

Required Course Materials:

Shwom, B.G., Snyder, L. G. (2019). *Business communication: Polishing your professional presence* (4th ed). Hoboken, NJ: Pearson Education.

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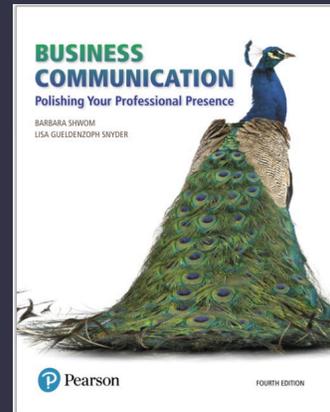
This text is available through UNC Charlotte's bookstore as well as directly from Pearson Publishing. You will need to purchase this textbook as it pertains directly to the theories and practices you will be learning within the course. **Pearson Mylab is required.**

Materials:

Mylab with e-book; To purchase access:

<https://www.pearson.com/us/higher-education/product/Shwom-My-Lab-Business-Communication-with-Pearson-e-Text-Access-Card-for-Business-Communication-Polishing-Your-Professional-Presence-4th-Edition/9780134789729.html> **If you choose to purchase access to Mylab, you will automatically have access to the e-book, making it unnecessary to have a hard copy of the book.

What you can expect: My approach to learning is creating through a student-centered environment where we will learn from one another, engage in active learning techniques, and exhibit fairness. My instructional methods include: lecture, group discussions, class activities, assigned readings, individual presentations, role-playing, and written assignments.



COURSE POLICIES

Please note: The course policies and grading criteria are part of your "contract" with me in this class. Once you register for this course, you agree to the terms and conditions of this contract (In other words, please don't come to me at the end of the semester trying to "renegotiate" the terms and conditions of this contract because of the grade you earned). Please read the fine print!



Course Expectations

- Business professionals spend about 70% of their time communicating. Thus, good communication skills are essential to you in your career, and they are the chief criteria of employers in both hiring and promotion decisions.
- This course was designed in response to industry feedback about the communication skills needed for business graduates to enter successfully into today's competitive marketplace. This course is very practical and will require effort on your part. It will also require regular attendance, because we spend a lot of class time working in groups to apply principles and strategies discussed in your book and in class. You improve your communication skills by working together and giving and getting constructive criticism.

This course is demanding just like the office/work/corporate environment you will enter in a few months or years!

University Policies

Academic Integrity: All students are required to read and abide by the Code of Student Academic Integrity. Students who violate the code can be expelled from the university. The normal penalty for a first offense is zero credit on the work involving dishonesty, and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to "F." The Code is available from the Dean of Students Office or online at: <http://www.legal.uncc.edu/policies/ps-105.html>. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

As a condition of taking this course, ALL written work may be subject to submission for textual similarity review to VeriCite for the detection of plagiarism. All submitted papers will be included as source documents in the VeriCite reference database solely for the purpose of detecting plagiarism of such papers. No student papers will be submitted to VeriCite without a student's written consent and permission (see FERPA form). It is imperative to understand what constitutes as plagiarism: Using a source in a paper without properly citing it, using a direct quote without including source information, page numbers, and quotation marks is plagiarism, among additional factors. If you are caught plagiarizing, you will be reported and sanctions will be given.

If a student does not provide such written consent and permission, the instructor may: (1) require a short reflection paper on research methodology; (2) require a draft bibliography prior to submission of the final paper; or (3) require the cover page and first cited page of each reference sources to be photocopied and submitted with the final paper.

Students with Disabilities: UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at [704-687-0040](tel:704-687-0040) or visit their office in Fretwell 230.

Religious Observances: Students who anticipate being absent from class due to a major religious observance must provide notice to me *in writing by the second week of class*, explaining which class period(s) you expect to miss and why.

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 celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Academic Requirement: 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.

All core courses in The Belk College of Business Administration are committed to fulfilling one or more of four major competency areas identified by the letters CATT: Communication and Technology Skills, Adaptability to Change, Globalization, and Diversity, Teamwork and Leadership, and Thinking, Integration, and Problem Solving. COMM 3160 is targeted at the first of these learning outcomes, Communication and Technology Skills.

