BCOM 4300: Advanced Professional Communication

Course Information

Course Number/Section   BCOM 4300
Course Title   Advanced Professional Communication
Term   Fall 2025
Class Meeting Times   Section .007: Tuesday & Thursday 8:30-9:45 pm; JSOM 2.102
Section .008: Tuesday & Thursday 10:00-11:15 am; JSOM 2.102
Section .010: Tuesday & Thursday 1:00-2:15 pm; JSOM 2.102
Section .011: Tuesday & Thursday 2:30-2:45 pm; JSOM 2.102

Professor Contact Information

Professor   Dr. Kathryn Lookadoo   *Office Location* JSOM 4.425
Office Phone   972.883.5998   *Email Address*   Kathryn.Lookadoo@utdallas.edu
Office Hours   Tuesdays 11:30 am-12:30 pm. If this time doesn't work for you, please email me for an appointment (online or in-person). 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

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, 6e [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 options (most students pick #1):

1. Vantage and Online Book: ISBN: 9781071914182 (Make sure you purchase the Vantage ISBN version); or
2. Vantage and Loose-leaf Bundle: ISBN: 9781071975893 (Vantage Shipped Access Card) + Loose-leaf version

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	**63%**	**630**
Vantage Activities	15.7%	157
Professional Online Portfolio (POP) Project	8%	80
Workplace (Forage) Simulation	3%	30
Assessment 1- Professional Communication Skills Quiz	15%	150
Assessment 2- Workplace Communication Skills Quiz	15%	150
Resume and Interview	6.3%	63
Group Case Study Project	**37%**	**370**
Case Study Draft and Critique	1%	10
Presentation (Round 1/Rehearsal)	2%	20
Final Group Project Report	15%	150
Final Presentation (Round 2) & Visual Aid	15%	150
Self and Group Member Evaluations	4%	40
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- (& so on)

Tentative Course Schedule & Topics

<mark>**Important:** Check eLearning for the full schedule, including readings, activities, & assignments.</mark> Updates will be posted there. *Note*: Class discussions and case studies rely on completing the Vantage readings & homework.

Wk	Agenda
1	Introduction, Adv. Communication Skills & Influence (Ch 1); Traits & Personal Communication (Ch 2)
2	Leadership Communication Style (Ch 3); Navigating AI ATS in Job Searching; Task, Relationship, & Change Communication (Ch 4)
3	Communicating Your Brand (Ch 5); Communicating Your Strengths (Ch 6)
4	Strategic Plan & Vision; Unit 1 Wrap Up and Project Meetings
5	**Quiz 1** at UTD Testing Center **(9/22-25);** Group Communication & Constructive Climate (Ch 8 part 1)
6	**POP Presentations**
7	**POP Presentations;** Group Communication & Constructive Climate (Part 2)
8	Resumes, Interviews, and Job Simulations; **Quinncia (10/14)** & **Forage (10/16)**
9	Conflict Management & Negotiation (Ch 10); Motivation (Ch 13)
10	Ethical Communication (Ch 11)*;* Destructive Communication (Ch 12); Team Meetings
11	Report Expectations; **Draft & Critique (11/4);** Group Workday; **Final Report (11/6)**
12	**Quiz 2** at UTD Testing Center **(11/10-13);** Converting a Report into a Presentation
13	**Presentation Rehearsal (11/18); Group Presentation & Slides (11/20)**
14	Fall Break
15	**Group Presentation & Slides (12/2 & 4)**
16	Feedback Day; **Group Evaluations (12/9)**

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 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 to change the published grades if there is a miscalculation or a 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:
      i. Team materials (e.g., group report, slides, drafts, etc.) will be docked 1% per hour late based on when they're submitted to the dropbox.
      ii. Individual assignments (e.g., Vantage, Quinncia, group evaluations, etc.) cannot be submitted late.
   e. 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.
   f. 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. AI can be used on all assignments to brainstorm ideas, create a template, or edit your work. You are welcome to use generative AI unless otherwise specified, but like in the workplace, you are responsible for what you submit including its effectiveness and accuracy.
      ii. Some assignments are expected to be "AI Free." For this course, those assignments include Vantage, Quiz 1 and 2, and self/group member evaluations.
      iii. Some assignments have AI use recommendations; see individual assignments for instructions. This course's assignments might also ask you to use and evaluate AI-generated writing.
      iv. Show your work. Use Google Drive products, signed in, to track edits to your work for all classes, or Grammarly Authorship.

3. **Quizzes**
   a. For this semester, the quizzes are in the Testing Center. The Testing Center requires students to schedule their quiz time and does not accept walk-ins. 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 appointments the first week of classes. Failure to register for a test 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 50-60 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. 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, a makeup quiz may be an 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.

4. **Class Participation & Attendance**
   a. Research has found that those who miss 4+ 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. 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, is removed, or is "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.

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? The JSOM Career Management Center (CMC) offers career coaching, resume and cover letter critiques, mock interviews, etc. http://jindal.utdallas.edu/career-management-center/

Need food or personal care items? The Comet Cupboard is an on-campus food pantry dedicated to alleviating food insecurity by providing necessary food and personal care items to members of the UT Dallas community. It is located on the first floor of the McDermott Library, room MC 1.608. Refer to the Instagram page @CometCupboard or email cupboard@utdallas.edu for the most recent information.

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.

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