 5: Topic 4: Getting Stuff Done & Balancing Task, Relationship, & Change Communication – Chapter 4 SkillBoost: Writing Messages (emails, summaries, proposals) - How to tell your boss good/bad/average news</p>	<p>10:00 am, February 3 – Chapter 3 due</p> <p>10:00 am, February 5 - Chapter 4 due</p> <p>10:00 am, February 8 – POP due</p>
4	<p>February 10: Topic 5: Communication Skills & Developing Your Brand – Chapter 5 SkillBoost: Polishing Your Resume: Are you continuously developing your skills? Then you must continuously update your resume.</p> <p>February 12: Topic 6: Discovering & Communicating Your Strengths – Chapter 6 SkillBoost: Analyzing strengths on your resume and LinkedIn Profile</p>	<p>10:00 am, February 10 – Chapter 5 due</p> <p>10:00 am, February 12 – Chapter 6 due</p> <p>10:00 am, February 15 – Forage Simulation Assignment due</p>
5	<p>February 17: Topic 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, February 17 – Chapter 7 due</p>

	February 19: Quiz 1 review in class	February 20, 21, & 22 – Quiz 1 - see Testing Center hours
6	<p>February 24: Topic 8: Constructive Communication & Climate – Chapter 8 SkillBoost: Communicating clearly, writing concisely</p> <p>February 26: Topic 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, February 24 – Chapter 8 due</p> <p>10:00 am, February 26 – Chapter 9 due</p>
7	<p>March 3: Topic 10: Conflict Management & Communication + Negotiating Your Position – Chapter 10 SkillBoost: Writing an email to manage routine conflict using a standard negotiation technique</p> <p>Topic 11: Motivational Communication: Yourself, Team, & Goals – Chapter 11 SkillBoost: Speaking to motivate and improve team participation</p> <p>March 5: Topic 12: Ethical Communication at Work – Chapter 12 SkillBoost: Networking practice using a case study</p>	<p>10:00 am, March 3 – Chapters 10 & 11 due</p> <p>10:00 am, March 5 – Chapter 12 due</p>
8	<p>March 10: Topic 13: Destructive Communication – Chapter 13 SkillBoost: Writing a Reply to a Coworker’s Inappropriate Message</p> <p>March 12: Quiz review in class</p>	10:00 am, March 10 – Chapter 13 due
9	SPRING BREAK – NO CLASSES	
10	<p>March 24: NO CLASS so you can take the quiz during class time</p> <p>March 26: Group check ins with professor – all group members must be present for the check in; students present research that is underway, division of labor, discuss any applicable team conflict, and provide status of the project to the professor (includes clarified deliverables and action strategies)</p>	<p>March 24, 25, & 26 – Quiz 2 – see Testing Center hours</p> <p>March 26 – Group check-in with professor at assigned times</p>
11	<p>March 31: Group check ins with professor – all group members must be present for the check in; students present research that is underway, division of labor, discuss any applicable team conflict, and provide status of the project to the professor (includes clarified deliverables and action strategies)</p> <p>April 2: Quinncia check-in with professor to track progress; establish the order of the group presentations; Communication Workday: Students meet with group to prepare for the group presentations</p>	March 31 – Group check-in with professor at assigned times
12	April 7: Communication Workday: Students meet with group to prepare for the group presentations	

	April 9: Communication Workday: Students meet with group to prepare for the group presentations	
13	April 14: Communication Workday: Students meet with group to prepare for the group presentations April 16: Communication Workday: Students meet with group to prepare for the group presentations	10:00 am, April 19 – Final Group Project Report due
14	April 21: Communication Workday: Students meet with group to prepare for the group presentations April 23: Students give case study presentations live in class and perform peer review, and self and team performance review	10:00 am, April 22 - visual aid (e.g., PowerPoint/Google slides due) In class, April 23 – Group presentations
15	April 28: Students give case study presentations live in class and perform peer review, and self and team performance review April 30: Students give case study presentations live in class and perform peer review, and self and team performance review	In class, April 28 & 30 – Group presentations 10:00 am, May 3 – Submit: (1) peer review of group presentations and (2) self and group evaluation due
16	May 5: Feedback Day – Course Wrap Up. Applying what you’ve learned May 7: Optional student conferences	10:00 am, May 6 – Quinncia Resume and Interview Assignment due

Course Policies

1. General

- Announcements are made in eLearning, by UTD email, and posted in Microsoft Teams. Check these sources regularly if missing class.
- 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, before or after class, or on Microsoft Teams.
- When emailing, students must use UTD email and include a descriptive subject line such as “BCOM 4300 Monday/Wednesday 1:00 pm 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. Additionally, the Student Success Center has a writing center <https://studentsuccess.utdallas.edu/programs/writing-center/> that can assist with reviewing writing assignments.
- 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.