Classroom Policies



Grading Policy:

Assignment	Points
Summative Assessments <ul style="list-style-type: none"> Cumulative final (100pts) Quizzes (60pts) 	160 pts.
Written Assessments <ul style="list-style-type: none"> Informative Memo (50pts) Informative Performance Evaluation (10pts) Analytical Report (100pts) Analytical Performance Evaluation (10pts) 	170 pts.
Oral Assessments <ul style="list-style-type: none"> Interview (20pts) Informative (50pts) Analytical (100pts) 	170 pts.
Mylab online assignments (60pts) Professional conduct (40pts)	100 pts.
Total points possible	600 pts.

Grading Scale:

- A 537 - 600
- B 477 - 536
- C 417 - 476
- D 357 - 416
- F 356 and below



There are no make-ups for exams missed due to unexcused absences. If you need to miss class to participate in religious holidays or to represent the university you should notify me in advance of the event. If you have any other assignment scheduling conflicts these should be discussed on a personal basis with me within the first two weeks of the course.

Attendance Policy:

COMM 3160 is a highly participatory and performative course, which requires regular attendance, both physically and mentally. Students are expected to be in class regularly to maximize progress toward the objectives of this course.

Attendance: Students must attend class sessions to complete both graded and non-graded assignments and to critique the performance of speakers.

Absences: You are required to attend every class session, arrive on time, and remain until dismissed.

- ✓ Absences will only be excused due to medical reasons and/or university-related reasons. It is up to the instructor's discretion as to whether an absence will be considered excused.
- ✓ If you are absent, you must provide appropriate written documentation, which validates the nature of the reason claimed to justify the absence.
- ✓ All documentation must be provided either before the date of the absence, or within a week following the student's return to the class.
- ✓ If you are absent on the day of an exam or assignment due date, you must have your absence verified through the Dean of Students, in order to schedule a make-up date or submit without a late penalty.

****Please note:** Students are responsible for notifying the instructor at the end of class if they have arrived after name on the roll has been recorded or they will be recorded as absent.

Professional Conduct: You will receive a grade (out of 4) for class participation after each face to face session. These grades will be added for an overall professional conduct grade of 40 points for the summer session. This will be based on: (1) Coming to class prepared; (2) Participating in class discussions and activities; (3) Attendance/timeliness; (4) Exhibiting appropriate classroom behaviors.

Classroom Policies Continued

Class Preparation: Before each class meeting read the assigned materials for the specified class session. If you don't understand certain concepts in the readings, ask questions in class or schedule a time to meet with me. Students who carefully read the chapters for each class session are able to engage in the classroom activities and perform better on their presentations and exams.

Late/Missed Work: All written assignments are submitted through Canvas and the Analytical Performance evaluation is collected at the *beginning of the class session on the day it is due*. Late assignments will generally NOT be accepted. Exceptions will only be made for significant illness or emergency. It is up to the instructor's discretion as to whether a late assignment will be accepted and as to whether a penalty will be deducted from it. If accepted, late projects may have 10% of the total points deducted from the grade for each day (including weekends) that it is late. Written assignments will not be accepted via email.

Classroom Courtesy: I expect mutual respect among all members of the classroom. This means:

- ✓ Active listening and avoiding interruptions, like the use of a cell phone, when students are speaking.
- ✓ Participation and attentiveness during lectures, activities, student presentations, etc.
- ✓ Avoidance of unnecessary disruptions (i.e. private conversations, sleeping, doing work for other classes, reading unrelated materials, texting, checking social media/email/etc.) 5 points per instance will be deducted from students' presentation grade if they are using an electronic device during another student's presentation.
- ✓ Avoidance of making negative and/or offensive comments that may unintentionally offend or exclude members of our classroom. This includes comments directed towards Mrs. Stamper and your trainers.
- ✓ You are not required to participate during each discussion; however, it is important that you provide insight, pose questions, or make comments regularly throughout the semester.

**Please note: You may be asked to leave the classroom if your actions are disruptive to the learning environment.

Class Cancellation: In the event of class cancellation due to inclement weather, personal or local emergencies, exams/assignments scheduled for the cancelled day will be expected to occur the next class meeting (unless otherwise notified). **Please note: If I am more than 15 minutes late to class, check class status via email and Canvas to confirm class cancellation before leaving. *Do not assume class is cancelled.*

General Communication: You may reach me primarily through email. *Please allow 24-48 hours for a response to each email.* If you would like to secure an appointment with me, please send me an email and we will schedule from there. **Please note: I will generally stop responding to emails after 5:00 pm on weekdays and do not respond to email on the weekends.

