

COMM 3160-H01, H02
Business Communication
Spring Semester 2017

This syllabus contains the policies and expectations established for COMM 3160, Business Communication. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students.

Instructor	Email	Telephone	Office Location	Office Hours
Dr. Daryl L. Kerr	dlkerr@uncc.edu	704-687-7654	FRI 344-B	TR: 8:00 – 9:15 am 4:45 – 5:30 pm others by appointment

Classes	COMM 3160-H01	TR	9:30 – 10:45 am	Friday 386
	COMM 3160-H02	TR	11:00 am – 12:15 pm	Friday 386
	BUSN 1101-001	TR	2:00 – 3:15 pm	Friday 128
	BUSN 1101-002	TR	3:30 – 4:45 pm	Friday 128

Textbook *Excellence in Business Communication* by John V. Thill and Courtland L. Bovee, 12th edition, Pearson Publishing, 2017

Course Description **COMM 3160 - Business Communication. (W, O) (3)** Prerequisite: Belk College of Business students, INFO 2130, Junior standing. The nature and problems of individual, interpersonal and organizational communication in business. Various verbal techniques such as business presentations and writing will be developed and practiced for effective organizational and individual performance. *(Fall, Spring, Summer) (Evenings)*

This course satisfies the General Education – Writing in the Disciplines (W) requirement, and the General Education – Oral Communication (O) requirement. The University requires 30% of your final grade come from writing in “W” courses, and another 30% from speaking in “O” courses.

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

1. demonstrate the ability to identify, analyze, and adapt to audience needs,
2. demonstrate the use critical thinking skills to analyze and organize information and ideas using credible resources, and
3. demonstrate the ability to communicate information – oral and written – in an organized, clear, concise, confident manner that conveys credibility.

Course Exams, Assignments, Attendance & Participation	Exam # 1	10 %
	Exam # 2	10 %
	Exam # 3	10 %
	Informative Presentation	15 %
	Informative Presentation Outline	5 %
	Persuasive Presentation	15 %
	Email Message	5 %
	Business Letter	5 %
	Resume	5 %
	Business Report	15 %
	Attendance & Participation	5 %
	Total	100 %

Grading Scale: A = 90 – 100; B = 80 – 89.99; C = 70 – 79.99; D = 60 – 69.99; F = 0 – 59.99

Guidelines for Student Success in COMM 3160:

1. Students should read assigned chapters prior to class. Class time will be used to (1) reinforce important concepts from the text, (2) provide new information not in the text, and (3) as a platform for you to seek further clarification from the professor. Note that hours spent studying does not necessarily equate to an "A" grade -- only your performance as measured by the grades on exams and your assigned work. You have to demonstrate your *understanding and application* of the material; this is what determines your overall grade.
2. Students should take notes on the chapter readings prior to attending the class. If you have taken notes on chapter readings prior to class, you will have an easier time recording notes and following the class discussion. Students should take additional notes during class. This is not writing down every word that is spoken, but maximizing your understanding of key concepts and examples.

We will not have time to cover all textbook and other assigned material in class discussions. Students are responsible for all assigned material, whether or not it is discussed in class.

3. To get the most benefit from your college education, students should attend every class. You assume full responsibility for material covered and assignments given during a missed class. Please do not arrive late or leave early from class. In addition, please do not leave and return to the classroom during class time. This is very distracting to the learning environment, and it is unprofessional and disrespectful.

Attendance and participation is worth 5 % of your final grade. Aspects of attendance and participation include: (1) preparation for class (completed readings and notes on readings), (2) being on time to class, (3) attentiveness in class, (4) responsiveness to questions and comments from the instructor, and (5) remaining in class from the beginning until the end of the session.