- 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 academic 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 the concerns or questions in this email. A challenge may result in grades being raised or lowered.
- i. 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.
- j. 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.
- k. All final grades that are .5 or higher are rounded up. At the end of the semester, 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 "Assignments" folder.
- d. **Late work:** Late submission of the group project 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 assignments, the Quinnia assignment, peer review, and group evaluations cannot be submitted late.**
- f. You are responsible for making sure Turnitin assignments are submitted. 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 represented as your own writing. AI-generated content, including tables, code, analysis, or images, cannot be presented as your own writing. **For this class, the AI-generative usage policy is easy to follow and remember: the only AI tool that may be used is Grammarly, and we may not use any other AI tool. Using GrammarlyGo (or any other AI-generative tool) is expressly prohibited as it is AI-generative.**
 - i. For writing assignments, AI can be used to edit your work. For example, Grammarly is an AI writing assistant, and we encourage the use of Grammarly to improve your grammar and writing. GrammarlyGO is generative AI and may not be used for written assignments in this class. This is only one example of prohibited generative AI, and there are countless other programs that are also prohibited in this course. If you have questions about whether a specific tool or program is allowed, please ask.
 - ii. All assignments are expected to be "AI-free." For this course, those assignments include the Team Check-in Status Report, the Case Study and Teaching Note, the Peer Review of Group Presentations, and the Self and Group Evaluations. 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 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:

- Quiz 1: Communication Skills and Traits – leadership communication, applying communicating strategies to a variety of situations (SLO 1).
- Quiz 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
- Forge workplace simulation assignment
- Personal Online Portfolio assignment
- 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
- 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

3. Quizzes

- a. For Spring 2025, the quizzes 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 quiz. Students are encouraged to schedule both quiz appointments for the first week of classes. Failure to register for a quiz will result in an automatic 30 percent deduction. Failure to take the quiz will result in a grade of zero on the quiz. Students are responsible for ensuring confirmation of Testing Center registration; the Testing Center sends email confirmations, which should be retained.
- c. Quizzes are multiple choice and true/false, each 60 questions and each question weighted equally. Quizzes must be done individually. Collaboration, if proven, will result in a referral to Judicial Affairs.
- d. Each quiz 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 quiz. 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 quiz.
- e. In case of medical emergencies, contact the instructor immediately. In this case, makeup quizzes 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 quiz policies are subject to change to adapt to the modality.
- g. There is no final cumulative final examination in this course.

4. Class Participation & Attendance

- a. Research has found that those who miss four or more classes tend to have decreased final grades ([source](#)).
- b. Our classes are live and in person on the UTD campus; there is no online option for this course or any BCOM course. Professional communication is expected. Show up ready to learn.

- c. Attendance is mandatory for the following classes/events: quiz days, all group workdays, and group presentation days. Place these dates on your calendar now.
- d. Your professor reserves the right to restrict personal technology use as needed.

1. 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 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 Quiz Due Dates

Assignment	Due Dates
Vantage Assignment Chapter 1	January 27, 2025
Vantage Assignment Chapter 2	January 29, 2025
Vantage Assignment Chapter 3	February 3, 2025
Vantage Assignment Chapter 4	February 5, 2025
Personal Online Portfolio Assignment	February 8, 2025
Vantage Assignment Chapter 5	February 10, 2025
Vantage Assignment Chapter 6	February 12, 2025
Forage Simulation Assignment	February 15, 2025
Vantage Assignment Chapter 7	February 17, 2025
Quiz 1	February 20, 21, & 22, 2025
Vantage Assignment Chapter 8	February 24, 2025
Vantage Assignment Chapter 9	February 26, 2025
Vantage Assignment Chapters 10 & 11	March 3, 2025
Vantage Assignment Chapter 12	March 5, 2025
Vantage Assignment Chapter 13	March 10, 2025
Quiz 2	March 24, 25, & 26, 2025
Group Final Project	April 19, 2025
Visual aid due (e.g., PowerPoint/Google slides)	April 22, 2025
Group presentations	April 23, 28, & 30, 2025
Peer review of group presentations and self and group evaluation	May 3, 2025
Quinnia Assignment	May 6, 2025