Take care of yourself policy: A Personal Note from the Instructor

- Take care of yourself. Do your best to maintain a healthy lifestyle this semester by eating well, exercising, avoiding drugs and alcohol, getting enough sleep and taking some time to relax. This will help you achieve your goals and cope with stress.
- All of us benefit from support during times of struggle. There are many helpful resources available on campus and an important part of the college experience is learning how to ask for help. Asking for support sooner rather than later is almost always helpful.
- If you or anyone you know experiences any academic stress, difficult life events, or feelings like anxiety or depression, I strongly encourage you to seek support. The Center for Counseling at Psychological Services (CAPS) is here to help: 704-687-0311 or by email at caps@uncc.edu. You can also visit their website at <https://caps.uncc.edu/>. Also, consider reaching out to a friend, faculty or family member you trust for help getting connected to the support that can help.

Assignments Overview

Evaluation will be based on students demonstrating an understanding of course content through class participation, oral presentations, exams, and written assignments. Detailed rubrics for each element are found on Canvas.

Professional Conduct: You will receive a grade (out of 4) for class participation after each Friday class session. These grades will be added for an overall professional conduct grade of 40 points for the summer session.. This will be based on: (1) Coming to class prepared; (2) Participating in class discussions and activities; (3) Attendance/timeliness; (4) Exhibiting appropriate classroom behaviors.

Oral Presentations: Speech criteria details are found on Canvas. Students will draw their speaking order from a jar prior to speech delivery dates. If you do not draw for a speech date and speaking number, I reserve the right to select a speaking number on your behalf—no exceptions! Once speech numbers have been drawn, a sheet will be passed around for you to sign next to your selected number. The order will be posted to Canvas for convenience. Presentation dates will not be changed once a student confirms the date. Due to scheduling constraints, no make-up speeches will be permitted without written documentation of a medical emergency. All students must wear professional business attire for the presentations. Points are deducted for inappropriate attire. You will submit to your trainer (via email) your visual aid for your presentation 24 hours before you present. If you have not submitted your visual aid beforehand, there will be a 5-point deduction from your overall presentation.

1. **Mock Interview:** The purpose of this speech is to simulate business interviews using Big interview software.
2. **Informative Speech:** The purpose of this speech is to effectively research, organize, and deliver a 4-5 minute informative speech to your audience. Extemporaneous delivery is required for this speech. In an informative speech you are acting as a teacher by relating content to your audience in an objective manner.
3. **Analytical Speech:** The purpose of this speech is to effectively research, organize, and deliver an 8-10 minute persuasive speech to your audience. Extemporaneous delivery is required for this speech. In a persuasive speech you are acting as an advocate to bring about change in the attitudes, beliefs, or behaviors of your target audience.

Exams/Quizzes: You will have one cumulative final in this class. The final exam will be distributed electronically during the assigned class session and will require the use of Lockdown Browser. Students will need to bring a Wi-Fi-enabled device to take the exam and are required to be physically present in the classroom. The final will consist of multiple-choice, true/false, and possibly short answer questions. ALL assigned readings, class exercises, lectures, and supplementary materials/handouts may appear on the exams. Students who arrive late on an exam day will be allowed to take the exam, IF another student has not already turned in their completed exam. There will be several content quizzes throughout the semester to be completed via canvas. You must use Respondus lockdown browser before taking the quizzes and the final exam. For detailed information on how to download the lockdown browser for canvas, please review the Respondus Lockdown browser – Student guides in Canvas.

Written Assignments: Written assignments must be typed, using Times New Roman font, 12-point size. Handwritten material will not be accepted. Additional assignment details and directions are located on canvas.

1. Informative Memo: This assignment a one-page memo utilizing clear and concise communication to accompany your informative topic.
2. Informative Performance Evaluation – This assignment is aimed at assessing your informative speech performance and setting clear goals for self-improvement.
3. Analytical Report: This assignment will utilize formal, manuscript-style business report format aimed at accompanying your analytical topic.
4. Analytical Performance Evaluation - This assignment is aimed at assessing a fellow classmate's analytical speech performance.

MyLab Online Assignments: These assignments include: online stimulations, case studies, and videos of the concepts you are learning within the class. These assignments are accessible through canvas and Pearson mylab.

3160-004 SUMMER 2019 COURSE SCHEDULE

(**Please note that this timetable may alter slightly over the course of the semester due to the performative nature of this class.)

