COMM 3160 - BUSINESS COMMUNICATIONS
Sections 009, 010, 011, 012
Fall 2017

Large Lecture: Rowe 161
T/R 8:00 – 8:50

Labs: Friday Room 386
F: 9 – 9:50 (009) 10 – 10:50 (010)
F: 11 – 11:50 (011) 12 – 12:50 (012)

Instructor: Henrique Viana, M.A.
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E-mail: hviana@uncc.edu
Office Hours: T/R 12:30 – 1:45 or by appointment.

Teaching Assistants:
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Samantha Maine: smaine1@uncc.edu

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 presentations
5. Understand and develop effective memos, letters, and reports
6. Understand the job search process including cover letters, resumes and interviewing techniques
7. Understand interpersonal and group communication


Class Policies

1. Read assignments 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. Attendance & Participation
   - 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’s rude to your fellow students.
   - 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 colleagues.
   - Attendance will be taken during Friday labs.

3. Oral Assignments
   - All students must wear professional business suits for the presentations and interviews.
4. Written Assignments

- All assignments you turn in must be typed in order to receive credit. No exceptions. Please use **12 point font size in Times New Roman. When you submit an assignment, please keep a copy for your records.**
- The resume, report and letter 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) - 4 each
  - Organization (direct/indirect style) - 4 each
  - Misspelled words - 4 each
  - Format errors - 4 each
  - Subject/verb agreement, awkward phrases, dangling - 2 each
  - Expressions, tone, punctuation, grammar, conciseness, clarity, sentence/paragraph length, coherence, word choice, active/passive voice, parallelism, transitions

5. **Late Work:** Hard copies (not email versions) of the assignments are collected at the **beginning** of the class session (usually, within the first four minutes) on the day they are due. Assignments turned in after your TA has collected them (whether it’s 2, 10 or 20 minutes) will have 6 points deducted. Assignments not turned in at all during the first 30 minutes of class are not accepted and will receive no credit. Just to be safe, make sure you are extra early on days assignments are due. For online interviews, there will be a submission date. Assignments MUST be submitted by the correct day and time, otherwise they will receive no credit.

6. 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.

7. Carefully review your Scantron on multiple choice exams to ensure it correctly reflects your answers.

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).

9. Diversity Statement:

*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 celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.*
Course Assignments
Exam #1 15%
Exam #2 15%
Resume 10%
Cover Letter 10%
Interview 10%
Report 5%
Presentation 10%
Final Exam 25%

GRADING SCALE
A 90 – 100  B 80 – 89  C 70 – 79  D 60 – 69  F below 60

Tentative Schedule

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<tr>
<th>DATE</th>
<th>READINGS</th>
<th>TOPIC/ASSIGNMENT</th>
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<tbody>
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<td>T 8/22</td>
<td></td>
<td>- Course objectives and requirements</td>
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<tr>
<td>R 8/24</td>
<td>Ch. 1</td>
<td>- Achieving Success Through Effective Business Comm.</td>
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<tr>
<td>F 8/25</td>
<td>Ch.1</td>
<td>- Effective Business Comm. Continued</td>
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<tr>
<td>T 8/29</td>
<td>Ch. 2</td>
<td>- Mastering Team Skills and Interpersonal Comm.</td>
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<tr>
<td>R 8/31</td>
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<td>- Group Dynamic and Interpersonal Exercise</td>
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<tr>
<td>F 9/1</td>
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<td>- Team/ Interpersonal Comm. Continued</td>
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<tr>
<td>T 9/5</td>
<td></td>
<td>- NO CLASS</td>
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<tr>
<td>R 9/7</td>
<td>Ch. 3</td>
<td>- Communicating in a World of Diversity</td>
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<tr>
<td>F 9/8</td>
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<td>- Fear of Public Speaking/ Language &amp; Style</td>
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<td>T 9/12</td>
<td>Ch. 3</td>
<td>- Diversity Continued</td>
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<td>R 9/14</td>
<td>Ch. 14</td>
<td>- Designing and Delivering Oral and Online Presentation</td>
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<td>F 9/15</td>
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<td>- Vocal &amp; Physical Delivery</td>
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<td>T 9/19</td>
<td>Ch. 14</td>
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<td>R 9/21</td>
<td>Ch. 11</td>
<td>- Planning Reports and Proposals</td>
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<tr>
<td>F 9/22</td>
<td>Ch. 11</td>
<td>- Planning Continued</td>
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<tr>
<td>T 9/26</td>
<td>Ch. 12</td>
<td>- Writing Reports and Proposals</td>
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<tr>
<td>R 9/28</td>
<td>Ch. 12 &amp; 13</td>
<td>- Writing Continued + Completing Reports and Proposals</td>
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F 9/29 - Presentations
T 10/3 - EXAM #1 (Chapters 1, 2, 3, 11, 12, 13 & 14)
R 10/5 Ch. 4 - Planning Business Messages
F 10/6 - Presentations
T 10/10 - FALL BREAK – NO CLASS
R 10/12 Ch. 5 - Writing Business Messages
F 10/13 - Presentations
T 10/17 Ch. 6 - Completing Business Messages
R 10/19 Ch. 7 - Crafting Messages for Electronic Media
F 10/20 - Presentations
T 10/24 Ch. 9 - Writing Negative Messages
- Report Draft Due
R 10/26 Ch. 9 - Negative Messages Continued/ Report Due
F 10/27 - Presentations
T 10/31 - EXAM #2 (Chapters 4, 5, 6, 7 & 9)
R 11/2 Ch. 15 - Building Careers and Writing Resumes
F 11/3 Ch. 15 - Resumes Continued
T 11/7 Ch. 16 - Applying and Interviewing for Employment
R 11/9 Ch. 16 - Cover Letters and Interviews Continued
F 11/10 - Resume/Cover Letter Draft Due (In class)
T 11/14 Ch. 10 - Writing Persuasive Messages
R 11/16 Ch. 10 - Persuasion Continued
- Resume/Cover Letter Due
F 11/17 - Interviews (30)
T 11/21 - NO CLASS
R 11/23 - THANKSGIVING – NO CLASS
T 11/28 - Interviews (20)
R 11/30  - Interviews (20)
F 12/1  - Interviews (20)
T 12/5  - Interviews (10)
T 12/12 - FINAL EXAM 8:00 – 10:30 am
          - All chapters plus other lecture materials