4. You are responsible for getting notes and finding out details about assignments that have been discussed on days you are absent.
5. All students will be graded fairly and according to the total number of points earned on each assignment. Please do not ask me to grade you differently based on a personal circumstance, your full-time or part-time job, your visa status, your roommate/boy or girlfriend/family situation, or any other situation or issue.
6. Oral communication skills are developed by learning about, performing, and observing others' presentations. Therefore, attendance is required for the presentation dates. Therefore, attendance is required for the Informative and Persuasive Presentation dates. Five points will be taken off Exam # 3 for each presentation day you miss. Two points will be taken off Exam # 3 for being late to class on these days.
7. All written assignments must be typed. Please use **Times New Roman, 12 point font** on all written assignments unless otherwise instructed.
8. Assignments are due at the beginning of class. Late assignments will be accepted but with the following consequences.
 - After assignments are taken up at the beginning of class - 5 points
 - After class, but by 5:00 pm on the due date - 10 points
 - 1 business day late, by class time - 20 points
 - Each additional business day late, by class time - 20 points per day
9. The Informative Presentation Outline, Email, Letter, Resume and Report will be graded on content, format, organization, mechanics, grammar and spelling. Always proofread and edit your assignments before turning them in for a final grade.

10. Prepare for exams early. Ask questions and participate in class discussions throughout the semester. Examine your understanding of the material by using the Learning Objectives, Key Terms, and Improve Your Grammar, Mechanics, and Usage sections found at the end of each chapter. Still need help? Form a study group of your peers and begin studying for the exam at least one week prior to the exam date.

The format for the exams is true-false and multiple choice. Please come prepared for exams with two # 2 pencils. Late admittance to exams will not be permitted. If possible, students who are unable to attend a scheduled exam must contact the professor before the exam and present documentation of a valid *medical emergency* in order to obtain permission to make up a missed exam. Note that it has to be a medical “emergency” to miss an exam. Make-up exams are in multiple-choice and short-answer format.

Students must display proper conduct during exams – keep your eyes on your test booklet and answer form, cover your answers to prevent others from viewing your work, switch all electronic devices to the “off” position, and maintain a clear workspace (no personal belongings near desktop). All hats must be removed or turned backwards. Once the exam begins, students may not leave the classroom and return. Be sure to take care of any personal needs before the exam begins. All test materials will be collected at the end of the exam period.

11. Communication with Dr. Kerr - Emails regarding this class are formal modes of business communication. Accordingly, email correspondence should be written in a formal manner. Proper email etiquette begins with a clear, direct subject heading to include your class name with section number and purpose of the email (e.g. COMM 3160-H01, Questions about the Email Assignment). An appropriate salutation (e.g., “Dr. Kerr”) should also be included, followed by a colon, in the body of the message. Email messages should be written with appropriate grammar, punctuation, and tone.
12. The use of computers, smart phones or other communication devices is disruptive, and is therefore prohibited during class. Students using such devices will be asked to refrain from using them. This will also affect your Attendance & Participation Grade.
13. If you miss an exam, assignment, or presentation, you will receive a “zero” unless you have a **documented, excused absence**. In the case of an excused absence, you may make up the work.
14. Let me know anytime during the semester if you are having difficulty with the course or need additional help.

Canvas: UNC Charlotte utilizes “Canvas” as its Learning Management System (LMS). A LMS is a way to simplify teaching and learning by connecting all the digital tools professors use in one easy place. For more information on Canvas, please visit canvas.uncc.edu

Honor Code: Students are expected to abide by the “UNC Charlotte Code of Academic Integrity” as described in the *UNC Charlotte Undergraduate Catalog*.

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.

Disability Services: Students in this course seeking accommodations for disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations.

Syllabus Modification: The dates and topics set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class and by email notice.

COMM 3160-H01, H02: Business Communication

Note: Class information is printed in regular font, assignments and exams are in **bold font**, and University information is in *italics*.