Date	Modules & Readings	Concepts/Assignments
Week 1 5/20 In Class	Important Course Information	<ul style="list-style-type: none"> • Discuss syllabus, course information and tentative class schedule • Self Introductions • Informative Topic Approval • Sign up for business presentations
Week 1 5/22 In Class	Researching, Proposing, Reporting, And Presenting APA Guides	<ul style="list-style-type: none"> • Guest Lecture – Library Research • American Psychology Association Style • APA Style Citations • Library Search Assignment: bring to class • VeriCite & Student Information Form Due: Bring to Class • Get Started with MyLab Business Communication (11:55pm) • Introduction to Dynamic Study Plan (11:55pm) • Ch 1 Dynamic Study Module (11:55pm) • Ch 2 Dynamic Study Module (11:55pm) • Ch 3 Dynamic Study Module (11:55pm)
Week 1 5/25 Online	Understanding The Foundations Of Business Communication (Chapters 1-3)	<ul style="list-style-type: none"> • Chapter 1 Quiz (11:55pm) • Chapter 2 Quiz (11:55pm) • Chapter 3 Quiz (11:55pm)
Week 2 5/27 In Class	No Class: MEMORIAL HOLIDAY	
Week 2 5/29 In Class	Informative Memo & Presentation Requirements Researching, Proposing, Reporting, And Presenting	<ul style="list-style-type: none"> • Informative Memo & Presentation Requirements • Informative Presentation Prep • Preparing and Delivering Business Presentations • Ch 7 Dynamic Study Module (11:55pm) • Ch 8 Dynamic Study Module (11:55pm) • Ch 11 Dynamic Study Module (11:55pm)
Week 2 6/1 Online	Researching, Proposing, Reporting, And Presenting (Chapters 7-8, 11)	<ul style="list-style-type: none"> • Chapter 7 Quiz (11:55pm) • Chapter 8 Quiz (11:55pm) • Chapter 11 Quiz (11:55pm)

Week 3 6/3 In Class	Informative Presentations & Memo	<ul style="list-style-type: none"> • Informative Presentations 1-15 • Informative Memo Due: (11:30AM)
Week 3 6/5 In Class	Informative Presentations	<ul style="list-style-type: none"> • Informative Presentations 16-25 • Communicating Your Professional Brand: Interviews & Social Media • Career Center – Guest Lecture • Ch 9 Dynamic Study Module (11:55pm) • Ch 10 Dynamic Study Module (11:55pm) • Ch 12 Dynamic Study Module (11:55pm)
Week 3 6/8 Online	Researching, Proposing, Reporting, And Presenting (Chapters 9-10) Persuading An Employer To Hire You (Chapter 12)	<ul style="list-style-type: none"> • Interview Due: (11:55pm) • Chapter 9 Quiz: (11:55pm) • Chapter 10 Quiz: (11:55pm) • Chapter 12 Quiz: (11:55pm)
Week 4 6/10 In Class	Analytical Report & Presentation Requirements Crafting Specific Messages (Chapter 4)	<ul style="list-style-type: none"> • Analytical Assignment Requirements & Topic Approval • Case Study Exercise Chapter 4: Submit in Class • Informative Performance Evaluation Due (11:30AM)
Week 4 6/12 In Class	Crafting Specific Messages (Chapters 5-6)	<ul style="list-style-type: none"> • Case Study Exercises Chapters 5-6: Submit in Class • Ch 4 Dynamic Study Module (11:55pm) • Ch 5 Dynamic Study Module (11:55pm) • Ch 6 Dynamic Study Module (11:55pm)
Week 4 6/15 Online	Crafting Specific Messages (Chapters 4-6)	<ul style="list-style-type: none"> • Chapter 4 Quiz • Chapter 5 Quiz • Chapter 6 Quiz
Week 5 6/17 In Class	Analytical Presentations & Report	<ul style="list-style-type: none"> • Analytical Presentations 1-10 • Analytical Report Due: (11:30AM)
Week 5 6/19 In Class	Analytical Presentations	<ul style="list-style-type: none"> • Analytical Presentations 11-20
Week 5 6/22 Online	Study for Final exam	
Final Week 6/24 In Class	Analytical Presentations	<ul style="list-style-type: none"> • Analytical Presentations 21-25

Finals Week 6/25 In Class	FINAL: 11:00AM-1:30PM Bring your laptop or iPad to class with respondus downloaded onto your device Chapters 1-12, lecture, and guest presentations Analytical Performance Evaluations Due: (11:30AM)
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