COMM 3160 - BUSINESS COMMUNICATION
Section 007
Fall 2017
MW 2:00 – 3:15
Instructor: Frances Walton M.A.
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Phone: 704-525-3378
E-mail: fwalton@uncc.edu
Office Hours: M 3:30-5:30

REQUIRED  Excellence in Business Communication by Thill and Bovee

1. Online e-text and the MyLab access code (9780134390116)
2. The soft cover text with the MyLab access code (9780134472430)
3. The loose-leaf text with the MyLab access code (9780134421810)

My class does not require the online MyLab access.

Course Information

University Catalog Description
COMM 3160. Business Communications. (WO) (3) Prerequisite: Junior standing. The nature and problems of individual, interpersonal and organizational communication in business. Various verbal techniques such as presentations, graphics, public speaking and writing will be developed and practiced for effective organizational and individual performance. (Fall, Spring, Summer, Evenings)

General Education Requirements Statement
COMM 3160 satisfies part of General Education requirement for Goal I - Communication: Oral Communication (O) and Writing Intensive (W) course. This goal states that UNC Charlotte graduates should be able to effectively send and receive in English written and oral messages in different situations for a variety of audiences, purposes and subjects.

Class Format

What you can expect from me: I will use a combination of lecture, discussion, and activities to facilitate your learning in this course. I will also moderate discussion and activities regarding key concepts included in the course materials. I will offer unique examples to illustrate concepts. My goal is to create an active learning environment (side note: do not expect every class to be “entertaining”).

This multi-faceted approach is used because students receive no long-term benefits when instructors spoon-feed course materials and there is simply not enough time in the semester to go over every term or concept necessary for your success in this course. This means I will NOT cover all the material you will need for exams and assignments during class sessions. In order to excel, stay on top of assignments and read your material!
Learning Objectives

Upon completion of this course, you should be able to:

1. Understand the communication process and recognize the role of audience in preparing and presenting messages
2. Appreciate diversity and intercultural differences as a part of the communication process
3. Understand and use technology to improve written and oral communication
4. Organize and develop effective informative and persuasive business presentations
5. Understand and develop effective business correspondence including memos, letters, and reports
6. Understand the job search process including cover letters, resumes, and interviewing techniques
7. Understand the process of interpersonal and group communication
8. Develop a critical mindset towards business communication in today’s modern world

Class Policies and Business

1. Read assignments required for that day before class. If you do not understand certain concepts in the readings, ask questions in class or schedule a time to meet with the professor.

2. Participation
   - NO CELL PHONES in CLASS!! It is not active participation when you are holding a conversation with someone elsewhere! Excessive usage will greatly affect your participation grade.
   - Regular attendance in class is expected. Students who attend class on a regular basis and attend on time usually earn a higher grade on assignments and exams.
   - DON’T BE LATE. It is rude to your fellow students.

3. Attendance
   - If you miss any class sessions, you are responsible for getting notes and finding out details about the assignments that have been discussed on that day from your classmates.
   - Missing class through unexcused absences or arriving late to class will impact your overall grade.
   - Attendance for this class is based on an Honor System
     - Consider this class like a job, you must attend work or face the consequences of termination. However attendance is not mandatory.
     - In accordance with University policies, students should notify the instructor before missing class due to a religious observance or holiday.

4. Oral Assignments
   - The team presentations are conducted during finals week.
   - All students must wear professional business suits for the final presentation and interviews.

5. Written Assignments
   - All major assignments you turn in must be typed in order to receive credit. No exceptions. Please use 12 point font size in Times New Roman unless otherwise instructed. When you submit an assignment, please keep a copy for your records.
   - The resume, memo and proposal will be graded on content, format, organization, grammar and spelling. Always proofread and edit your assignments before turning them in.
The following criteria will be used in grading your written assignments:

- Content (missing important information/details)
- Organization (direct/indirect style)
- Misspelled words
- Format errors
- Grammatical errors

➢ **In-Class Assignments**- Throughout the semester there will be in-class assignments provided. There is no make-up offered for lack of attendance on classwork days.

6. **Late Work**

➢ **Hard copies** of the assignments are collected/expected at the **beginning** of the class session (specifically within the first **five** minutes of class) on the day they are due. Assignments turned in late are automatically deducted **10 percent. 10 percent will be deducted daily thereafter. Assignments more than one week late (5 days) will not be reviewed at all.**

➢ **I do not accept late online submissions, you will have plenty of time to complete them, missing deadlines is unacceptable.**

7. **Missed work**

➢ If you miss an exam, assignment, presentation, or interview, you will receive a “**zero**” unless you have a documented, excused absence. In the case of an excused absence, it is up to you to schedule the exam and make up the work. Absences may be excused for personal illness (doctor’s note required) or participating as a University representative in an athletic or out-of-town event.

8. **Academic Integrity**

➢ Students have the responsibility to know and observe the requirements of *The UNC Charlotte Code of Student Academic Integrity*. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor. All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at: [http://www.legal.uncc.edu/policies/ps-105.html](http://www.legal.uncc.edu/policies/ps-105.html).

8. **Statement on Diversity**

➢ *The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we create diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.*

*** This Syllabus is tentative as well as malleable, changes to the course may occur upon my discretion.
Assignments and Grading
I will base your grade in this class on the learning and competence you demonstrate in the successful completion of the following class assignments:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>50</td>
</tr>
<tr>
<td>Exam 2</td>
<td>50</td>
</tr>
<tr>
<td>Exam 3</td>
<td>50</td>
</tr>
<tr>
<td>Memo</td>
<td>50</td>
</tr>
<tr>
<td>Resume</td>
<td>100</td>
</tr>
<tr>
<td>Cover Letter</td>
<td>70</td>
</tr>
<tr>
<td>Mock Interview</td>
<td>50</td>
</tr>
<tr>
<td>Team Presentation and Proposal</td>
<td>250</td>
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<tr>
<td>Peer Evaluation</td>
<td>30</td>
</tr>
<tr>
<td>Class Work</td>
<td>150</td>
</tr>
<tr>
<td>Class Participation</td>
<td>50</td>
</tr>
</tbody>
</table>

Total: 900

The following is the grading scale used for assigning final grades:

A = 900-810  B = 809-720  C = 719-630  D = 629-540  F = 539 and below