DATE		TOPIC	TEXT READING
M	1/9	<i>First Day of Classes for Spring semester</i>	
T	1/10	Course Objectives and Syllabus	
R	1/12	Business Communication Process Communicating as a Professional	pp. xxxii-xxxiv Chpt. 1
T	1/17	Communication and Technology Ethical Communication	
R	1/19	Interpersonal Communication, Business Etiquette	Chpt. 2
T	1/24	Collaboration, Business Meetings	
R	1/26	Planning Business Messages: The Seven Step Process 1. Determine the Purpose 2. Analyze the Audience	Chpt. 4
T	1/31	3. Gather Ideas and Information 4. Organize the Information	Chpt. 5
R	2/2	5. Select Appropriate Supportive Evidence 6. Develop Effective Multimedia Aids	Chpt. 14
T	2/7	7. Practice, Practice, Practice <i>or</i> Revise, Edit, and Proofread	
R	2/9	Impromptu Presentations (1-3 minutes each)	
T	2/14	Exam # 1 (pp. xxxii-xxxiv, Chapters 1, 2, 4, 5, 14; Notes from 1/10 to 2/9)	
R	2/16	Informative Presentations	
T	2/21	Informative Presentations	
R	2/23	Business Writing: The Seven Step Process The Five C's	Chpt. 6
T	2/28	Business Writing Emails and Memos	Chpt. 7
R	3/2	Email Message Draft Due Business Letters	
T	3/7	NO CLASSES – SPRING BREAK	
R	3/9	NO CLASSES – SPRING BREAK	
T	3/14	Email Message Due Business Letter Draft Due	
R	3/16	Business Letter Due Business Reports	Chpt. 11
T	3/21	Business Report Team Meetings	
R	3/23	Persuasive Messages Assign Persuasive Presentation	Chpt. 10
T	3/28	Exam # 2 (Chapters 6, 7, 10, 11; Notes from 2/23 to 3/23)	
R	3/30	Career Planning Resumes	pp. xli-xlvi Chpt. 15
T	4/4	Resumes (continued)	
R	4/6	Resume Draft Due Interviewing	Chpt. 16
T	4/11	Resume Due Interviewing (continued)	
R	4/13	Communicating in a Diverse, Global Marketplace	Chpt. 3
T	4/18	Communicating in a Diverse, Global Marketplace (continued)	

R	4/20	Persuasive Presentations	
T	4/25	Persuasive Presentations	
R	4/27	Persuasive Presentations	
T	5/2	<i>Last Day of Classes</i> Business Report Due Course Summary	
W	5/3	<i>Reading Day</i>	
R	5/4	<i>Final Exams begin</i>	
T	5/9	Section H02 – TR 11:00 am class, scheduled from 11:00 am – 1:30 pm Exam # 3 (pp. xli-xlvii, Chapters. 3, 15, 16; Notes from 3/30 to 5/2)	
R	5/11	Section H01 – TR 9:30 am class, scheduled from 8:00 – 10:30 am Exam # 3 (pp. xli-xlvii, Chapters. 3, 15, 16; Notes from 3/30 to 5/2)	
F	5/12	<i>1:00 p.m. – Commencement – Belk College of Business, College of Computing & Informatics, College of Health & Human Services</i>	
M	5/15	<i>Final Grades due by noon</i>	

NOTE: Essentials of Grammar, Mechanics, and Usage is located in the textbook on pages 573 – 598.

SPECIAL EVENTS FOR COMM 3160 STUDENTS

DATE		TOPIC	TEXT READING
R	varies	International Coffee Hour First and Third Thursdays, beginning January 19 from 4 – 6 pm Enjoy coffee and conversation at this informal social gathering held twice monthly. International and US faculty, staff, and students are all welcome! Prospector Gold Room January 19 – February 2 & 17 – March 2 & 16 – April 6 & 20	
W	2/1	Belk College of Business – CEO Speaker Series, Mr. Roger W. Ferguson, Jr. 11:00 a.m. – 12 Noon, Popp Martin Student Union, Room 340, 3rd floor Mr. Ferguson is President and Chief Executive Officer of TIAA, the leading provider of retirement services in the academic, research, medical, and cultural fields and a Fortune 100 financial services organization. Free lunch for participants who register online by Friday, January 27 at https://webforms.uncc.edu/belkcollegeunccedu/spring-2017-ceo-speaker-series	
W	2/17	Career & Internship Fair, 10 am – 2 pm, Student Activity Center. Sponsored by the University Career Center	
T	3/21	Etiquette Dinner, 5:00 – 7:30 pm, Student Activity Center Salons. Enjoy a 3-course meal at a minimal fee while learning dining and professional etiquette. Sponsored by the University Career Center.	